



**The Future is on GOING**

Open Source Infrastructure for Fair Commerce

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

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

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## High Commissions.

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

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## No Ownership

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

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## 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

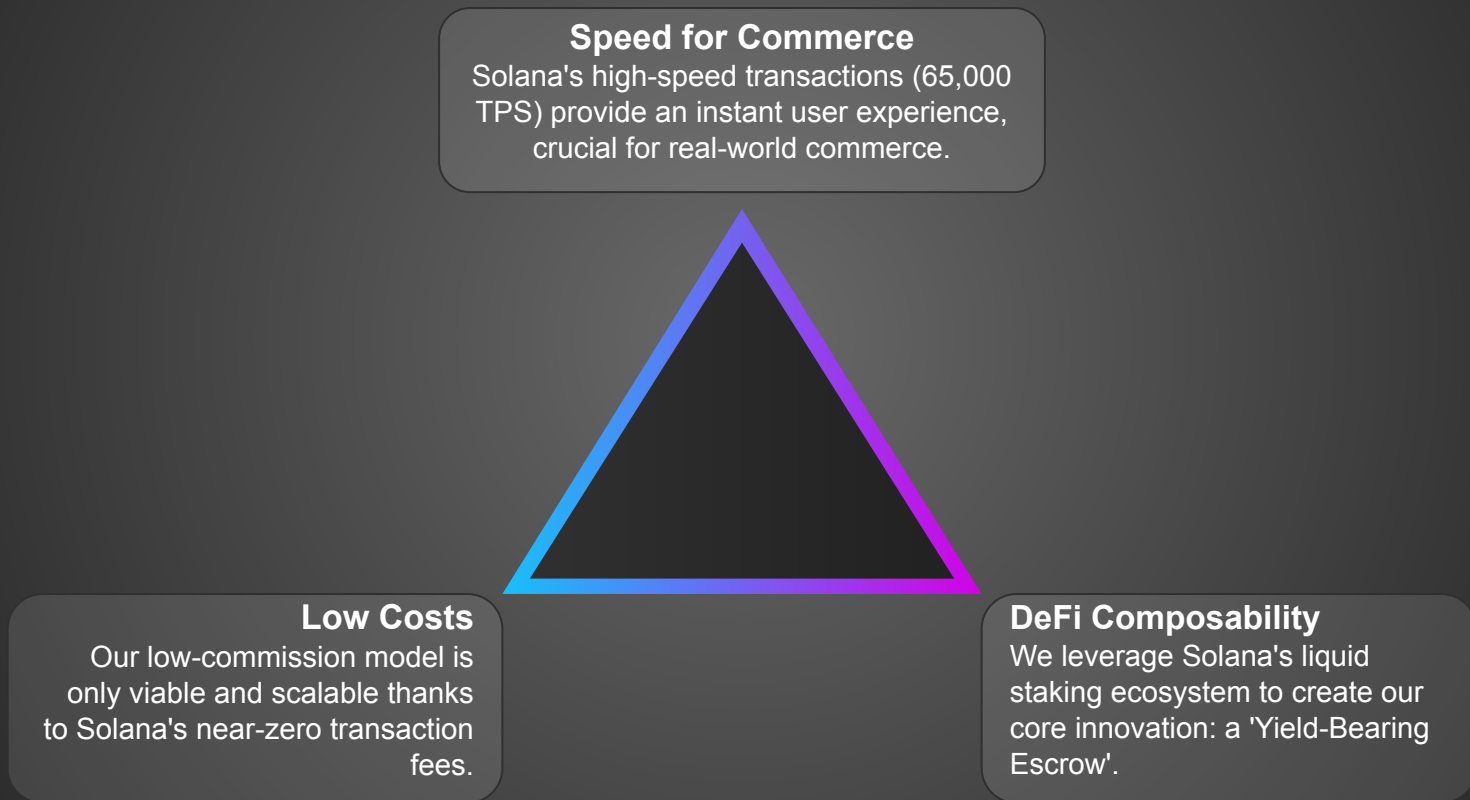
Value is shared back with the community via \$G rewards, creating a system where users are also stakeholders.

## Open Source Foundation

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



# Built for Solana, Impossible Elsewhere



# 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.



### Growth Vault

100% of the yield generated from staking is reinvested into the protocol's vault. This ensures the vault's value grows with every transaction, which backs the value of the G tokens

### Controlled Issuance

The 50% of the yield generated is issued as G tokens to the buyer and seller, which ensures a sustainable business model.

### Utility and Value

The G token has value for users, as it allows for discounts on fees and can be used to make purchases. Its value is adjusted with each transaction.

# 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



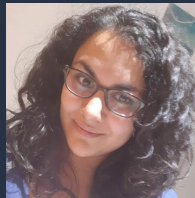
Sergio Ariel Solis  
Founder / Dev

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.



Juan Marchetto  
Tech Advisor



Eliana Solis  
Director of  
Content



Giselle Solis  
Designer

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.



# 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

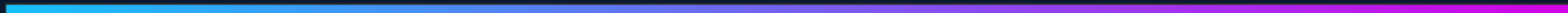
Implement the core logic of the Yield-Bearing Escrow and the \$G rewards mechanism. Complete internal testing on Devnet.

## 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.

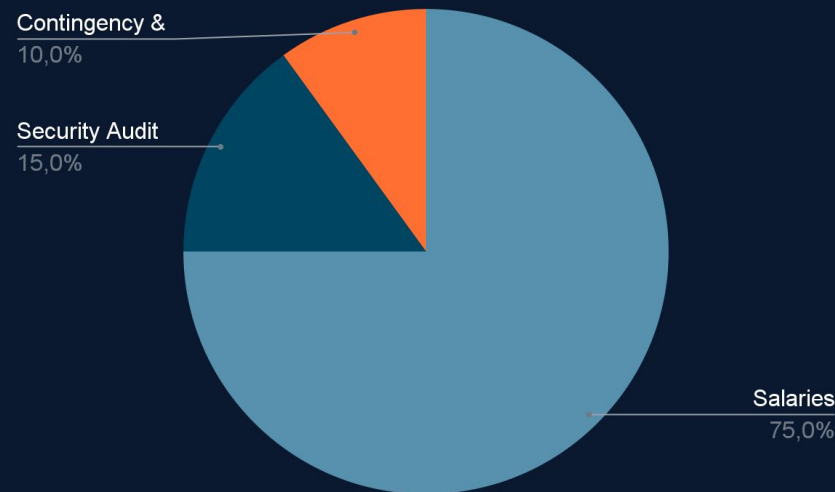




# The Grant Request

\$165,000

To fund a focused 5-month  
development sprint



\*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.