

Crowdfunding for the GGHB project
is an pre sale of the certificates (in the form of electronic tokens)
for advertising services within
THE DECENTRALIZED PLATFORM
FOR RECORDING GOLFERS' HANDICAPS
Global Golf Handicap Blockchain (GGHB)

ANNOTATION

PROBLEM: Currently separate databases to store handicaps of amateur golfers in different regions and different clubs are maintained. At the international tournaments, each amateur golfer should receive handicap confirmation of his/her club or the national Federation. It entails essential time expenditure and involves the risks of a data manipulation due to the 'human factor'. Besides, a golfer loses the chronology of his/her handicaps if he/she does not pay a membership fee to the Federation.

The Global Golf Handicap Blockchain (GGHB) project is the launch of the first integrated worldwide blockchain database for storage of information about the results of qualifying games of amateur golfers and the verified chronology of changes in their handicaps. The blockchain information is standardized, publicly accessible and free of charge.

The project solves the problem of amateur golfers' current handicaps verification for participation in tournaments on fair terms.



The total number of golfers around the world is more than 60 million people.

Quotation:

A 2003 study by Sports Marketing Surveys gave a figure of 61.1 million, with the following geographical mix:

America: 37.1 million

Asia: 13.6 million

Europe: 6.9 million

Australasia: 1.7 million

South America: 1 million

Africa: 0.5 million

http://www.golftoday.co.uk/golf_a_z/articles/golfer_stats.html

The world market of golf equipment and clothing makes more than \$8 billion a year.

Quotation:

World Wide Golf Report 2015

Golf Datatech, LLC & Yano Research Institute Ltd. Unveil World Golf Report 2015... First-Of-Its-Kind Worldwide StudyGlobal Retail Market Summary Provides Detailed Analysis of the Geography, Size and Economic Significance of the \$8.7 Billion Worldwide Golf Equipment Market

ORLANDO, Fla., January 28, 2015 ... One year after announcing a major alliance to aggregate worldwide golf data, and on the heels of releasing the first U.S./Japan Golf Market Report, the industry's two leading independent research and data firms, Golf Datatech, LLC, and Yano Research Institute Ltd., have introduced World Golf Report 2015. A first-of-its-kind study, the report provides an in-depth global retail market summary based upon geography, size and economic significance of the \$8.7 Billion Worldwide Golf Equipment Market. Highlighting the study, data concludes that the world's five largest golf markets represent over 80% of total equipment sales. Nearly 20 additional countries/regions account for the remaining world golf market, including Mexico, China, Germany, Australia and the Caribbean among others.

Among the unique findings for specific markets, individual product categories (i.e. clubs, balls, apparel, etc.) and other global trends, include:

The Top 5 World Golf Markets: #1 United States; #2 Japan; #3 South Korea; #4 United Kingdom; #5 Canada.

Germany is the largest golf market in continental Europe.

China (including Hong Kong and Macau) is the 6th largest golf equipment market but is continually influenced by government regulation.

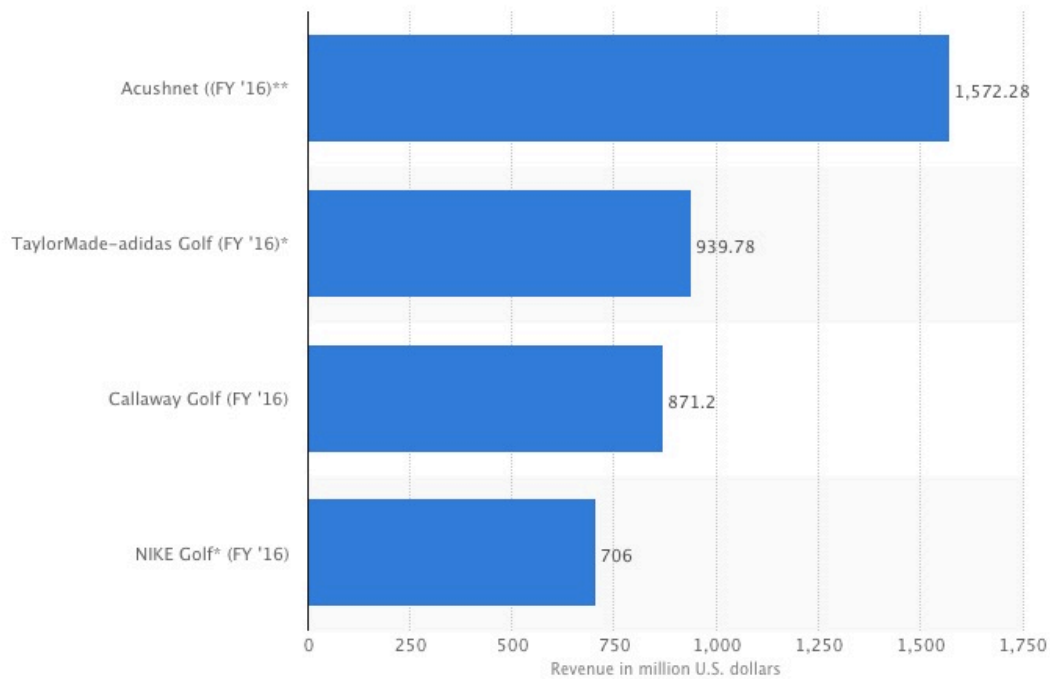
The US and Japan control over 65% of the world golf equipment market.

<http://www.golfdatatech.com/2015/02/world-wide-golf-report-2015/>



Quotation:

Selected golf equipment/apparel companies ranked by revenue in 2016 (in million U.S. dollars)



© Statista 2017

<https://www.statista.com/statistics/273923/golf-equipment-companies-by-revenue/>

Promotional budgets of the all market make more than \$500 million a year.

It allows getting a sustainable model of the project monetization for our project – GGHB Platform, at the expense of advertisers interested in such a target audience capable of paying.

The project decentralization will be realized thanks to the use of the Ethereum platform based on blockchain technology.

The GGHB tokens are not analogous to securities, do not entitle to a share of a company's capital and do not represent a credit instrument.



RULES OF GGHB TOKEN EMISSION

On the basis of a smart contract a fixed number of tokens in the amount = 1,000,000,000 pcs.
are emitted that are kept in the primary wallet of the founder.

At the first stage, 30% of all the tokens will be offered – it makes 300,000,000 tokens.

The price of 1 token = 0.00007 ETH or 0.000005 BTC (the reference equivalent ~ 0.02 CHF).

Objective: to sell the certificates for a higher amount than the equivalent of 1,500 BTC.

The payment can be made both in ETH and in BTC, ETC, LTC.

First stage timeline:

- 1) October - November 2017: an pre sale of 6% of tokens at a discount of 40%-21%
(every 10 days that follow deduct 5% from the previous discount amount);
Soft cap = sold 18 000 000 tokens (1,8%)
Hard cap = sold 60 000 000 tokens (6%)
- 2) December - February 2017: the base sale of 24% of tokens at a discount of 20%-1%
(every 10 days that follow deduct 5% from the previous discount amount) and
marketing activities to promote it.
Soft cap = sold 80 000 000 tokens (8%)
Hard cap = sold 240 000 000 tokens (24%)

The remaining 70% of tokens are blocked in the primary wallet for a period of 6 months upon termination of the first stage. For further project funding, another 20% are unblocked after 6 months and 6 months later, the following 20% are unblocked and in 6 more months, the remaining 30% are unblocked.



IMPLEMENTATION STAGES OF Global Golf Handicap Blockchain (GGHB) PROJECT

The raised funds will be allocated to the project implementation in accordance with the following plan:

- 1) January – June 2018: the technical development of the GGHB Platform, testing and fine-tuning of its functionality, the launch of applications for Android and iOS, their testing and fine-tuning.
- 2) July – December 2018: marketing activities with the aim to inform golf communities in different countries and to attract golfers to sign up for free. The objective is to attract 100,000 users. The start of generating cash flows for advertising on the GGHB Platform.
- 3) January – June 2019: Conducting active advertising campaigns in key European golf clubs. The objective is to attract 200,000 more users.
- 4) July – December 2019: Conducting active advertising campaigns in key American golf clubs. To attract 500,000 more users.
- 5) January – December 2020: To attract another 1 million users. Conducting active advertising campaigns in key Asian golf clubs.

PROJECT FUNCTIONING AND MONETIZATION

Following the project launch, a free of charge sign-up of amateur golfers on the GGHB Platform website or through a smartphone application takes place which can be done both independently and with the help of club administrations.

At the next stages, for entering data related to a qualifying game to come, a golfer will only need to input free of charge his/her results through an application, to attach a photo of the game card with the result, the signature and the first and last names of the marker.

On the GGHB Platform, a personal QR code is assigned to golfers which will be eligible for discounts in establishments and shops of the project partners depending on the handicap value. The singles (a handicap of less than 10) will enjoy the biggest discounts.

The project monetization will be realized by the means of selling advertising places on the website and in the mobile applications of the GGHB Platform (Facebook`s monetization model).

The teams' task is to attract the maximum number of amateur golfers to use the GGHB Platform because this is the target audience most capable of paying, which will guarantee the interest on the part of advertisers.



PLANNED PROJECT CASH FLOWS (in CHF)

	2017-2	2018-1	2018-2	2019-1	2019-2	2020-1	2020-2	2021-1	2021-2	2022-1
Equivalent of funds raised through the crowdfunding	3 000 000									
Revenues from the Platform advertisers			60 000	150 000	300 000	500 000	900 000	1 400 000	1 800 000	2 200 000
Expenses on technical production		-220 000	-120 000	-80 000	-120 000	-80 000	-120 000	-120 000	-120 000	-120 000
Marketing expenses	-240 000	-360 000	-540 000	-600 000	-480 000	-480 000	-500 000	-800 000	-800 000	-900 000
Administrative expenses	-30 000	-60 000	-60 000	-60 000	-80 000	-100 000	-100 000	-120 000	-150 000	-150 000
Bonus payments to the team and the founders					-100 000		-200 000		-400 000	
Balance at the end of the period	2 730 000	2 090 000	1 430 000	840 000	360 000	200 000	180 000	540 000	870 000	1 900 000

WHAT THE BUYERS' INCENTIVE IS

For buyers of the certificates (GGHB tokens) there are several attractive strategies:

- 1) Earnings on the price difference in a situation when the GGHB tokens are purchased at an early stage at a big discount (up to 40%) and sold at a market price after the start of their circulation at the stock exchange.
- 2) Income for advertisers, direct users of the GGHB Platform, because, when paying for the services provided by the GGHB Platform, for payments made in the GGHB tokens a discount in the amount of 20% will be granted.
- 3) This discount of 20% gives the intermediaries a possibility to earn by buying the GGHB tokens at the stock exchange at a lower price in large amounts and selling retail to end users at a higher price.

JURISDICTION

Following a successful crowdfunding campaign, a legal entity registration in the jurisdiction of Switzerland (or Gibraltar) will be performed because this jurisdiction has the most liberal legislation in this sphere at the moment.