go help fund

Whitepaper

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First blockchain-based platform for fast Humanitarian Fundraising 3.0

CONTENTS

1.
ABSTRACT

1.1 WHAT IS GO HELP FUND

GoHelpFund[1] is a distributed platform powered by the Amazon Web Services[2] infrastructure and Ethereum[3]'s network which empowers people to:

• Donate for various charitable causes ranging from poverty to terrorism prevention, being focused on the concept of fundraising.

• Use the HELP token as the main currency for transactions, thus allowing increased growth and scalability with instant transfers compared to traditional currency.
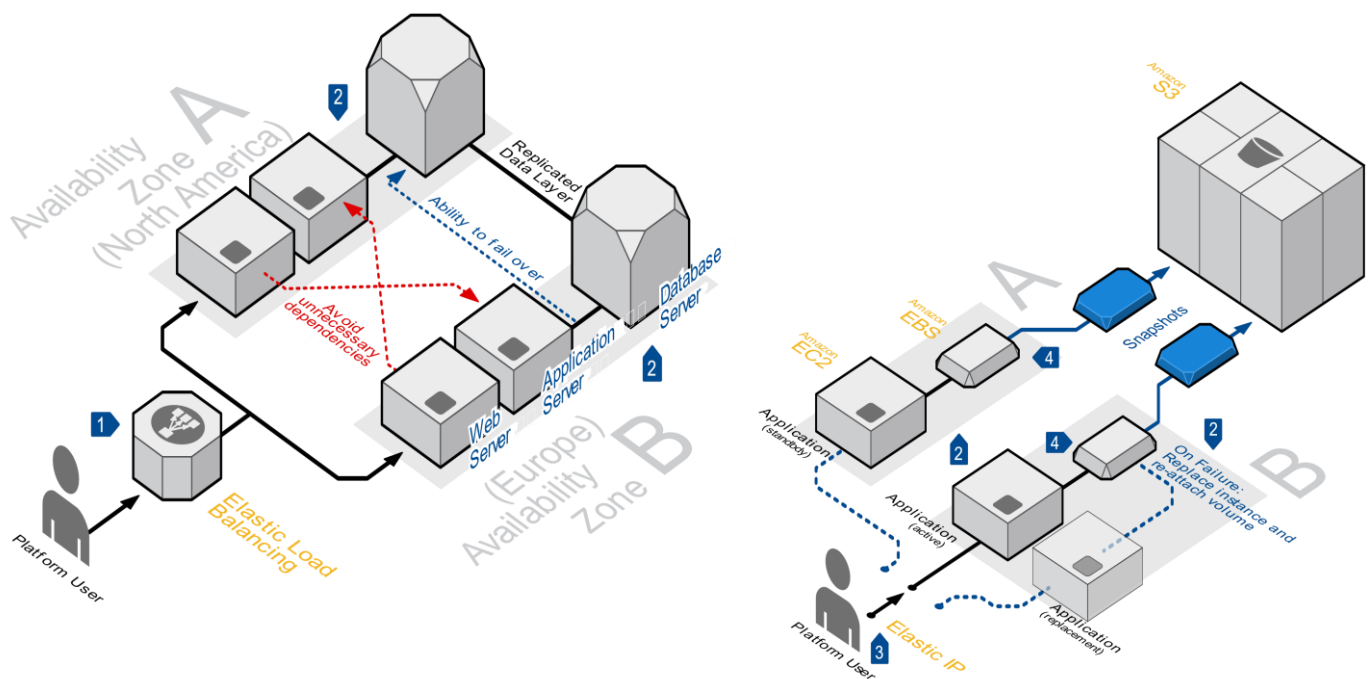
GOHELPFUND PLATFORM INFRASTRUCTURE OVERVIEW

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1.2 What is HELP token

HELP Token[1] is a form of currency based on the ERC20 Token Standard which will be used in the given crowd sale, on top of Ethereum's Smart Contract to eliminate counter-party risk and allow fast secure payments to participants.

- The HELP token will be used as the primary type of currency on the GoHelpFund platform

- In the near future, we are going to migrate to our own blockchain to have more flexibility to implement features such as master nodes and more.
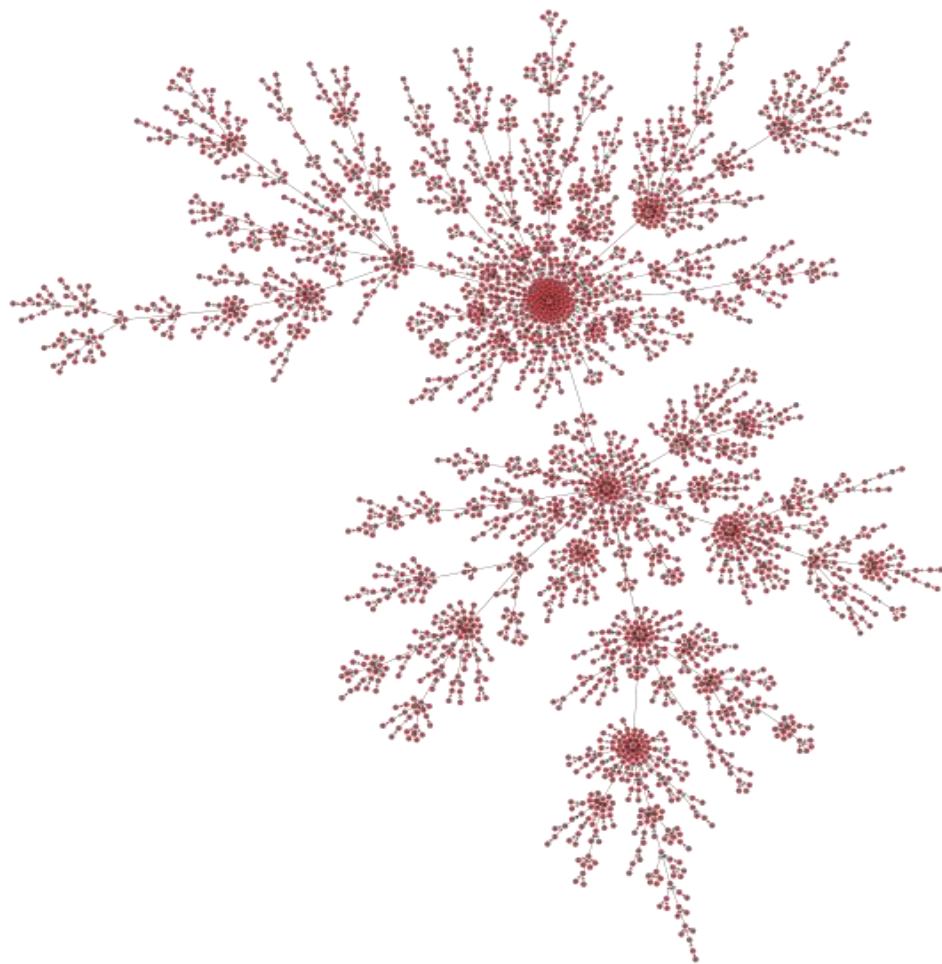
Blockchain Master nodes preview

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2.
INTRODUCTION

2.1 MARKET ANALYSIS AND OPPORTUNITY

Charitable giving in 2016 jumped nearly 3 percent from 2015 to $390 billion.[4][5]

Giving from individuals alone amounted to $282 billion, with the rest coming from estates, foundations and corporations. [6]

Ethereum has a Market Cap[7] of $26.3 billion USD, with roughly $1,2 billion worth of Ether exchanged every 24 hours period. Due to the increased adoption and strong foundation behind the project, it was natural for us to choose Ethereum as one of the pillars of our platform.

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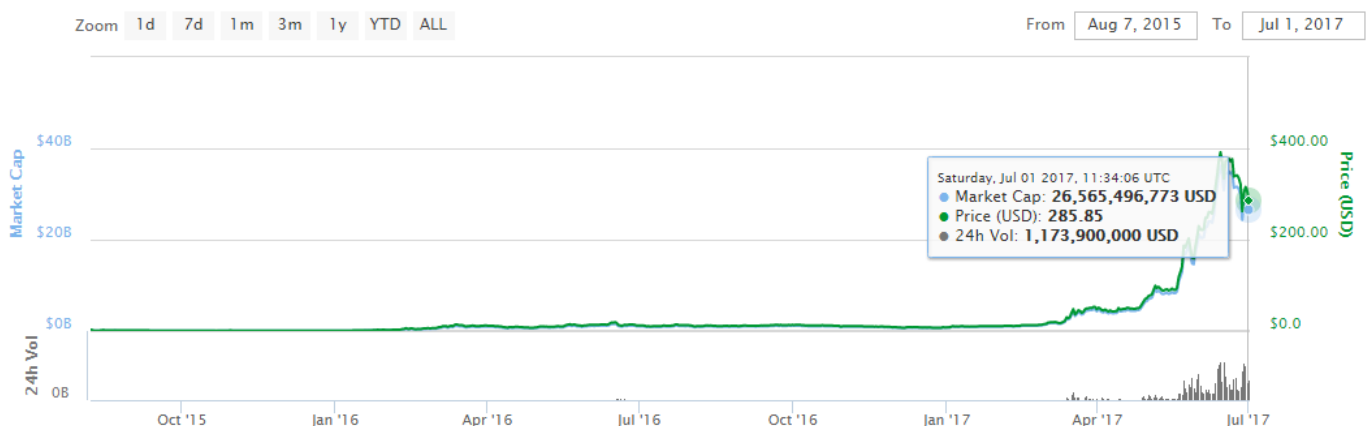
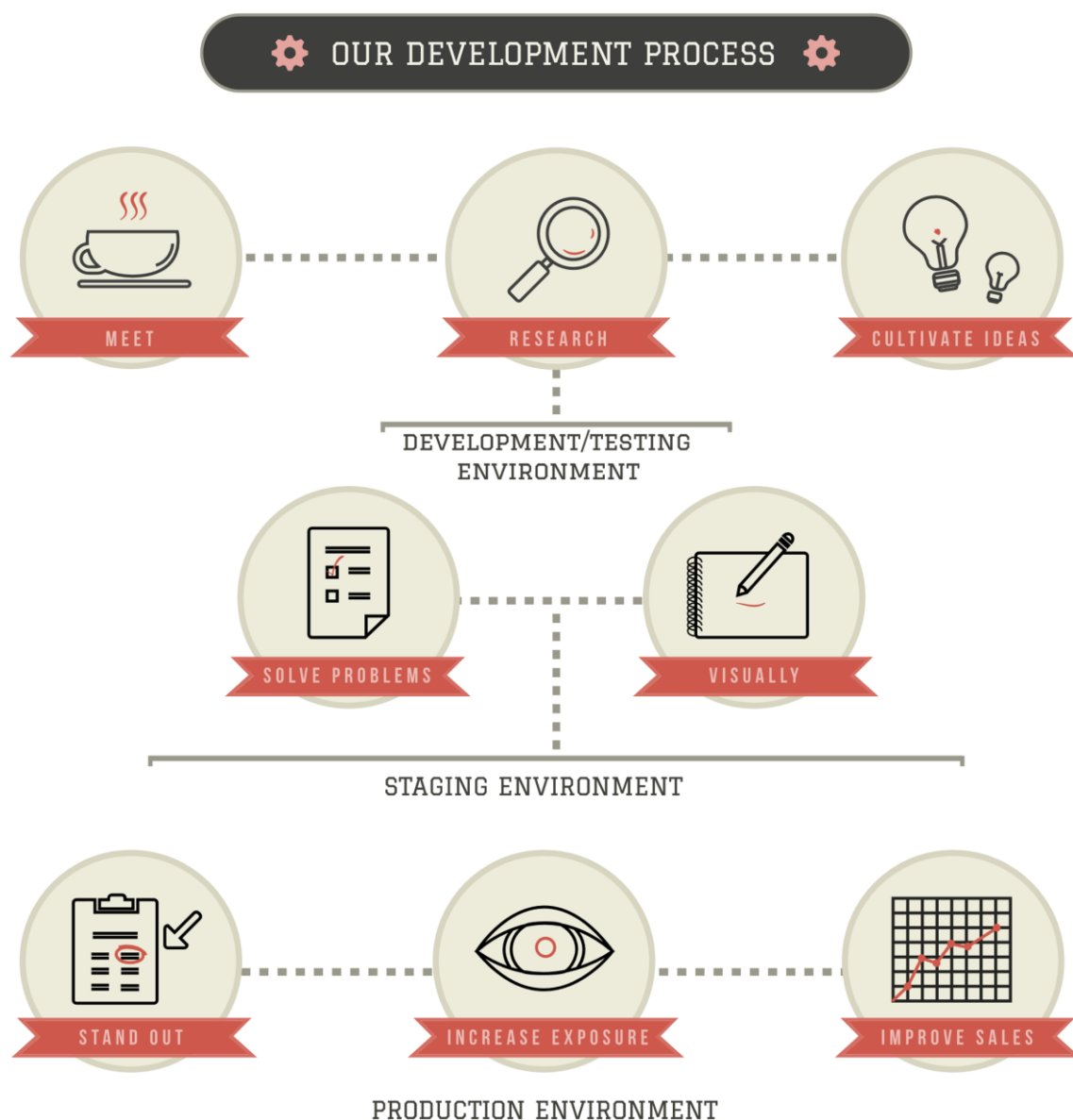We see a huge opportunity in this market since we have the privilege of being the first ones to combine the cryptocurrency's blockchain features with the latest technologies and best practices available, in a new platform, which will challenge the *status quo.*

A part of this will consist of our Machine Learning and Artificial Intelligence features which will have a big impact in the user-experience overall, making it more easy and reliable for them to use the platform and be active within the community.

The success stands in the main description of the platform: "*People-oriented*" – because it's not about starting up a business, but about solving a problem; as long as people have problems, they will always search for better, faster and smarter ways to accomplish the related solutions.

OUR DEVELOPMENT PROCESS

MEET — RESEARCH — CULTIVATE IDEAS

DEVELOPMENT/TESTING ENVIRONMENT

SOLVE PROBLEMS — VISUALLY

STAGING ENVIRONMENT

STAND OUT — INCREASE EXPOSURE — IMPROVE SALES

PRODUCTION ENVIRONMENT

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2.2 Our Principles

There are principles that we as a team constantly thrive to use them in our daily work, which are backed up by empirical evidence expressed by a comprehensive research from The Ecommerce Genome by Compass in their Startup Genome report[8], which looked at 650 internet startups. Thus, we believe the following principles are the reason of a productive mindset which will benefit the team and the work that we do overall:

1. Commitment to stay the course and stick with a chosen path
2. Willingness to adjust, but not constantly adjusting
3. Patience and persistence due to the timing mismatch of expectations and reality
4. Willingness to observe, listen and learn
5. Develop the right mentoring relationships
6. Leadership with general and domain specific business knowledge
7. Balance of technical and business knowledge, with necessary technical expertise in product development

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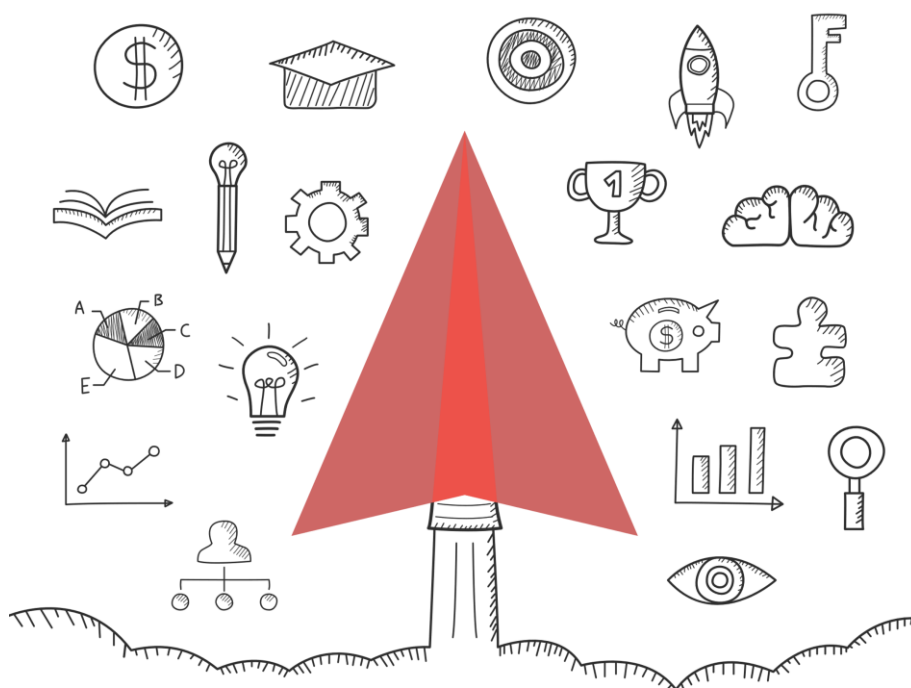
3.
Our Vision

3.1 Platform End-goals and Use Cases

Help Eradicate Poverty

-

Empowering local communities rather than simply providing clothing or food, helps these communities to grow and become self-reliant, which in turn reduces the poverty in the community. Empowering local people means access to education, to health care, and to opportunities.

Child Protection And Inclusion

-

Work to improve the policies and services that protect all children. We aim to make the world a safe and inclusive place for children to grow and we believe that quality education is a right for all children, whether in the developing world or amidst conflict and crisis.

Protect Human Rights

-

The protection and promotion of human rights is not limited to the United Nations or governments. Every person has an affirmative duty to help create an environment in which human rights are promoted and respected.

Promote Sustainable Development

-

Achieve international co-operation in solving international problems of an economic, social, cultural, or humanitarian character and in promoting and encouraging respect for human rights and for fundamental freedoms for all without distinction as to race, sex, language, or religion.

Help Counter Terrorism

-

Support charities that fight global poverty. Extreme poverty can cause a low standard of life, a sense of disenfranchisement, and a lack of opportunities. This lack of choices and hope sometimes creates a feeling of desperation that leaves young people vulnerable to recruitment by terrorist groups.

Other Social Actions

-

Creating a powerful action plan always begins with having a clear purpose, vision or goal in mind. It is designed to take you from wherever you are right now directly to the accomplishment of your stated goal. With a well-designed plan, you can achieve virtually any goal you set out to accomplish.

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3.2 Development Roadmap

- 2017 **May 12** - Development started on the GoHelpFund platform

- 2017 **June 13** – Research & Development started on the Blockchain/Wallet

- 2017 **September 25** - GoHelpFund website available

- 2018 **April**   - Alpha version released to the public.
                       - Collecting feedback from the public and fixing possible bugs.
                       - Public-testing the alpha version and continue developing beta
                       - Incremental monthly releases to be included in the alpha version:
    - >> Website Application
    - >> iOS Application
    - >> Machine Learning RTD (Real-time-detection)

- 2018 **August**   - Beta version released to the public
                       - Processing the feedback and integrating it in the platform
                         - Public-testing the beta version and continue developing/integrating
                                the blockchain and wallet
                       - Incremental monthly releases to be included in the beta version:
    - >> Platform Public API
    - >> Android Application
    - >> Artificial Intelligence RTEP (Real-time-event-processing)

- 2018 **October**   - Pre-production version released to the public

    - Start public-testing the blockchain/wallet and begin marketing/advertising for production release

    - Incremental monthly releases to be included in the pre-prod version:

    - >> Migration from Ethereum Network to our own Blockchain
    - >> Wallet Application
    - >> Entity Master Nodes

- 2018 **December**   - Production version released world-wide

    - GoHelpFund platform launched officially

    - Continuous Integration and Development based on regular feedback from our users

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Website Available
April 2018

Features
Under Development

Scalable Micro-Services

Responsive Front-End

HELP Token Integration

ALPHA VERSION

Platform API
August 2018

Features
To be Developed

Provide REST and Streaming API

Implement OAuth for Security

Integrate with the Mobile Front-End

BETA VERSION

Mobile App
May 2018

Features
Under Development

iOS Application

Native Design Approach

WebSockets Integration
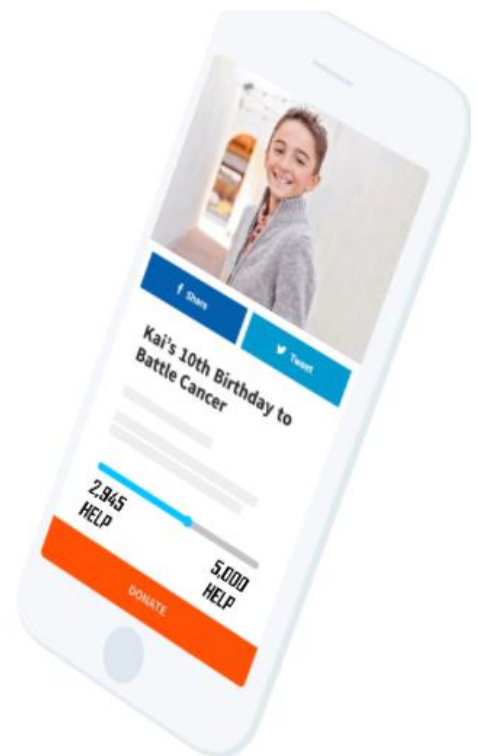
ALPHA VERSION

Android Version
September 2018

Features
To be Developed

Android App based on the iOS App

Support wide range of Android Phones

New features based on user feedback

BETA VERSION

Kai's 10th Birthday to Battle Cancer

2.945 HELP

5.000 HELP

DONATE

HELP EARTHQUAKE RELIEF EFFORTS IN NEPAL

$1,941,530

Machine Learning
June 2018

Features
Under Development

Preferences based on behaviour

Natural Language Processing

Fraud Detection

ALPHA VERSION

Self-Responsive AI
August 2018

Features
To be Developed

Real-time Event Processing

Geolocation-Driven Feedback

Integrate Machine Learning Results

BETA VERSION

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4.
TOKEN CREATION EVENT

4.1 INFORMATION

- GoHelpFund Token Pre-Sale event will **begin** on **January 26, 2018** at **18:00 UTC+2** and **end** on **February 23, 2018** at **18:00 UTC+2**.

- +30% Bonus Tokens:

  >> starting from 26th January, 18:00 UTC+2

- +20% Bonus Tokens:

  >> starting from 2nd February, 18:00 UTC+2

- GoHelpFund Token Sale event will **begin** on **February 24, 2018** at **18:00 UTC+2** and **end** on **April 24, 2018** at **18:00 UTC+2**.

- +15% Bonus Tokens:

  >> starting from 24th February, 18:00 UTC+2

- +5% Bonus Tokens:

  >> starting from 3rd March, 18:00 UTC+2

- Coins supported for contribution: Bitcoin(**BTC**), Ethereum(**ETH**), BitcoinCash(**BCH**), Litecoin(**LTC**), Ripple(**XRP**), Monero(**XMR**), BinanceCoin(**BNB**), Dash(**DASH**)

- 50,000,000 (***100% - 50 Million***) tokens created in total

- 5,000,000 (***10% - 5 Million***) tokens allocated to the team members which will be locked for 2 years, with a progressive unlock of 1 year to ensure a healthy transition into the market

- 12,500,000 (***25% - 12 Million 500 Thousand***) tokens allocated for the mining reserve, which will be available once we migrate to our own blockchain

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- 2,500,000 (**5%** - *2 Million 500 Thousand*) tokens allocated for the bounty campaign, as mentioned on our medium page, which will be locked for 6 months, with a progressive unlock of 6 months to ensure a healthy transition into the market

- 5,000,000 (**10%** - *5 Million*) tokens allocated to the Help Foundation to be used for fundraising charity donations, humanitarian support awareness and participation at live events

- 25,000,000 (**50%** - *25 Million*) tokens allocated for the Pre-Token + Token Sale

- Ethereum(ETH) will be used as reference coin for contribution value

- The conversion rate will be **5,000 HELP = 1 ETH**

- **Minimum** contribution equivalent value of **0.1 ETH**

- **Maximum Pre-Sale** contribution equivalent value of **10 ETH**

- **Maximum Sale** contribution equivalent value of **100 ETH**

- Tokens will be distributed after the Token Sale ends

- **Token Pre-Sale/Sale** will be open to the public, therefore **no whitelisting** required, as we stand for our "*People-oriented*" platform description where everyone is treated equally

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4.2 How to participate

1. Go to https://gohelpfund.com
2. From the navigation bar press '**Sign In**' or from the home section press '**Buy HELP tokens now**' and you will be redirected to the contribution website.
3. Afterwards you need to register a user, then login with it and you will be redirected to your personal dashboard.
4. Choose your preferred coin of contribution and a wallet will be generated for you.
5. Using our conversion calculator, you can decide how many tokens to purchase.
6. Send the amount of coins to the generated address.
7. Your contribution is now complete.

Additional Information:

- You can send your coins (BTC, ETH, BCH, LTC, etc.) from any kind of wallet:
    ▪ Exchange Wallet (Binance, Bittrex, Coinbase, etc.)
    ▪ Online Wallet (MEW, etc.)
    ▪ Specific Coin Wallet (Mist, etc.)
    ▪ Multiple Coins Wallet (JAXX, etc.)

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5.
USE OF FUNDS

40%
Core Development

The largest part of the crowd sale funds will be used for the development of the platform. Since we have many development departments, it is natural that our objective will be to focus on increasing the end-user experience with new innovative features, while providing a clean and professional user interface.

25%
Advertising/Marketing

Between the Beta phase and Production release, we will focus on mass-advertising of our platform and community events which will help people get used early on, to have a smooth transition from the status quo.

10%
Legal

Compliance is a fundamental component of startup governance and is integral to business ethics. Our budget allocated to legal costs ensures that we fit within regulatory parameters as our platform expands and enters new domains.

10%
Security

Security is a core functional requirement that protects mission critical information from accidental or deliberate theft, leakage, integrity compromise, and deletion.

15%
Infrastructure

Systems that are expected to grow over time need to be built on top of a scalable architecture. Therefore, we choose the global infrastructure of AWS, because it meets our requirements (e.g., proximity to end users, compliance, data residency constraints, cost) and is also much easier to operate production applications and databases across multiple data centers to achieve high availability and fault toleran

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6.
THE TEAM

Daniel
Back-End, Distributed Systems

Vlad
iOS Evangelist

Daniel
Front End Developer

Ciprian
Machine Learning Engineer

Isabela
Software Developer

Eduard
Security Engineer

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7.
REFERENCES

[1] https://gohelpfund.com

[2] https://aws.amazon.com

[3] https://www.ethereum.org

[4] http://www.cnbc.com/2017/06/13/americans-gave-390-billion-to-charity-last-year.html

[5] http://money.cnn.com/2016/06/14/news/charity-donations-americans/index.html

[6] https://givingusa.org/tag/giving-usa-2017/

[7] https://coinmarketcap.com/currencies/ethereum/

[8] https://blog.startupgenome.com/discover-the-patterns-of-successful-internet/

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