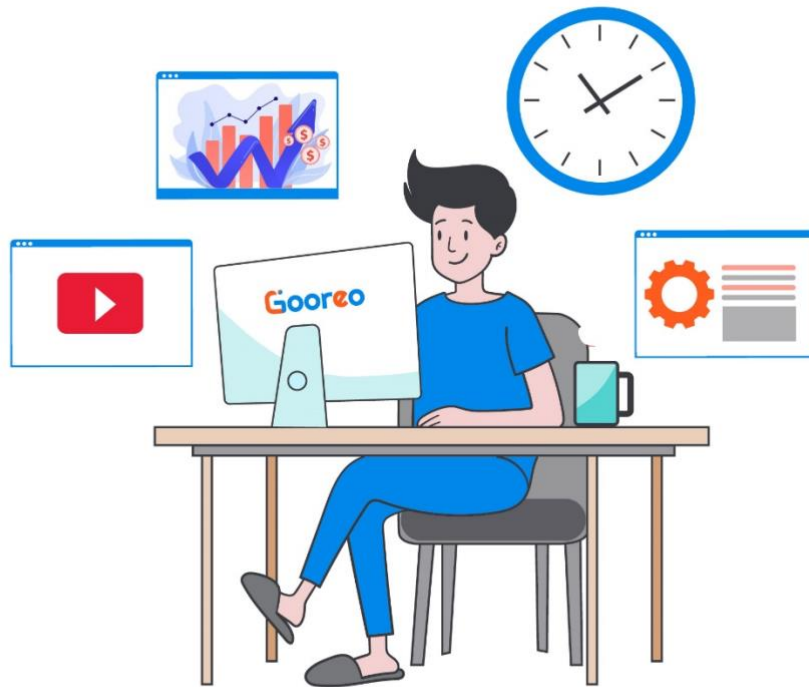


# Gooreo



## Gooreo

*Blockchain-based global freelancers' companion + built-in DeFi  
Investment kernel*

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*Where There Is Internet, There'll be Freelance;  
Where There Is Freelance, There'll Be Gooreo.*

## Abstract

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As a result of the twin forces of the Fourth Industrial revolution and the COVID-19 recession, day-to-day digitalization of everything, with a large-scale shift to remote working and e-commerce, driving a surge in WFH arrangements and a new marketplace for remote work. As businesses move, more and more, to web-based business model, freelance concept is lagging behind.

*Gooreo* is a marketplace platform for global freelancers allowing payment flexibility in fiat or cryptocurrency. A pioneer crypto platform targeting global freelance business model supporting payment via fiat or cryptocurrency. The biggest problems for Freelancers, globally, are high fees, non-standardized payment methods, and money transfer complexities. All existing freelance platforms impose relatively high fees on both sides of the freelance contract. Such inefficiencies make freelance domain a prime target for value-oriented disruptive technology.

Designed to be the transformational crypto carrier of freelance ever-growing community of the globe, *Gooreo* paves the road for freelancers aiming to break free from fiat chains and obstacles. *Gooreo*, as a freelance solution with a built-in DeFi exchange nucleus, GoFioo, for crypto investors seeking high ROI will attract countless global investors – beyond freelancers' circle – interested in harvesting rewards on their crypto deposits. GoFioo is a creative DeFi exchange kernel aiming to be a powerhouse for crypto investors.

*Gooreo* platform is powered by its native *Gooreo* coin. A distinct advantage of *Gooreo*, as opposed to other crypto coins, is that it powers a business independent of the cryptocurrency economy, reinforcing stable foundation and solid, genuine base value. At the same time, *Gooreo* platform will ignite its DeFi arm, GoFioo, to constitute safe depo for investors and depositors – in or out of freelance community – aiming to earn incentives as staking rewards for holding *Gooreo* coins. A staking program fueled by reward schemes on GoFioo or burn schedule of fees paid in *Gooreo* (in descending ratios over time) will further contribute to *Gooreo* token stability. *Gooreo* token will be open for trading on major exchange platforms and can be acquired by freelancers or freelance clients in a user-friendly way through *Gooreo* platform.

*Gooreo* team concluded that there ought to be a standardized, trustworthy channel to streamline interaction and transaction between freelancers – as service providers - and clients or employers. It is an undeniable fact, that we all are constantly switching positions in the continuous give-and-take cycle substantive to the freelance dynamics. *Gooreo* represents a revolutionary crypto transporter that bridges the multi-dimensional incompatibility gaps of geography, finance, or language, providing greater autonomy and freedom at lower cost for both freelance sides. *Gooreo* offers highly efficient freelance marketplace and decentralized finance DeFi gateway of freelancers, investors and businesses in general looking for optimized rewards for holding *Gooreo* token deposits as investment capitals stored in GoFioo's.



The world is experiencing fundamental and drastic changes. How people co-exist, cooperate, communicate, or interact is drifting away from the so called normal. Virtual is becoming the new normal. WFH (Work-From-Home) is a here-to-stay reality that is certain to expand freelance domain horizontally and vertically. The technology answer to the challenge, though, is not available yet. Discrepancies are crippling the freelance domain to flourish, limiting freelancers in their options, and preventing others to ride the wave. *Gooreo* comes as freelancer/investor companion – with no hidden fees. A decentralized token umbrella and decentralized finance instrument – GoFioo – trusted by clusters of freelancers and investors across the globe beyond the control of central organizations. As *Gooreo* team, it is our belief that **wherever there is internet, there'll be freelance; wherever there is freelance, there'll be *Gooreo*!**

This whitepaper lays out the philosophical and socio-economic fundamentals, ecosystem dynamics, and technical underpinnings of *Gooreo* platform, *Gooreo* token, and GoFioo investment kernel.

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# 1 Forward

*Gooreo* establishes a shared infrastructure to support booming freelance field worldwide. According to a new study from Upwork, a traditional freelance job platform, two million Americans have started freelancing in the past 12 months. That has increased the proportion of the workforce that performs freelance work to 36% (NPR, 2021). They collectively contribute \$1.4 trillion every year. This constitutes 30% increase since 2016. The sudden eruption in freelance popularity is clear signal of the inevitable coming transition in work environment globally. The present infrastructure is not ready for the looming change. *Gooreo* seamless freeway hosts and orchestrates inputs and outputs between freelancers and clients in a flawless manner building on advantages of cryptocurrency technology. *Gooreo* platform is the first internet-oriented crypto-based freelance gateway supporting transactional payment via cryptocurrency. With *Gooreo*, if one has internet access can advertise, perform, and get paid for a freelance job without having to worry about PayPal flagrant cut or bank account high fees.

*Gooreo* founding team comprehended the concept and visualized the novel business model based on an extensive experience in both web-based online business and cryptocurrency technology. The freelance field is ready for disruption to emerge more efficient and more affordable. *Gooreo* platform targets freelance market across the world - freelancers and clients – aiming to pay cryptocurrency rather than fiat currencies. The new marketplace platform opens a world of opportunities for freelancers in New York, Shanghai, or Istanbul as well as freelancers in the remotest areas. *Gooreo* fills a wide gap in current freelance technicalities, by facilitating the payment procedure, point-to-point, making it a streamlined, less-expensive, more economic, easy transaction for freelancers everywhere.

## 1.1 Logic

A saying surfaced recently and has been going around nowadays: The future of work is now - put into overdrive by the 2020 pandemic that suddenly transformed millions into virtual workers. It is no exaggeration that the world is experiencing precursors of the future of work as the coronavirus has also accelerated a major shift to freelancing that's severing ties between companies and employees. The rise of the web and internet-based economy has opened up new avenues for decentralization and equal opportunities. While freelancers are enjoying the fruits by inter-connecting with corporations and individual customers globally, freelancers and their customers are still relying on conventional services provided by third-party providers. Details are summarized in section 1.6 (Third-party competitive landscape)

Freelance platforms bring freelancers and their customers together. They allow freelancers to showcase and advertise their services and products, while customers can shop and compare different providers. For this domain, which can be largely automated, most providers cut high commissions and charge fees that would be considered outrageous in any other industry: In some cases, accumulate up to 25% of total service cost or more (See section 1.6, competitive landscape). *Gooreo* unique advantage is in its fair, transparent and affordable fee structure,

made possible only by the agility of blockchain technology-enabled cryptocurrency, disrupts the competitive scene and challenges freelance third-party platforms. *Gooreo* empowers full-time and part-time freelancers to regain control of the process after being subjugated by the unfair, unbalanced fee structures inherent in the existing, third-party managed system. *Gooreo* will motivate new freelancers to join in the emerging trend.

## 1.2 History

*Gooreo* focused since 2019 on the recruitment and job market. With the motto 'Find your next career move!' *Gooreo* contemplated a unique platform developed to help newly graduated students in finding jobs suited to their specialization easily. The platform planned to provide, simultaneously, company owners and headhunters the opportunity of getting talented students or young graduates to work temporarily or permanently in their Organizations.

By early 2020 and the Pandemic news starting to surface, *Gooreo* team decided to slow down the development, go back to the drawing board to fine-tune the concept towards what the team foresaw as the emerging future of work: Freelance! At the same time, *Gooreo* analyzed present Freelance scene, its hurdles and loopholes, concluded that the **optimal platform should combine the future of work with the future of money harmoniously**. *Gooreo* platform and token constitute a launching pad of future freelance wave on the super, ultra-speed cryptocurrency shuttle to a new world. *Gooreo* exemplifies a new realization of the concepts of independent work and money.

## 1.3 Freelance Ecosystems

With the Coronavirus pandemic crushing traditional work dynamics, placing restrictions on workers' mobility, and leaving millions unemployed, remote work has become attractive, and in many cases a must thereby putting further emphasis on freelance work. The corporate world to see the upsides of freelancing, as it provides flexibility for work hours and allows workers to live wherever they want. Many professions allow workers to find independent contractors who will pay them generous sums to do their jobs remotely (Schulz, 2021).

With how much freelancing has grown and the amount of money some professionals are earning, it's no surprise that almost 33% of Fortune 500 companies turn to freelance sites to outsource their work. Let's take the United States as a precursor of the evolution in freelance and working remotely. According to NASDAQ forecast, 43% of the U.S. workforce will be freelancers before 2021. Majority of U.S. workforce will be freelancers by 2027. 41% of freelancers plan on freelancing forever as 45% of freelancers feel more secure about their independent employment. 63% of freelancers in the U.S. choose a work-from-home career over traditional jobs. 61% of freelancers specialize in 2 to 3 talents. 68% of freelancers say their life has improved since they started freelancing and much happier than before.

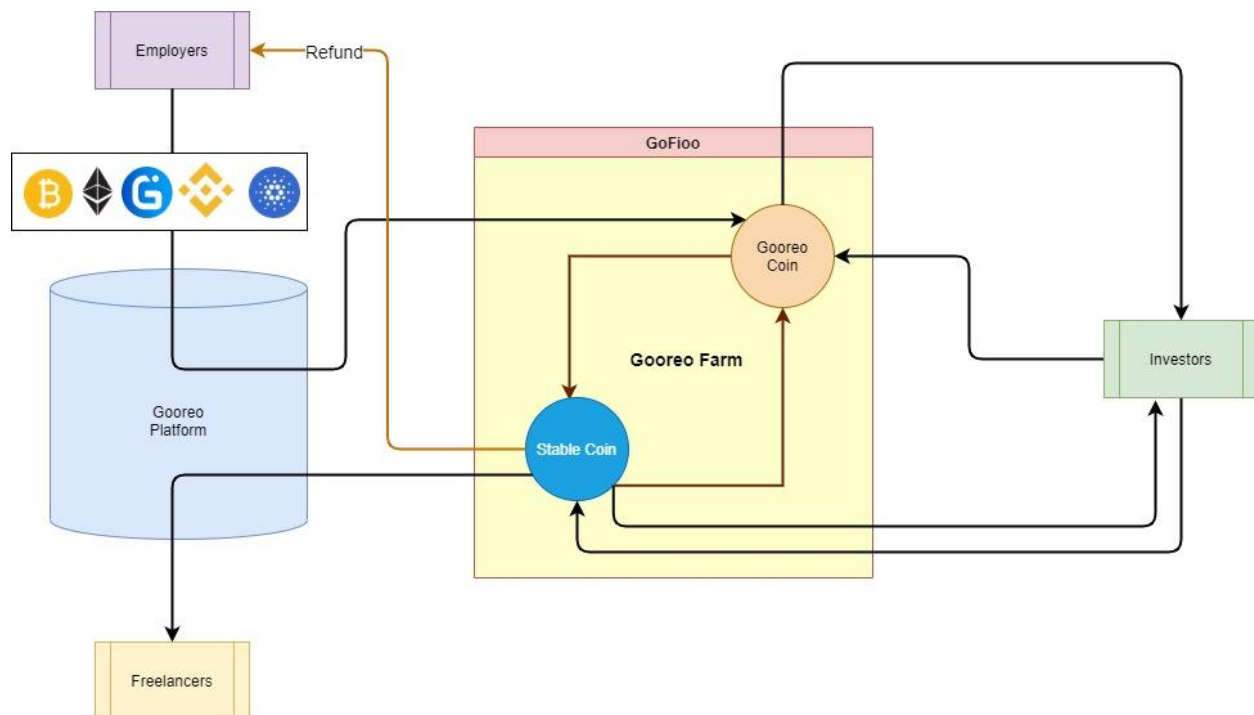
## 1.4 Freelance Solution and Business Model

Freelancing is an incredibly versatile function that can fit the business model for many different companies. We're seeing a variety of different industries employing freelancers on a regular basis. Many freelance professionals find their work by creating profiles on certain freelance websites and connecting with potential clients through these channels. With the proliferation of freelancing in many industries, some of the most popular freelance websites are taking up large portions of the overall market. *Gooreo* is creative freelance platform that takes the peer-to-peer interaction to different level. *Gooreo* platform distinguishes itself by the unique crypto token payment method in the peer-to-peer freelance domain. *Gooreo* platform is expected to attract freelancers and prospective customers from different fields where multiple set of skills intersect:

- Business Owners
- Media & Creativity Managers (Video editors/Social media marketers/
- Digital Asset Professionals (Digital marketing/Web designers/graphic & logo designers)
- SEO Specialist
- Programing and Software Development
- Content Managers (Copywriters/Content writing & marketing)
- Financial Advisors
- Public Relations Managers
- Project Managers
- Recruiters and head-hunters

Participation of freelancers in *Gooreo* unique platform will be significantly incentivized by *Gooreo* bounty rewards points program. The *Gooreo* platform is likely to be powered by the Gooreo token compatible with Ethereum Smart Contract or a Binance Smart Chain. Transactions are therefore will be stored on the Ethereum public blockchain, a tried-and-true solution, and the most secure one to date, for numerous industry applications of blockchain technology. The tracking of transactions on the Ethereum blockchain has the added advantage of securing and solving copyright issues that may arise between freelancers and clients. Every transaction and transfer of service/product is documented in a manipulation-immune, undisputed manner on

the blockchain. *Gooreo* platform matches all services currently offered by traditional freelance platforms along with the advantage of crypto token against value exchanged in the freelance job.



## 1.5 Freelance Spectrum of Products and Services

*Gooreo* will act as a comprehensive marketplace for products and services rendered by freelancers. The list of choices may expand according to offers from freelancers or their clients. Some examples of freelance products/services on *Gooreo* platform are: digital assets, media and text content, code plugins and software programs in all of the web programming languages, human resources, fintech services, and public relations, etc.

All freelancers are required to accept payments in *Gooreo* token. Freelancers will receive their revenues in proportion to the amount of fiat and *Gooreo* paid by customers. For example, a freelancer could be paid in fiat only, which will be converted to *Gooreo* token price at the time of transaction. The freelancer could also be paid via a combination of fiat and *Gooreo* tokens as per the agreement with the customer. Hence, that exact specified amount will be transferred to freelancer wallet. In order to take part in the *Gooreo* platform, customers need to acquire *Gooreo* cryptocurrency on external exchange platforms, like Binance or Coinbase (See section 2.2 Tokenomics). Only freelancers may earn *Gooreo* tokens - by selling their products/services on *Gooreo* platform – and may convert their fiat currency into *Gooreo* coins.



## 1.6 Freelance Third-Party Competitive Landscape

There are over 60 active website and platform to offer third-party services to freelancers and their clients. In this section, we'll be exploring most popular freelance websites out there – Upwork, Freelance.com, and Fiverr – to gain an understanding of how many freelancers regularly use their services. Followed by a comparison of top high performers' third-party platforms focusing on commission fees and main characteristics.

### Upwork

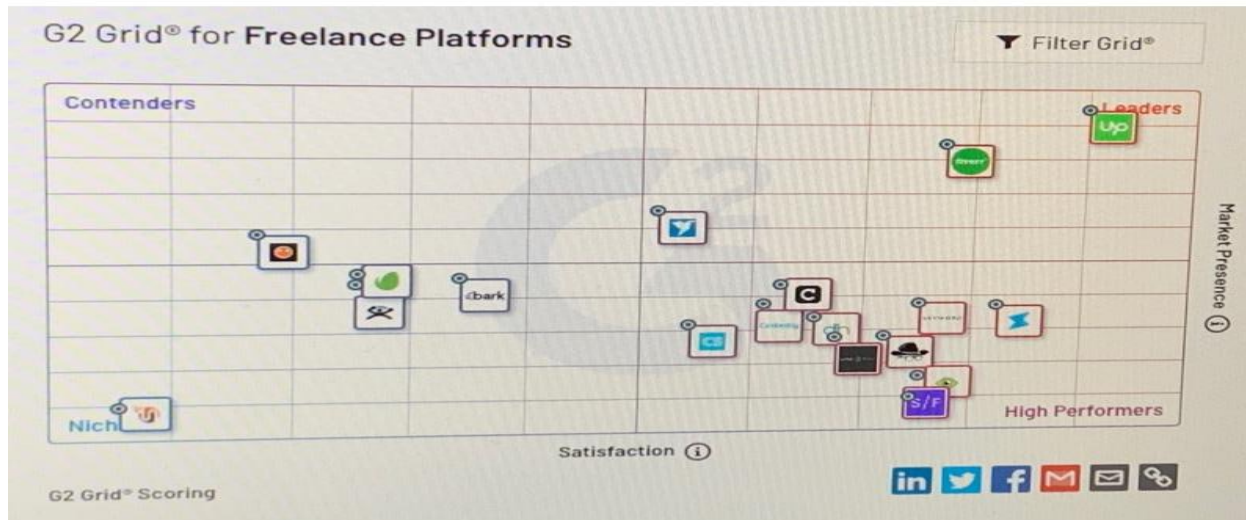
- 36. Upwork has over 17 million users.
- 37. Freelance writers can earn up to \$24 an hour on Upwork.
- 38. Last quarter, Upwork earned \$87.5 million, at about \$.15 per share.

### Freelancer.com

- 39. Freelancer.com has over 31 million users.
- 40. The site currently offers over 19,000 jobs.
- 41. Users can choose to work as a freelancer for a handful of industries with over 1,800 different categories for jobs.
- 42. Over 14,000 freelancers are available for work every day.

### Fiverr

- 43. Fiverr currently has over 7 million users, with content writers, graphic designers, and web developers making up much of the workforce.
- 44. There are over 9,000 graphic designers specializing in logo creation, and over 2,000 in WordPress development.
- 45. There's a job sold to a freelancer every 4 seconds on Fiverr.
- 46. Over 50 million transactions have taken place on the site.
- 47. The price range for freelance jobs range from \$5 to \$10,000.



Company	Characteristics	Commission/Fees
<a href="#">Upwork</a>	Membership fee necessary to access additional features. Fiat Payment only by credit cards or PayPal. A fee to pay for every bid. Processing fee to pay freelancer. User friendly. Simple interface and rating feedback system.	+ 20%
<a href="#">Fiverr</a>	User-friendly. Two-level rating or higher.	+ 20 %
<a href="#">Freelancer.com</a>	Prepaid monthly or annual membership	Flat 10%
<a href="#">PeoplePerHour.com</a>	No-membership fee. Payment through credit or debit card or PayPal. Most projects are technical, creative, or design-related.	By quote. 15% for the first \$280 (freelancer)

Gooreo unique competitive edge and selling point remain as its ability to drastically reduce fees while remaining profitable by harnessing the automation of global freelance network on Gooreo platform and decentralization power of blockchain technology via Gooreo coin. Hence, Gooreo will evidently have a clear advantage in the eyes of freelancers and their customers.

## 2 Gooreo Freelance Platform & GoFioo Investment Kernel

Currently, the freelancer has to have a bank account or PayPal account to claim one's dues against rendered service. The Bank, PayPal, or any similar payment facilitation entity cuts a significant percentage as a commission or fee before passing the remainder to respective freelancer. In *Gooreo*, the main objective is to limit the fee or commission to the utmost minimal amount in favor of the freelancer and service seekers. Hence, freeing up the entangled, burdened freelance market to flourish and eventually reach its entrepreneurial oomph.

*Gooreo* coin, obviously, is a cryptocurrency based on blockchain smart contract technology. Blockchain is expected to represent the underpinning of intra-globe economy in the future. Blockchain technology provides an unprecedented opportunity to ease the public's growing frustration with—and distrust of—dysfunctional centralized financial systems. By distributing data across a network of computers – DLT: Distributed Ledger Technology) – the technology allows any group of individuals to embrace transparency rather than central-entity control.

*Gooreo* is a creative freelance solution with a built-in DeFi exchange nucleus for crypto global investors seeking high ROI on their crypto investment deposits. *Gooreo* – via GoFioo – offers highly efficient, flexible, and decentralized investment marketplace for freelancers and investors all over the world. The result is an unbiased, transparent, and highly efficient DeFi investment system—one that can improve current global financial and monetary networks and better serve the public good.

### 2.1 Gooreo Crypto vs. Fiat

*Gooreo* is an optimal platform and timely paradigm-shift in how freelancers could provide their services and claim their dues from the four corners of the world. *Gooreo* platform is fueled by the *Gooreo* token with the objective of expanding freelance concept and business model across the world. *Gooreo* coin will be based on blockchain smart contract. *Gooreo* could be powered by Binance Smart Chain (BSC), or could be an ERC-20, Ethereum smart contract compatible coin. Hence, all transactions will be stored transparently on the Binance Smart Chain or Ethereum blockchain, solving copyright issues between freelancers and clients in a novel and reliable way.

Whether in countries with established banking systems and fiat money exchange networks, or in countries with flimsy, untrustworthy banking systems or limited money transfer options. *Gooreo* token is inherently valuable and useful to participants of the freelance domain because it is not only a tradeable coin – it enables the purchase of products and services. Therefore, it has a built-in, stable value that transcends the ups and downs of the general cryptocurrency market. It is a valuable assent for everyone who recognized the importance of freelance role in tomorrow's market.

At the moment, in many countries with significant number of freelancers it is cumbersome, costly, or quite challenging to finalize the freelance transaction and secure entitlements. In many countries, it is almost impossible for freelancers to claim their cash to utilize in their daily lives because PayPal – the main freelancers payment exchange platform in the world – offer its money transfer services to banks in certain countries. Huge number of freelancers and freelance seekers are left out of the loop globally because they face problems transferring the money to banks in their countries and sometimes shy away from opening bank accounts because of the high fees on bank money transfers.

## 2.2 Gooreo Tokenomics

*Gooreo* aims to move freelance to a new level by making freelance contract smooth, seamless, and user-friendly. Focusing on the crucial point of moving the money of freelance task with no restraints, removing barriers and obstructions between freelance beneficiaries across the world map. The *Gooreo* token will be blockchain smart contract concordant, and in addition to its internal use on the *Gooreo* platform, will be listed on major exchanges. *Gooreo* coin can be easily held by platform participants in their favorite wallets, bypassing the need to develop a costly custom wallet for the platform token, and the need for participants to switch to new wallet.

- Gooreo Tokenomics Details:
  - o Coin Name: *Gooreo*
  - o Symbol: *Gooreo*
  - o Total Supply: 1,000,000,000
  - o Decimal: 18
  - o Initial circulating supply: 200,000,000

*Gooreo* token will be the exclusive means of cryptocurrency payment within the *Gooreo* platform. Fiat payment is permitted via credit card and PayPal. For both means of payment, *Gooreo* platform does not charge any fees in addition to its 5% commission; however the bank issuing the credit card may apply additional fees for credit card payment.

- Gooreo Supply Distribution:
  - o Circulating supply: 20%
  - o Team members & advisors: 15%
  - o Reserve: 45%
  - o Token stability: 20%

- Funds Allocation:

Percentage	Purpose	Description
45%	IT, design and Development	<i>Gooreo</i> Platform Development
25%	Marketing & Partnerships	Expenses for attracting the business owners
12%	Operations	Operational costs, Non-tech staff salaries
3%	Legal	Company establishment, Contracts with the business owners, Development of legal contracts for using the service and many other legal works
15%	Management	Salaries for Executives

In order to stabilize the price of *Gooreo* token in the market, staking choice is essential recommendation:

- **Staking:** In order to stabilize the price of *Gooreo* token in the market, and to encourage medium-to-long term investing, *Gooreo* will adopt staking system as an incentive for coin holders for medium and long periods. This tactic will discourage speculators and brokers in search for hit-and-run gains from trading the token short-term. Participant members in the staking system will not feel the pressure to trade *Gooreo* token quickly to reap earnings. Instead, traders will be persuaded to keep the token for longer times, as it is in their best interest. Hence stabilizing and enhancing the coin price with time, and maximizing the value of all investors of *Gooreo* token and freelancers on the *Gooreo* platform.

*Gooreo* will certainly maximize value for both parties of freelance contract. Freelancer's profit will increase since there will be no hidden fees or unexpected charges of any kind in the exchange process. On the other hand, lowering the cost of sought freelance service itself on the receiver's end. Consequently, raising the overall outcome of value formula  $[V = (Q + S) / C]$ ; where V: Value, Q: Quality, S: Service, and C: Cost.

## 2.3 Gooreo Freelance Procedure

Let's define freelance task to include freelancer and seeker of freelance service, or client. The client chooses between two alternatives to apply for a freelance task. First, to post the freelance task request and freelancers will respond with offers to fulfill the request; the client will select best freelancer offer accordingly. Second, the client will buy the service from the ready-made services market directly. The client will pay the amount specified via *Gooreo* platform using *Gooreo* tokens, which will be available in most cryptocurrency trading and exchange platforms. *Gooreo* platform will convert the amount to Electronic Dollar and hold the deposited amount for the freelancer until task is executed. Upon completion of the task, freelancer sends the finalized service/product to the client. Upon client's approval *Gooreo* platform will deduct 5% of the total agreed-upon amount between both parties and sends the held amount to freelancer's electronic wallet. Meanwhile, % of profit is added to investors' Gofio investment kernel proportional to deposited crypto amounts.

### Procedure:

Freelance client A looks for a freelancer to design a company's logo. Client A agreed with freelancer B to execute task for \$100 (Fiat money). Client A logs in *Gooreo* platform to buy the service, finds *Gooreo* token at that moment at 10 cents (0.01). Client A buys 1000 *Gooreo* tokens for \$100. *Gooreo* platform will then convert the amount to Electronic Dollar. Freelancer B finishes the design and client A approves it. *Gooreo* platform instantly converts and transfers \$95 to freelancer B keeping 5%.

## 2.4 Gooreo + GoFioo

*Gooreo* platform acts also as a host to decentralized Finance DeFi kernel with a wider scope, for global investors, in-and-out of the freelancers circle. *Gooreo* platform utilizes vault or safe deposit – called GoFioo – where investors, participants, stake their crypto amounts in the *Gooreo* platform looking for maximized ROI. GoFioo is creative DeFi exchange kernel for global freelance community. GoFioo acts as an investment wallet, as a *Gooreo* token staking vault or depo, by global crypto traders or investors not limited to *Gooreo* freelancer participants. Obviously, global investors are free to invest in any crypto coin (e.g. BTC, ETH, BNB, BUSD, YFI, LTC, ADA, COMP, XMR, DAI, DOGE, DOT, etc.) that can instantly be converted token. *Gooreo* token will be the exclusive processing cryptocurrency token for payment

within Gooreo platform or investment within GoFioo. GoFioo investors will earn an increasing % proportional to Gooreo platform profits as clarified in table below:

<i>GoFioo 'Gooreo Token Staking Depo' Reward System</i>	
Year	% ' of platform profit'
1 <sup>st</sup>	50%
2 <sup>nd</sup>	30%
3 <sup>rd</sup>	20%
4 <sup>th</sup>	10%
5 <sup>th</sup>	5%, perpetuity

### 3 Roadmap

*Gooreo* is planning to become the dominant player in the crypto-powered global freelance marketplace and a fortress in DeFi-oriented investment space by Q1 2022.

#### 3.1 Development

Milestones for development of *Gooreo* concept:

##### (Q4) 2019

*Gooreo* Founders meet to confirm ideas around recruitment and job platform.  
With the motto 'Find your next career move!', founders meet with developers and initiate start of project to help newly graduates find optimal jobs and head hunters find best talent.

##### (Q1) 2020

*Gooreo* Founders meet to re-orient the project idea  
Focus on freelancers' service exchange marketplace  
Examine freelancing dynamics

##### (Q2) 2020

*Gooreo* launch phase freelance market analysis  
Research of main market players pros and cons.  
Review of freelancers' feedback from real-life experiences. Identification of challenges and current obstacles exposed during covid-19. Confirmation of remote work as a booming trend emerging as the future of work.

### (Q3) 2020

Founders confirm the concept-shift to focus on global freelance platform.  
Focus on solving current freelance market problems  
Founders meet with developers' candidates.  
Project plan outline.  
Project timeline and resource allocation  
White Paper V1.1

### (Q4) 2020

Discussion of freelance platform match with blockchain technology and role of *Gooreo* cryptocurrency to resolve freelancers' current issues. Founders start meeting developers initiate start of project  
White-paper V1.2

### (Q1) 2021

Rebranding *Gooreo.com*  
Core team and advisor recruitment  
Hire vital employees:  
Blockchain developers / Web developers/ front-end & back-end developers / sales & marketing/ iOS & android developers  
Architecture and design of the freelance platform  
Initiation of platform development  
Planning of *Gooreo* token generation plan and timeline  
R&D of a *Gooreo* built-in DeFi investment core (GoFioo) for crypto investors  
White-paper V 1.3

### (Q2) 2021

Marketing campaign raising awareness on *Gooreo* project  
Web platform development designed around simplicity and user accessibility  
Defining and initial development of Back-End structure  
UI design and initial development of front-end of website platform  
*Gooreo* Platform Beta release  
Establishment of GoFioo DeFi core priority list  
White-paper V 1.4 (final)  
Preparations for *Gooreo* token Pre-Sale

### (Q3) 2021

White-paper finalized, published, and released  
Social media campaign to increase followers across all channels



Token generation website [coin.gooreo.com](https://coin.gooreo.com) optimization  
Development of Gooreo token generation event smart contract on Binance Smart Chain (BSC)  
Gooreo token test and readiness for release  
Gooreo token Pre-Sale launch  
Gooreo token aim to listings in major centralised and DEX platforms  
Gooreo App iOS/android prototype

#### (Q4) 2021

Further development of UX/UI  
Strategic partnerships within BSC blockchain and DeFi major market players  
Continuing social media awareness and marketing campaign  
Concept development of GoFioo investment module for global investors  
Revision of GoFioo role as DeFi and investment engine within platform  
*Gooreo* App iOS/android development and release

#### (Q1) 2022 +

CI and optimization of UX/UI  
Global marketing campaign pushing towards mainstream adoption  
Monitor and optimization of *Gooreo* platform internal activities and market share  
Integration of GoFioo Built-in DeFi investment core ROI program  
Integration of Fiat payment gateway

## 3.2 Marketing

Prior to the formal launch of *Gooreo* platform, *Gooreo* team will launch a marketing campaign on social media drawing the attention of both freelance community and cryptocurrency investors and traders. Marketing pulses will be heavily disseminated on Twitter/Facebook/Reddit to promote added-value and harness branding. Word-of-mouth marketing, amongst freelancers and customers, will be an important building stone of *Gooreo*'s overall marketing concept. One of *Gooreo*'s unique advantage is its anticipated appeal to existing freelancers dissatisfied with deducted or delayed payments. GoFioo is expected to be a magnet for crypto investors.

Excellent and responsive customer service, from day one, is crucial for *Gooreo* smooth sail. It will encourage and multiply word-of-mouth referrals and recommendation opportunities, in social media as well as real life. Freelancers and clients' acquisition of *Gooreo* will boost the power of recommendations and affiliate marketing. Eventually, a certain amount of *Gooreo* token could be allocated as incentives to users for the first two years. Marketing affiliates who refer new customers, new freelancers, to *Gooreo* will receive certain percentage (%) of the transaction amount as motivating rewards for the first two years or until allocated *Gooreo* incentive amount

is exploited. Afterwards there will be affiliate reward of 10% of transaction volume for each referral sale.

### 3.3 Forecasted Growth

With 1 billion total supply (cap) and 200 million initial circulating supply, *Gooreo* team is confident the flexible protocol of the promising DeFi Marketplace project will attract early investments in *Gooreo* coin to reach ~ 50 million in the first 30 days. Project's growth will take two paths, *Gooreo* freelance platform and GoFioo investment wallet. *Gooreo* freelance platform is expected to gain momentum swiftly and attract global freelancers and employers in large numbers. Freelance is most popular in amongst the youth < 30 age range, the same sector enthusiastic and most involved in the crypto market. *Gooreo* team estimates to accumulate ~ 100,000 participants 60 days post launch.

GoFioo crypto investment wallet, while interlocked with *Gooreo*, is wider in scope and open for global investors willing to stake *Gooreo* token using fiat or cryptocurrency. GoFioo is driven and fueled by *Gooreo* platform activity. Crypto investors are attracted to GoFioo as the investment arm of *Gooreo*. Global investors can utilize either fiat currency or any crypto coin (e.g. BTC, ETH, BNB, LTC, DOGE, YFI, BUSD, XMR, COMP, Dai, DOT, etc.) to invest in GoFioo. Platform could convert either fiat or Crypto currencies to *Gooreo* token and investor will start harvesting rewards on deposits instantaneously. Rewards offered as rewards for traders/investors staking/holding *Gooreo* Tokens in GoFioo are gradually descending % (50% to 5%) of *Gooreo* platform profit from: 50% 1<sup>st</sup> yr., 30% 2<sup>nd</sup> yr., 20% 3<sup>rd</sup> yr., 10% 4<sup>th</sup> yr., 5% 5<sup>th</sup> yr, and perpetual.

### 3.4 Partnerships

Within one year of launching *Gooreo* platform and GoFioo investment kernel, *Gooreo* team will be keen to consider opportunities of partnerships to strengthen its strategic positioning in the freelance services landscape or DeFi-stimulated investment domain. Being a freelance platform with the unrivalled feature of crypto payment and investment via its *Gooreo* token opens the door to partnering – at least – with conventional freelance platforms, innovative crypto-based service providers, cryptocurrency trading platforms, and major conventional, centralized financing entities worldwide.

Major or minor performers in the freelance scene could join forces with *Gooreo* for a wider scope or to stand out from competition. Crypto-based service providers would consider *Gooreo* as a lever to better exposure to actual, on-ground market of digital asset products and services. E-Payment companies would consider partnership with *Gooreo* as a win-win alliance and possibly to maximize benefits on other tracks. Furthermore, prominent global finance institutions will be eager to join forces and partner with GoFioo, a pioneer DeFi investment engine and gateway to unconventional financial applications.

### 3.5 Legal Policies and Disclaimer

*Gooreo* top management and legal team's view on legal laws and regulations controlling activity and transactions on *Gooreo* platform are in line with the legal statement on crypto assets and smart contracts prepared by the UKJT 'United Kingdom Jurisdiction Taskforce' (UKJT, 2019). The statement concludes that cryptoassets have all the indicia of property. The novel or distinctive features possessed by some cryptoassets – intangibility, cryptographic authentication, use of distributed transaction ledger, decentralization, and rule by consensus – do not disqualify them from being property.

*Gooreo* realization of its legal responsibility is aligned with legal statement conclusions. The Legal Statement provides much needed market confidence, legal certainty and predictability in areas that are of great importance to the technological and legal communities and to the global financial services industry. Moreover, *Gooreo* legal team outlines important policies such as Anti-Money Laundering (AML), Counter Financing of Terrorism (CFT), and policies to maintain security and privacy of users, confidentiality of transactions, and to guarantee adequate level of due diligence of platform users, like Know Your Client (KYC) policy.

#### Disclaimer

The anticipated roadmap is a forward-looking statement. Forward-looking statements included in this paper are based on information available to the *Gooreo* team during architecture design. It is intended to outline the general development plan. *Gooreo* team is not under any obligation to update forward-looking statements. The forward-looking product roadmap does not represent a commitment, guarantee, obligation, or promise to deliver any product or feature by any particular date. Traders and investors are recommended to perform timely due diligence before purchase or investment decisions, and should not rely only on forecasts.

#### AML/ CFT/ KYC Policy

*Gooreo* pays careful attention to legal implications of transactions taking place within its platform. *Gooreo* legal advisers will ensure setting policies of AML (Anti-Money Laundering), CFT (Countering Financing of Terrorism) and KYC (Know Your Client) to regulate platform transactions. Compliance with policies is a must. *Gooreo*, assisted by legal advisers, will nominate a designated Money Laundering Reporting Officer (MLRO) responsible of related activities.

All users of *Gooreo* platform ought to fulfill AML/CFT/KYC policies permanently. Legal team guarantees sharing AML/CFT information with proper government authorities as requested. It is crucial to AML and KYC reporting program to obtain sufficient information about each customer

to allow precise and accurate risk evaluation, and to detect and report suspicious activity. *Gooreo* will assure high due diligence on freelancers and customers via implementing Customer Due Diligence (CDD) and Know Your Client Identification Program (KYC). Information of individual or corporate customers will be scrutinized and verified systematically with records kept for future reference.

It is the policy of *Gooreo* to prohibit and actively prevent money laundering and any activity that facilitates money laundering or the financing of terrorist or criminal activities. We will comply with all applicable requirements and regulations. Money laundering is generally defined as engaging in acts designed to conceal or disguise the true origins of criminally derived proceeds so that the proceeds appear to have derived from legitimate origins or constitute legitimate assets. *Gooreo* AML/CFT policies, procedures and internal controls are designed to ensure compliance with all applicable regulations and will be reviewed and updated on a regular basis to ensure appropriate policies, procedures and internal controls are in place to account for both changes in regulations and changes in business.

#### Duties of AML/CFT Compliance Designated Team

*Gooreo* designated legal team will nominate a designated Money Laundering Reporting Officer (MLRO). The legal team's MLRO will carry full responsibility for our AML/CFT program. The duties of MLRO will include monitoring compliance with AML/CFT obligations, overseeing communication and training for employees and overseeing software modifications to ensure they comply with AML/CFT obligations. The legal team will also ensure maintaining all of the required AML/CFT records and will ensure that any Suspicious Transaction Reports (STR) generated by *Gooreo* software are filed with the Financial Crime Unit (FCU) when appropriate. The legal team holds the responsibility and authority to enforce AML/CFT program. Legal team contact information will be available for authorities and financial institutions inquiries. Such information will be promptly updated to all parties in case of changes within 30 business days after the end of each calendar year.

#### Sharing AML/CFT Information with government authorities if requested

*Gooreo* shall respond to any formal request (Request) concerning accounts and transactions by immediately searching our records to determine whether we maintain or have maintained any account for, or have engaged in any transaction with, each individual, entity or organization named in the Request. *Gooreo* team shall designate the point of contact (POC) for Requests and will promptly update the POC information following any change in such information. It is *Gooreo's* obligation to search files for each individual, entity or organization named in the Request and consider any appropriate action. If the search parameters differ from searching through our entire database, for example, if limits to a geographic location apply, the MLRO will structure the search accordingly. In case the search resulted no matching records of account or transaction, the MLRO will not reply to the Request.

## Confidential Reporting of AML/CFT Non-Compliance

Employees will promptly report any potential violation of *Gooreo* AML/CFT compliance program to the MLRO, unless the violations implicate the MLRO, in which case the employee shall report to *Gooreo's* top management. Such reports will be confidential, and the employee will suffer no retaliation for making them. *Gooreo* will maintain a register of Money Laundering and Financing of Terrorism Enquiries together with documentation of searches performed by saving the logs, which will at all times be available on request. *Gooreo* will not disclose the fact that the authorities have requested or obtained information, except to the extent necessary to comply with the Request. The MLRO will review, maintain and implement procedures to protect the security and confidentiality of requests from authorities in order to protect customers' non-public information.

## Customer Due Diligence (CDD) and Know Your Client (KYC) Identification Program

*Gooreo* will collect sufficient information from each customer who has opened an account to enable the customer to be identified; verify the identity of each customer who has opened an account; record CDD information and the verification methods and results; provide adequate CDD notice to customers to complete identification information and verify their identities. *Gooreo* will work closely with all collaborating institutions to detect money laundering or terrorism financing. *Gooreo* will exchange information, records, and data as necessary to comply with AML/CFT laws and regulations.

## Required Customer Information

After opening an account, *Gooreo* team will collect the following information for all accounts, if applicable, for any person, entity or organization whose name is on the account prior to activating the account for deposits and withdrawals of FIAT currency. Deposits, trading and withdrawing digital currencies does not require CDD verification:

1. Name;
2. Date and place of birth (for an individual);
3. Nationality;
4. Gender;
5. Email;
6. Phone number;
7. Proof of a residential address (for an individual), or a principal place of business, local office, or other physical location (for a person other than an individual); and
8. Proof of identification with a photograph.

## General Customer Due Diligence

It is important to *Gooreo* AML and KYC reporting program to obtain sufficient information about each customer to allow us to evaluate the risk presented by that customer and to detect and report suspicious activity. When we open an account for a customer, the due diligence *Gooreo* performs may be needed to rise to higher level for each account meeting the following criteria and which could be deemed to be higher risk:

- Corporations in off shore jurisdiction;
- Individuals from high risk countries; and
- CDD documentation of questionable origin;

*Gooreo* platform will take steps to obtain sufficient customer information to comply with enhanced CDD requirements. Such information should include:

- Identification of beneficial owners of corporations
- Reference from a financial institution
- Proof of source of funds.

#### Levels of CDD (Customer Due Diligence)

Freelancers and customers who open *Gooreo* account need to provide their full contact details, prior to being allowed to navigate *Gooreo* platform, deposit and withdraw *Gooreo* coins. This is known as Level 1 clearance. Level 2 clearance offers more advantages, however a scanned copy of photographic ID and proof of address is required.

#### Verification of Customer Information

Based on the risk, and to the extent reasonable and practical, *Gooreo* will ensure true identity of customers by using risk-based procedures to verify and document the accuracy of customers' information. The MLRO will inspect and determine if the information obtained is sufficient to ensure true identity of the customer (e.g., whether the information is logical or contains inconsistencies). *Gooreo* will verify customer identity through documentary means, non-documentary means or both. Appropriate documents for verifying the identity of customers include the following:

##### For individual Customers

- Proof of identity (passport copy or provisional or full driving license or Government issued National Identity Card (picture page is sufficient))
- Proof of residential address.

##### For Corporate Customers

- Certificate of Incorporation
  - Memorandum and articles of Association
  - Identify the Beneficial Owner
  - For at least two directors of a Corporation (identity/residential address proof)

#### AML/CFT Record keeping

*Gooreo's* MLRO and his or her designee will be responsible for ensuring that AML/CFT records are maintained properly. In addition, as part of our AML/CFT program, *Gooreo* will create and maintain all relevant documentation on customer identity and verification and funds transmittals. *Gooreo* will maintain all documentation for at least five years.

*Gooreo* will keep logs of verification, including all identifying information provided by a customer, the methods used and results of verification, and the resolution of any discrepancies identified in the verification process. Records containing a description of any document that we relied on to verify a customer's identity, noting the type of document, any identification number contained in the document, the place of issuance, and if any, the date of issuance and expiration date. With respect to non-documentary verification, we will retain logs that describe the methods and the results of any measures we took to verify the identity of a customer. We will also keep records containing a description of the resolution of each substantive discrepancy discovered when verifying the identifying information obtained. We will retain records of all identification information for five years after the account has been closed; we will retain records made about verification of the customer's identity for five years after the record is made.

#### AML/CFT Reporting Maintenance and Confidentiality

*Gooreo* will hold reports and any supporting documentation confidential. We will not inform anyone outside of the authorities or other appropriate law enforcement or regulatory agency about a report. We will segregate report filings and copies of supporting documentation from other firm books and records to avoid disclosing information. MLRO will handle all requests for reports. We may share information with another institution about suspicious transactions in order to determine whether we will jointly file a report according to the rules and regulations of the authorities. In cases in which we file a joint report for a transaction that has been handled both by us and another institution, both institutions will maintain a copy of the filed report.

#### Monitoring Accounts for Suspicious Activity

*Gooreo* will monitor account activity for unusual size, volume, pattern or type of transactions, taking into account risk factors and red flags that are appropriate to our business. *Gooreo* will consider customer's insufficient or suspicious information, or customer's evading reporting and recordkeeping as red flags. The MLRO will monitor and review any activity detected by system,

will determine whether any additional steps are required, will document when and how this monitoring is carried out, and will report suspicious activities to the appropriate authorities. The MLRO or his or her designee will conduct an appropriate investigation and review relevant information from internal or third-party sources before the authorities are notified.

#### Monitoring Employee Conduct and Accounts

We will subject employee accounts to the same AML/CFT procedures as customer accounts, under the supervision of the MLRO. We will also review the AML/CFT performance of supervisors, as part of their annual performance review. The MLRO's accounts will be reviewed by the testing officer

#### Senior Manager Approval

Senior management has approved this AML/CFT compliance program as reasonably designed to achieve and monitor *Gooreo* compliance with FSC (Financial Services Commission) requirements and implementing respective regulations under it.



## 4 Summary

The future of work has already arrived for a large majority of the online workforce. 84% of employers are set to rapidly digitalize working processes, including a significant expansion of remote work—with the potential to move 44% of their workforce to operate remotely.

*Gooreo* is an innovative platform for global freelancers; a timely paradigm-shift in how freelancers provide their services and claim their dues. *Gooreo* provides greater autonomy and freedom for freelance contract parties at lower cost, with no hidden fees, with the flexibility of paying via fiat or cryptocurrency. Moreover, *Gooreo* – via *GoFioo* – offers highly efficient, flexible, and decentralized marketplace for freelancers and investors all over the world.

*Gooreo* is a creative freelance solution with a built-in DeFi exchange nucleus for crypto global investors seeking high ROI and optimized incentives on their crypto investment deposits.

## 5 Reference List

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