GOING

The Future is on GOING

Open Source Infrastructure for Fair Commerce

A protocol to power the next generation of e-commerce on Solana.

A $25.93T Global E-commerce Market is Fundamentally Broken

High Commissions.

15-30% fees that crush seller margins and increase buyer costs.

No Ownership

Users don't own their data or have control over their digital identities and assets.

Centralized Fragility

Opaque rules, censorship, and single points of failure risk the integrity of the ecosystem.

A Protocol, Not Just an App

Fair Commission

A protocol-level fee of 3% is enabled by blockchain efficiency, drastically cutting costs for both buyers and sellers.
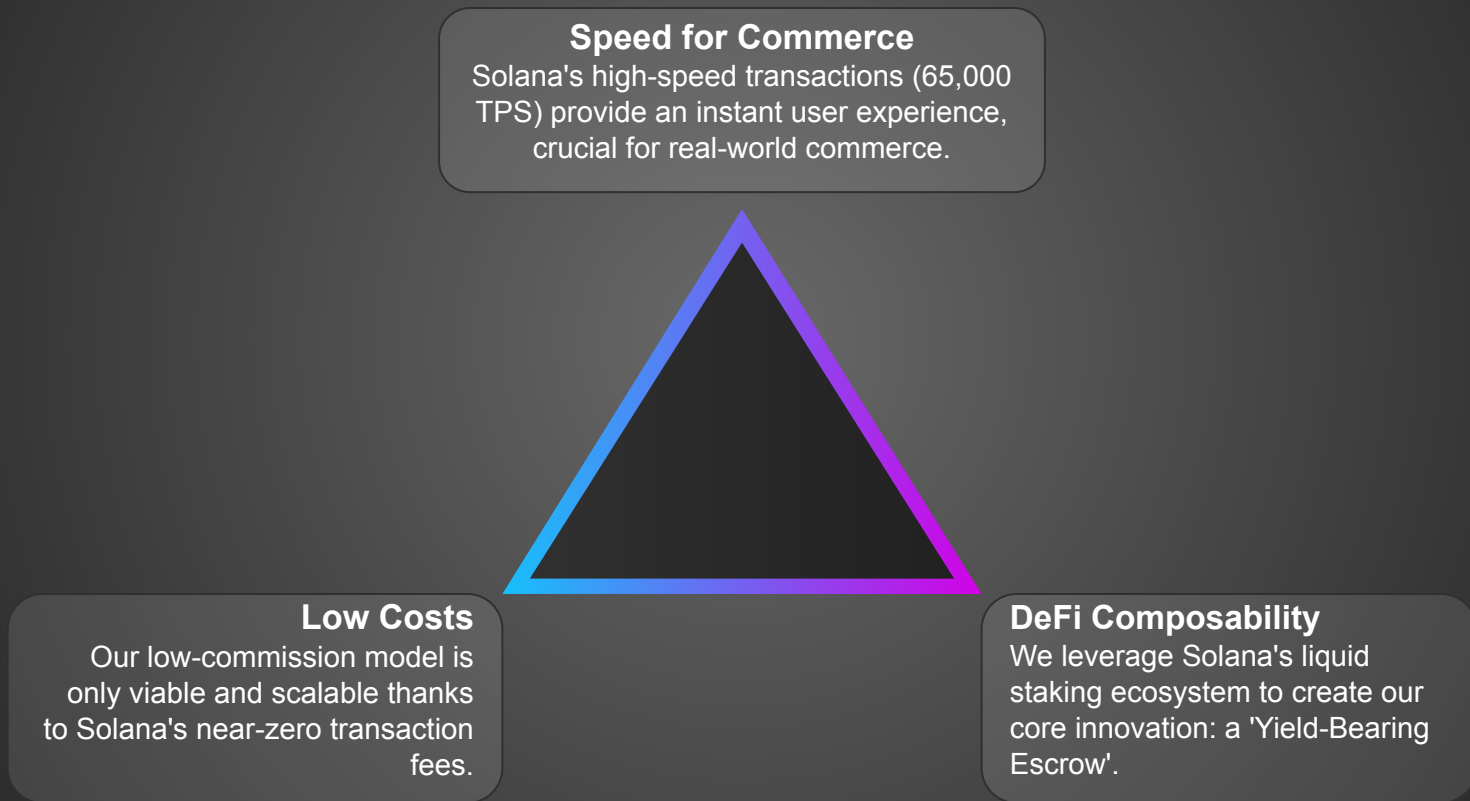
Real Ownership

Value is shared back with the community via $G rewards, creating a system where users are also stakeholders.

Open Source Foundation

We're building an open-source protocol for others to build upon, fostering a global ecosystem of fair commerce.

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Built for Solana, Impossible Elsewhere

Speed for Commerce
Solana's high-speed transactions (65,000 TPS) provide an instant user experience, crucial for real-world commerce.

Low Costs
Our low-commission model is only viable and scalable thanks to Solana's near-zero transaction fees.

DeFi Composability
We leverage Solana's liquid staking ecosystem to create our core innovation: a 'Yield-Bearing Escrow'.

The Core Innovation: Yield-Bearing Escrow

Purchase

Buyer initiates a purchase. Funds are locked in our protocol.

Staking & Yield

Funds are automatically staked in a liquid staking pool (like JitoSOL), generating yield.

Delivery Confirmed

The buyer scans a QR code to confirm delivery.

Payment Released

Payment is released to the seller.

The Value Engine: The G Token.

Yield Capture

100% of the yield generated from escrow is deposited directly into the protocol

New Token Issuance

The protocol then issues new $G tokens equivalent to 50% of the captured yield's value and distributes them to the buyer and seller.

Built-in Value Growth

This model ensures the vault's value grows twice as fast as the token supply, systematically increasing the value backing every $G token.

Circular Economy

$G tokens are used for fee discounts, driving demand and locking value within the ecosystem.

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Our Commitment to the Ecosystem.

- A 100% open-source smart contract protocol.

- A public security audit report from a reputable firm.

- Comprehensive developer documentation.

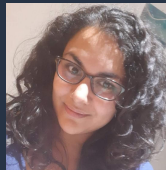- A functional demo application on Devnet.

The Team

Sergio Ariel Solis
Founder / Dev

Juan Marchetto
Tech Advisor

Eliana Solis
Director of
Content

Giselle Solis
Designer

My vision for GOING was born from direct experience with a core problem. I began my career in wholesale, where I felt the pressure of high commissions from large platforms firsthand. I learned to code to build the solution I always wanted as a seller: one that treats its users as true partners.

To ensure technical excellence, I am supported by Juan Marchetto as a respected Technical Advisor.

I am also currently supported by a Director of Content and a UI/UX Designer, who have been integral in getting the project to this stage. This funding round will allow us to hire full-time talent to fill these critical roles and scale the team.

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Our Plan to Deliver Value

This timeline begins once the core development team is formally hired.

Onboarding & Protocol Architecture

Formal team kick-off. Finalize the technical litepaper and publish the public GitHub repository.

Core Protocol Development

Implement the core logic of the Yield-Bearing Escrow and the $G rewards mechanism. Complete internal testing on Devnet.

Audit & Refinement

Submit the smart contract for a full security audit by a reputable firm. Refine the demo application based on initial feedback.
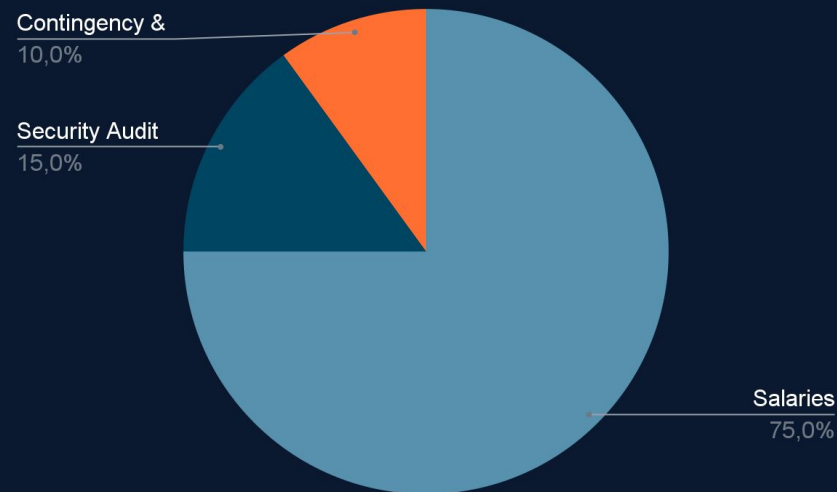
Launch & Publication

Finalize the audit report. Publicly launch the open-source protocol and publish comprehensive developer documentation.

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The Grant Request

$165,000

To fund a focused 5-month development sprint

Contingency &
10,0%

Security Audit
15,0%

Salaries
75,0%

*This grant will be structured as a milestone-based agreement.

The Future:
An Ecosystem of Commerce on 'Going

By funding this core infrastructure, you enable a new wave of fair commerce applications on Solana. Our success is directly tied to the ecosystem's growth, and we are committed to building a tool that helps it thrive.

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