



# GOOD GAINS EXCHANGE

[HTTPS://GOODGAINSEXCHANGE.COM/](https://goodgainsexchange.com/)

VERSION 1.0



## Legal Disclaimers

GoodGains Exchange LLC intends to operate in full compliance with applicable laws and regulations and use its best endeavours to obtain the necessary licences and approvals. Regulatory licences and / or approvals are likely to be required in a number of relevant jurisdictions in which relevant activities may take place. This means that the development and roll-out of all the initiatives described in this whitepaper are not guaranteed. It is not possible to guarantee, and no person makes any representations, warranties or assurances, that any such licences or approvals will be obtained within a particular timeframe or at all. As such, the initiatives described in this whitepaper may not be available in certain jurisdictions, or at all. This could require restructuring of these initiatives and / or its unavailability in all or certain respects. In addition, the development of any initiatives is intended to be implemented in stages. During certain stages of development, the project may rely on relationships with certain licensed third party entities. If these entities are no longer properly licensed in the relevant jurisdiction, this will impact the ability of GoodGains Exchange to rely on the services of that party.

## No Financial Advice

This whitepaper does not constitute any investment advice, financial advice, trading advice or recommendation by GoodGains Exchange, its affiliates, or its respective officers, directors, managers, employees, agents, advisors or consultants on the merits of purchasing GGX or GGU tokens nor should it be relied upon in connection with any other contract or purchasing decision.

This whitepaper does not constitute a prospectus or financial service offering document and is not an offer to sell or solicitation of an offer to buy any security, investment products, regulated products or financial instruments in any jurisdiction. GGX and GGU tokens are not being structured or sold as securities on GoodGains Exchange. Owners of GGX or GGU tokens are not entitled to any rights in GoodGains Exchange or any of its affiliates, including any equity, shares, units, royalties to capital, profit, returns or income in GoodGains Exchange or any other company or intellectual property associated with GoodGains Exchange.

No representations or warranties have been made to the recipient of this whitepaper or its advisers as to the accuracy or completeness of the information, statements, opinions or matters (express or implied) arising out of, contained in or derived from this whitepaper or any omission from this document or of any other written or oral information or opinions provided now or in the future to any interested party or their advisers. GGX and GGU tokens, as envisaged in this whitepaper, are under development and are being constantly updated, including but not limited to key governance and technical features. When the tokens are completed, they may differ significantly from the description set out in this whitepaper. No representation or warranty is given as to the achievement or reasonableness of any plans, future projections or prospects and nothing in this document is or should be relied upon as a promise or representation as to the future. To the fullest extent possible, all liability for any loss or damage of whatsoever kind (whether foreseeable or not and whether or not GoodGains Exchange has been advised of the possibility of such loss or damage) which may arise from any person acting on any information and opinions contained in this whitepaper or any information which is made available in connection with any further enquiries, notwithstanding any negligence, default or lack of care, is disclaimed. This whitepaper contains data and references obtained from third party sources. Whilst management believes that this data is accurate and reliable, they have not been subject to independent audit, verification, or analysis by any professional legal, accounting, engineering, or financial advisors. There is no assurance as to the accuracy, reliability or completeness of the data.



# TABLE OF CONTENTS

VER 2020.07.02

INTRODUCTION / MARKET PROBLEMS	03
MATCHING ENGINE / FEATURE ROLLOUT	04
COINS	05
TOKENOMICS	06
ALLOCATION	07
ROAD MAP	08
GOOD GAINS EXCHANGE APP	09
REVENUE MODEL	10
PLAY-TO-EARN MARKET	11
BUSINESS MODEL	12
PRODUCTS AND SERVICES	13
SECURITY	14
FOUNDERS / ADVISORS	15
RISKS	17



## What is GoodGains Exchange?

Good Gains Exchange is a cryptocurrency exchange with a built-in NFT marketplace for the sole purpose of distributing play-to-earn gaming assets. We plan to work closely with developers to bring as many titles to the ecosystem as possible. We plan to offer unique features such as NFT rentals for all your favorite play-to-earn games.



## MARKET PROBLEMS

The problem currently facing the play-to-earn space is the lack of accessibility to most retail investors. As of right now, investors are forced to use swapping applications to obtain the gaming digital assets (Cryptocurrencies and NFTs) of their choice. We desire to change that by designing a platform that securely and concisely enables our users to acquire said digital assets without knowledge of smart contracts or software wallets (Metamask, trust wallet, coinbase

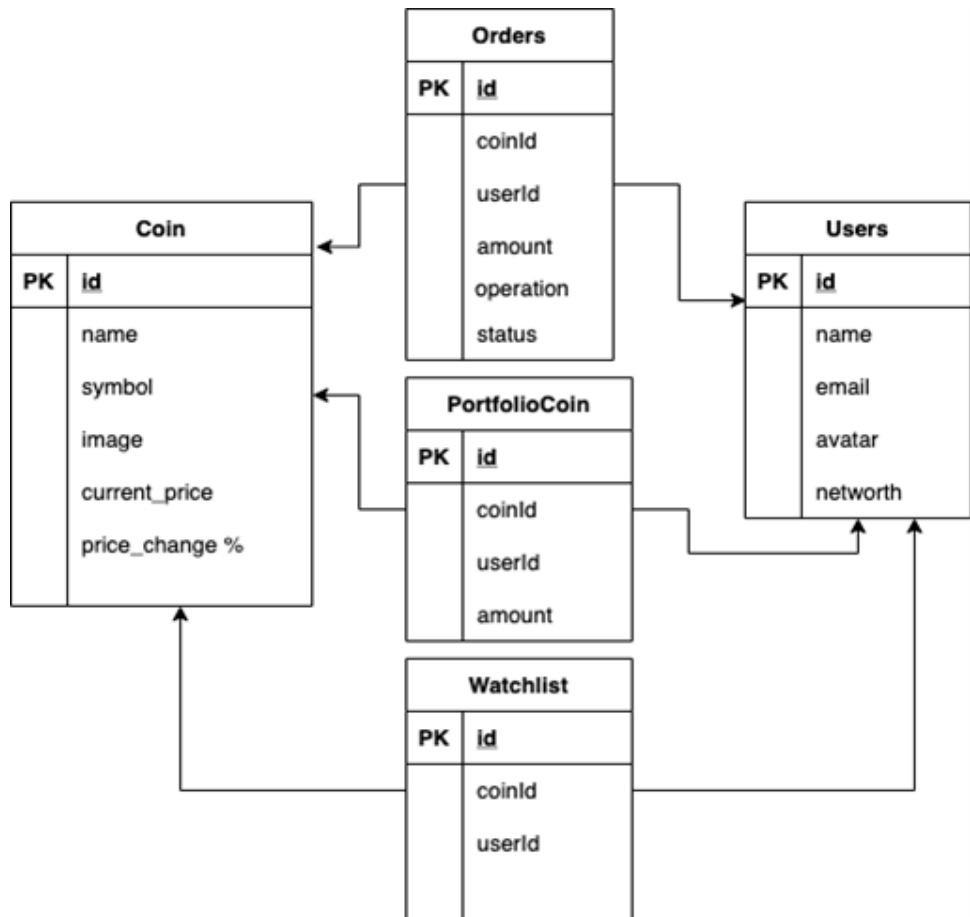
wallet,etc.). Additionally, our team plans to rigorously verify the validity of the projects we list by performing our own in house token audits and playing tech demos of the unreleased products (the games we plan on listing). This is to ensure investors security with the projects we list. Our ultimate goal as a company is to provide access to these gaming assets while protecting our investors as much as possible.



## MATCHING ENGINE / FEATURE ROLLOUT

### Matching Engine

Our matching engine, Coingecko, is capable of thousands of orders / second, making Good Gains Exchange a fast and reliable exchange network. Once the App requires more scalability we will convert to local in-house servers.



### Feature Rollout

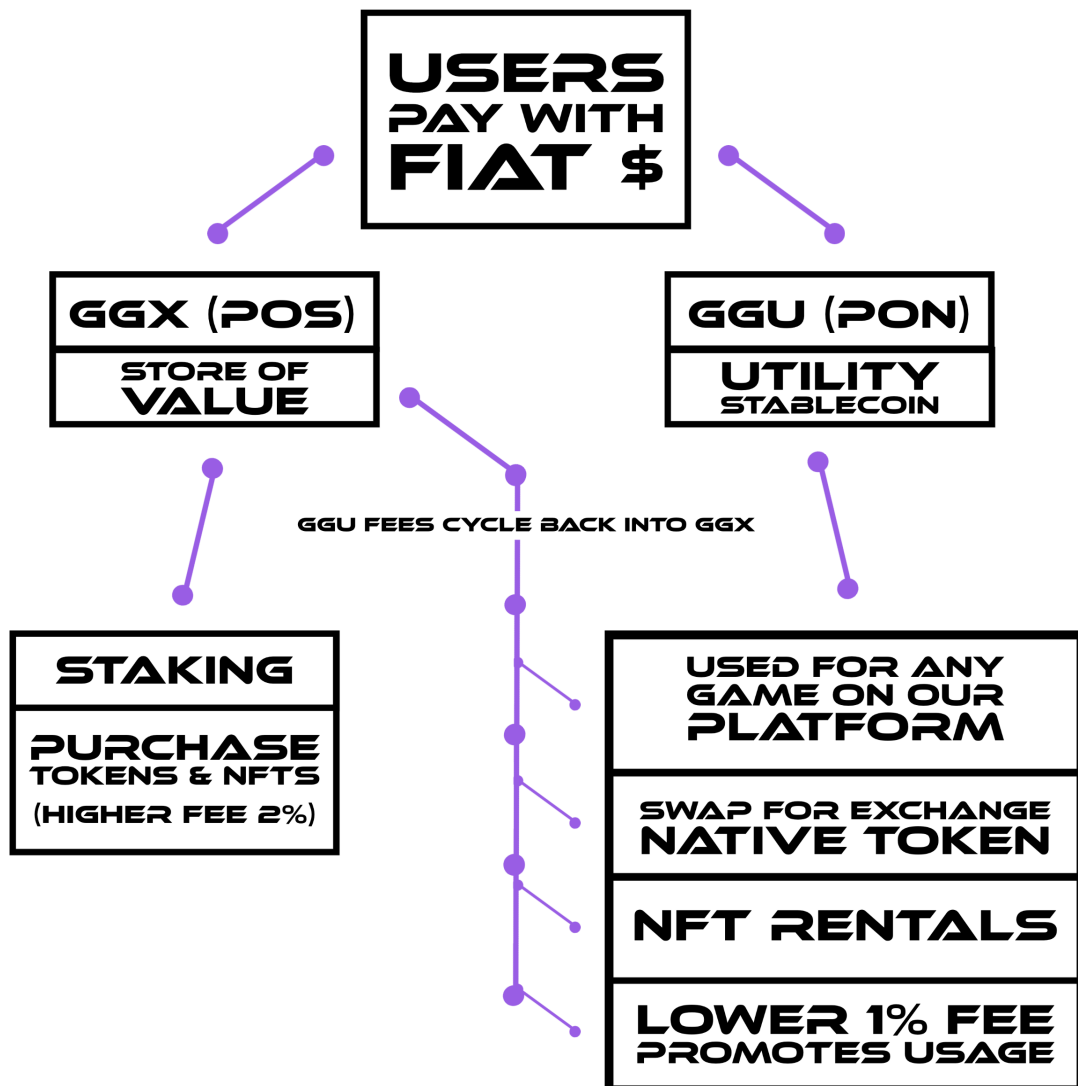
As a crypto games exchange, implementing an NFT marketplace is pivotal to our future success in connecting investors to the entirety of crypto games. In the near future, we intend to connect our NFT marketplace to advertised games on our app as a one-stop shop for in-game character NFT purchases, Utility NFTs and in-game cosmetic NFTs.



GGX token (gold token) is a governance token meaning supply is much more limited in order to increase scarcity of the asset long term. This will make our token a good long term investment as the increase in scarcity will increase the price per token. Invest today in the future of gaming!

Governance tokens are cryptocurrencies that represent voting power on a blockchain project. They represent the main utility of DeFi protocols since they distribute powers and rights to users via tokens. With these tokens, one can create and vote on governance proposals. This token will primarily be utilized as a store of value for our exchange.

GGU token (silver token) is a utility token which is currently being developed in-house, this token will be responsible for bringing new games to our ecosystem. Our GGU coin will enable existing developers in the gaming community to utilize blockchain technology within their own in-game economy. Players can sell these tokens in the exchange or use them in-game for in-game items.



Good Gains Exchange will utilize two currencies, GGX which will represent our store of value, and GGU which will be a utility stablecoin token. GGX will be used to stake which is making your crypto available via an exchange for use in the proof-of-stake process. In essence, it enables holders to monetize their crypto holdings. GGX will also be used to purchase other promoted in-games tokens and NFT's, but GGX will have a higher fee compared to GGU. GGX will be used when staking, purchasing NFT's and being converted to and from GGX with other tokens. Fees associated with our revenue model will be funneled into GGX so its value will inherently increase. GGU will be used as our stablecoin and the market cap should always be around 15% lower. In being a stablecoin GGU will always remain at a value of 1\$. This allows a safe haven for investors to convert tokens at a low rate to a static valued token. GGU will also be used to purchase any game listed on our platform. GGU will be the medium for swapping into exchange native game tokens. GGU usage even extends into lending out NFT's and renting. On the lending side, NFT owners will lend out their NFT and in return receive compensation via GGU and the renter will receive the in-game currency which will be converted to GGU. Finally, GGU will be used for future services to add more cohesive usage.



## ALLOCATION

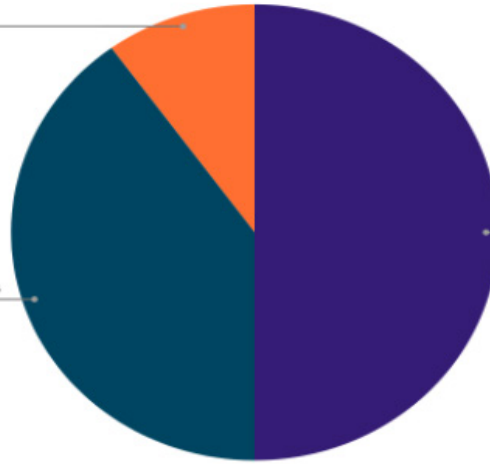
VER 2020.07.02

### Tokenomics

Angel Investors  
10.0%

Developer's tokens  
40.0%

ICO/Airdrop  
50.0%



%	Amount (GGX)	Participant
50%	100,000,000	AirDrop/ICO
40%	80,000,000	Founding Team
10%	20,000,000	Angel Investors

We will supply 200,000,000 GGX coins called Good Gains Exchange coin. GGX will run on the Ethereum Blockchain as an ERC-20 Governance Coin.

The token will be an ERC-20 governance token. We chose the ethereum mainnet as it offers a secure and adaptable network for the platform. The ICO will occur via different launch pads TBA.

Anytime a user makes a purchase within the app using our GGX token, they receives a discount on our trading fees. As time progresses, the discount becomes smaller and smaller so get trading ASAP!





Below is a graphic displaying our goals and objectives as a company in the near future. This is subject to change.

## Tech Demo

2022 Q2

We will be releasing a paper money tech demo which will be available on Apple's App Store and the Google Play Store.

## Private IDO

2022 Q2

GGX token's IDO will be released to the public soon. Launchpads will also be announced. Stay tuned for updates.

## Launch of App

2023 Q1

During this time, we will be launching our mobile app which will be available on Apple's App Store as well as the Google Play Store.

## Launch GGU Token

2023 Q3

Around this time we will be releasing our GGU utility token.

## Launch of NFT Market

2023 Q3

This is when we will launch our NFT Marketplace.

## Launch of NFT Rentals

2023 Q4

NFT Rentals will become available during Q4 of 2023.

## Crypto Loans Go Live

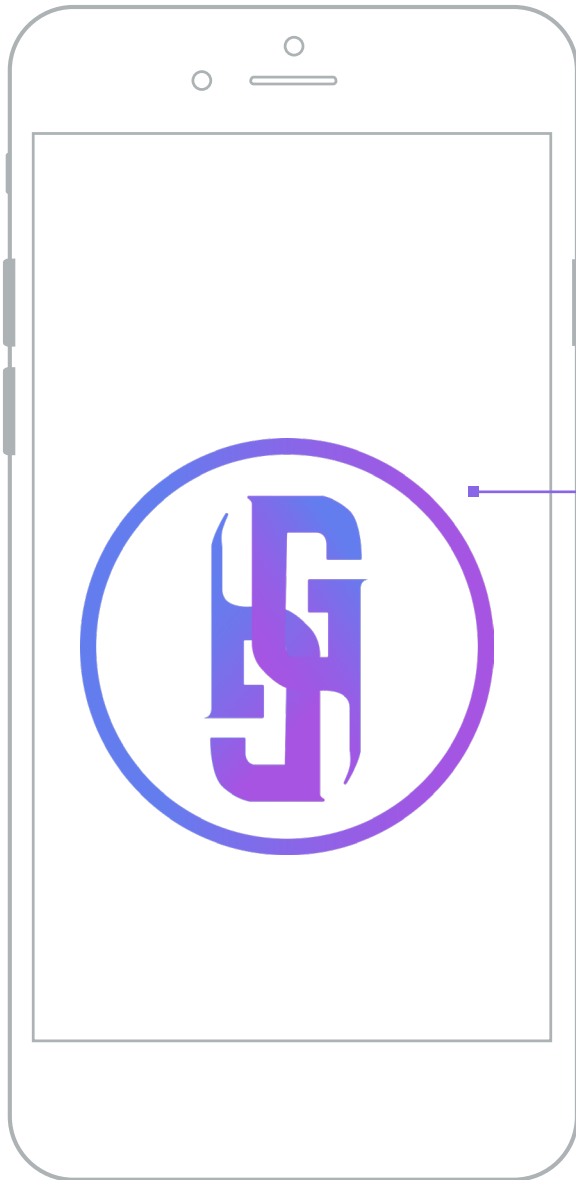
TBA

We will begin offering crypto loans as one of our services.

## Expanding Markets

TBA

We will continue looking for new markets to expand into.



**UI Preview**





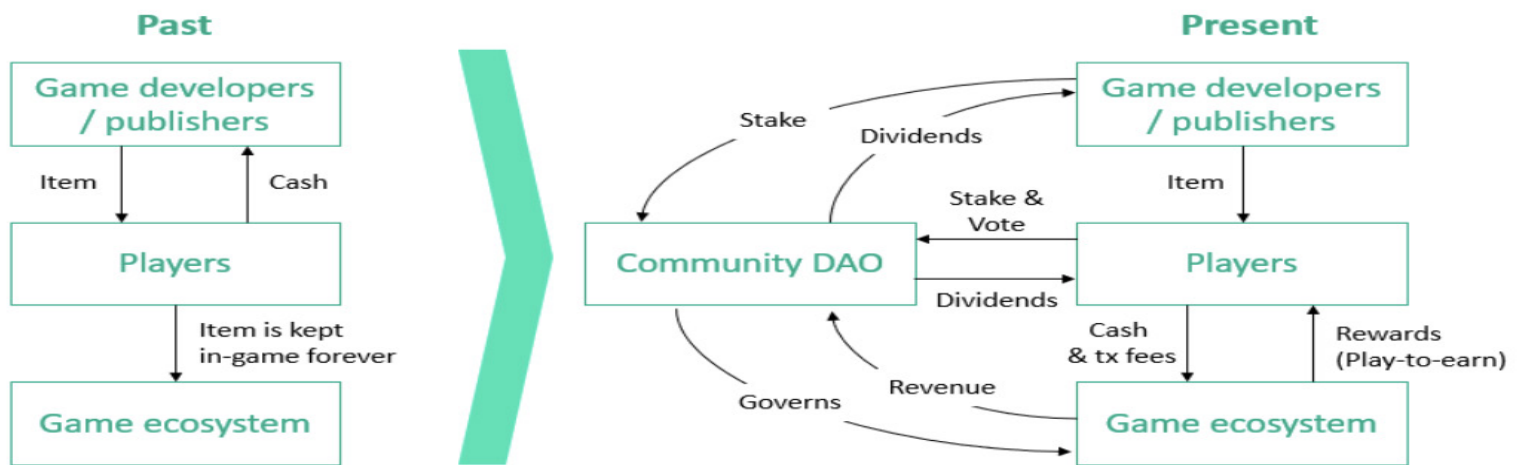
Revenue Streams	Description
Exchange Fee	Good Gains Exchange initially will charge a 2% fixed fee per trade. Other variations will be subsequently introduced including marker-taker, volume-based tiering, and 0 fee promotions. We have no plan to charge above 2%. There will be a 1% fee for GGU as we want to encourage users to swap using our stable utility token as the primary means of transaction. All fees will be put back into the liquidity pool for GGX as it's the platform's store of value.
Withdrawal Fee	Good Gains Exchange will charge a 2% fee during the first year of operation. This fee will remain static going forward.
Listing Fee	Good Gains Exchange will select innovative coins and other assets to be listed on the exchange, there may be a fee associated with those listings.
NFT Minting Fee	We charge a flat 2% rate of the market value of each ERC-71 non-fungible token. This amount is due upon the sale of the asset.
NFT Rental Fees	The NFT rental program will charge a static 2% fee to all tokens generated via a rented ERC-71 non-fungible token on our ecosystem.



**GOOD GAINS EXCHANGE  
AN EXCHANGE  
FOR GAMERS  
BY GAMERS**

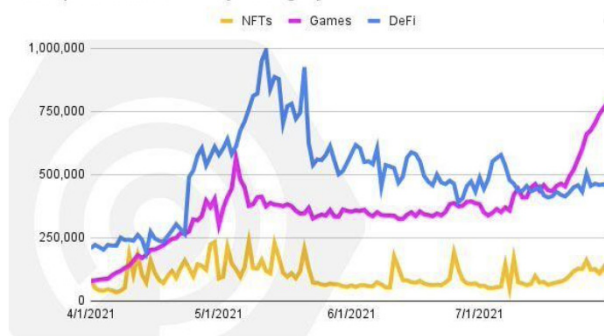


## Shift in value



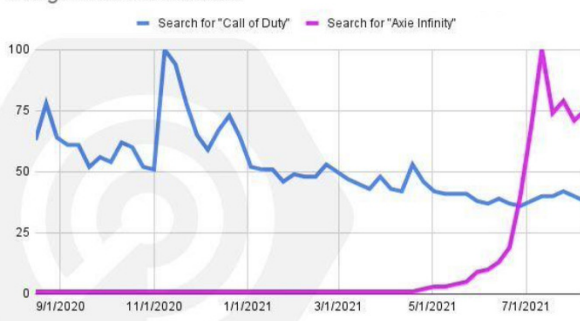
Play-to-Earn is giving the rewards back to its community.

Unique Active Users by Category



Growing user base of various differing sectors in the Play-to-Earn sector.

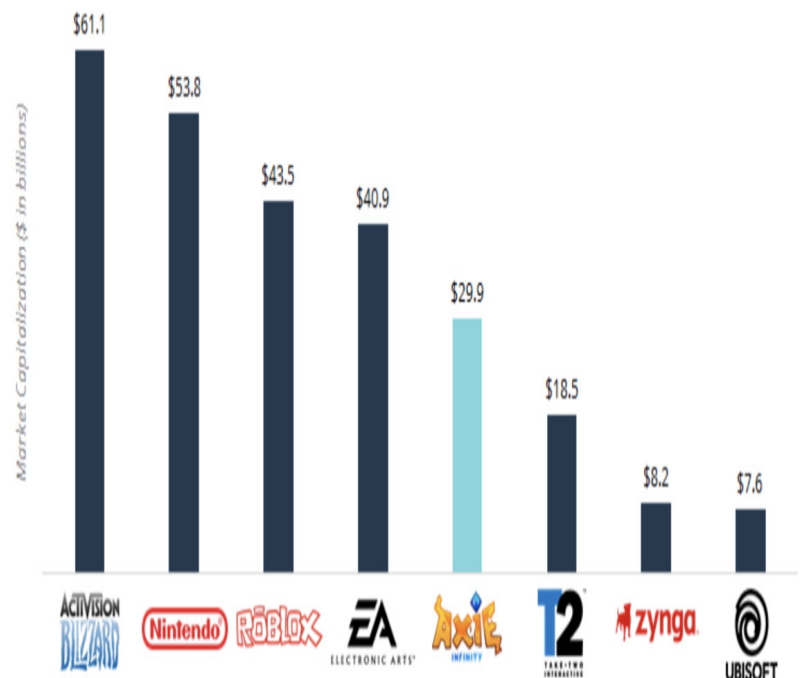
Google Trends Worldwide



Google trends indicate play to earn is on the rise, even greater adoption rate than traditional gaming as indicated by the chart above.

## Video Game Companies By Market Capitalization

Ethereum based video game Axie Infinity ranks among the top 5 video game organizations in the world by market capitalization



Data as of: Oct. 1, 2021

Note: Axie Infinity is not a company, rather it's a decentralized project; Axie Infinity market capitalization computed on a fully diluted basis

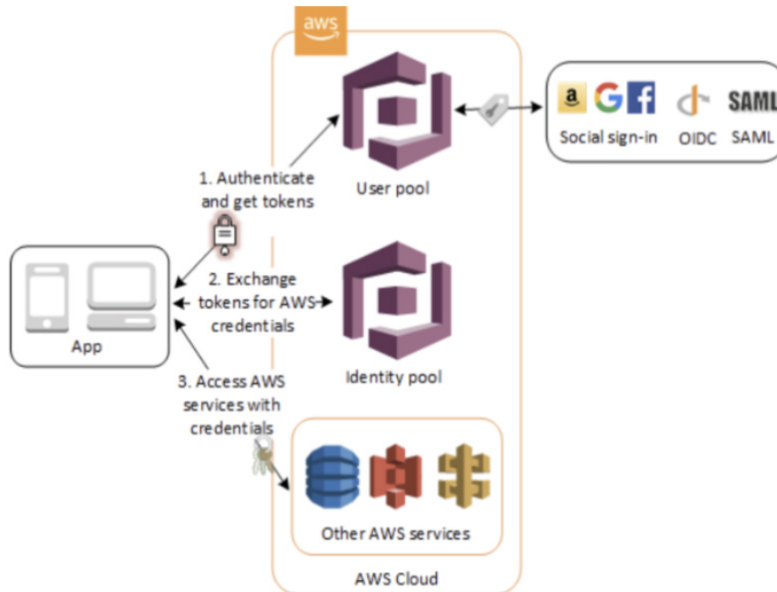
The market cap of one of the industry leading play to earn games, Axie infinity, rivals that of industry leading gaming companies.



## OUR PLATFORM

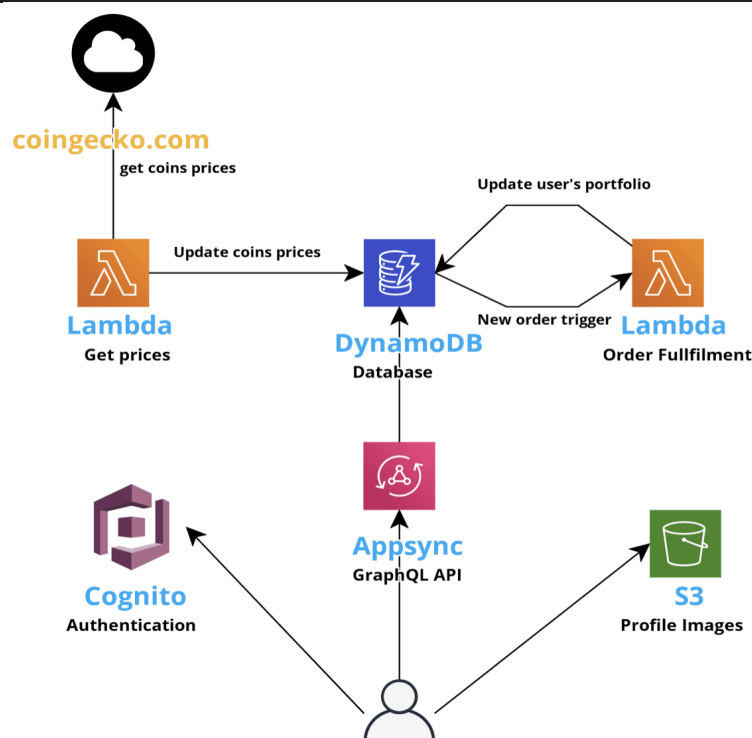
VER 2020.07.02

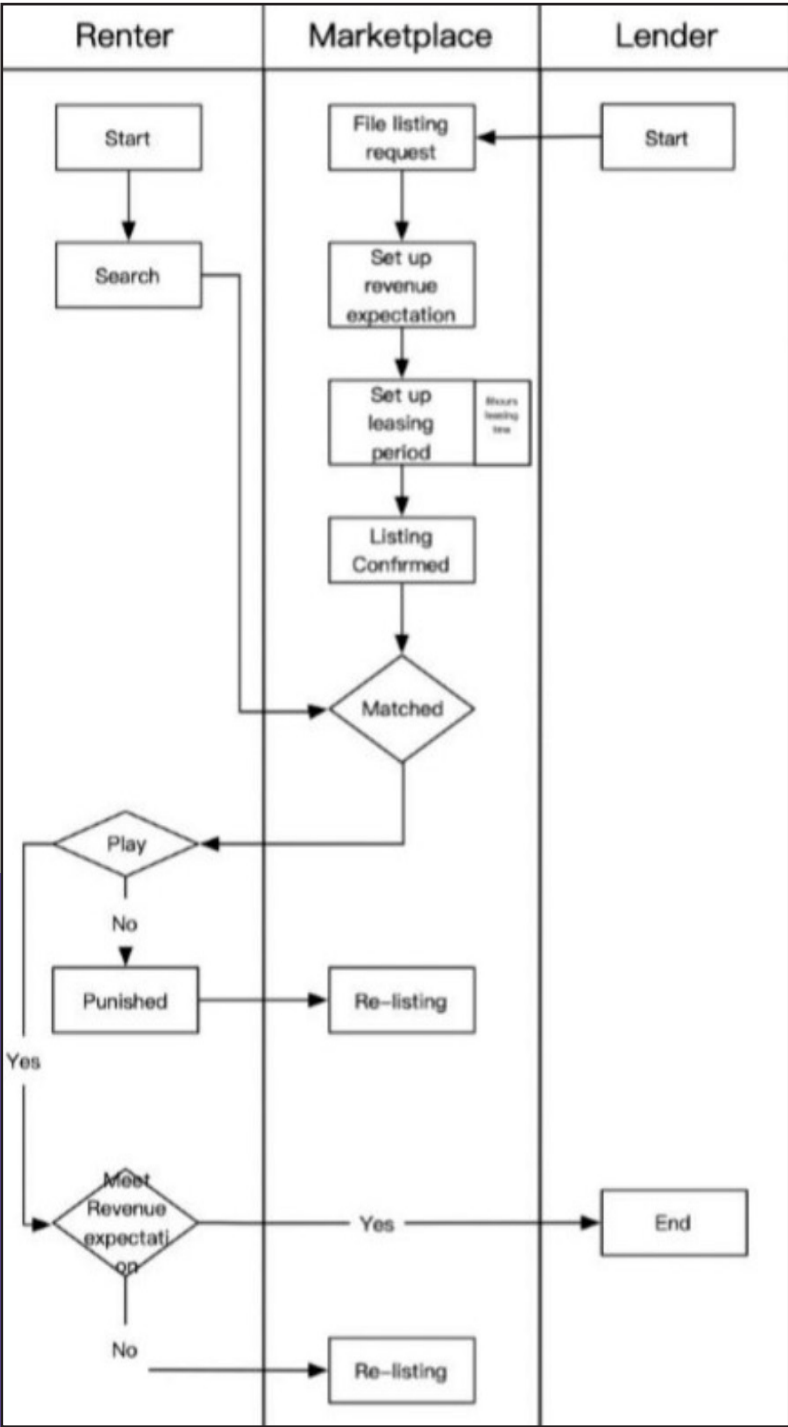
This section explains how our platform works.



The graph above explains how our application will connect to AWS, allowing users to create accounts and access our platform.

The graph below displays how our application will connect to Coingecko and Amazon Web Services for the various APIs utilized within our platform.





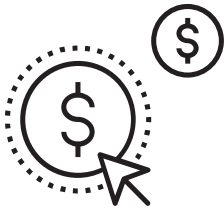
## HOW DO NFT RENTALS WORK?

The graph to the left explains our NFT rental process.



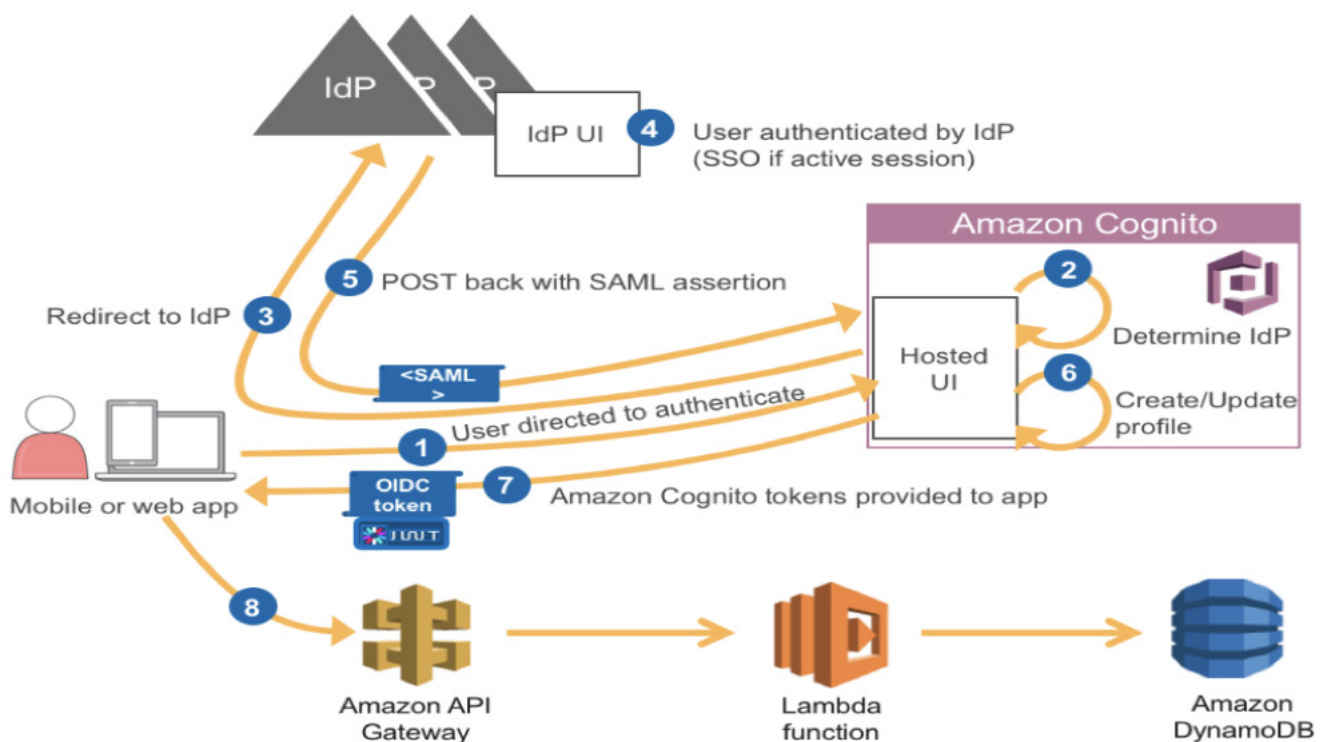
### Value Proposition

NFT rentals allow more users than ever to access Play-to-Earn gaming by lowering costs for new players, while providing income to NFT owners. The fees taken from rentals is pumped back into GGX.





Infrastructure is key in developing a strong and secure exchange. The majority of crypto exchanges went under due to poor infrastructure affecting their security protocols. Due to imperfections in these security protocols many vital resources were left exposed and unprotected. Our team realizes this and prioritizes security above all else for all of our clients.



At Good Gains Exchange, we are committed to the safety and security of all transactions that take place on our app. We are constantly testing our Amazon Web Services network in order to prevent data leaks, security breaches, and attacks on our customer's data.

We will convert to in-house servers in order to have more control over security as we scale, however, for the time being, we have found that AWS fits our needs. As strong believers in blockchain technology, we wish to enhance the credibility of the gaming crypto space to the best of our ability by providing bulletproof reliability.





**Pictured below are the founders of our company.**



## **Austin Karisny**

CEO

Founder and CEO of Good Gains Exchange. past crypto experience, primarily in the play to earn space. Being an avid user of the space, he wanted to make the process more accessible to the public. Let's bring play to earn to the masses!



## **Santiago Beltran**

COO

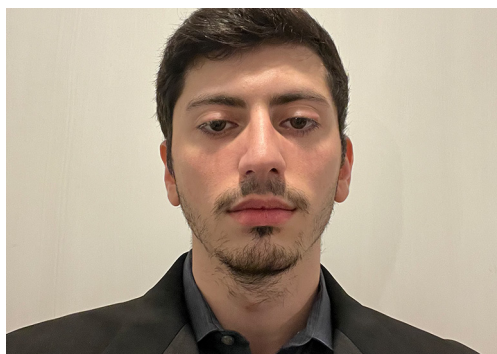
COO (Chief Operations Officer) and co-founder of Good Gains Exchange. Early crypto investor as well as investor of profound projects in the NFT space. Santiago wanted to bring his passion for gaming to the crypto space. We're glad to have him with us!



## **Victor Hernandez**

CDO

CDO (Chief Data Officer) of Good Gains Exchange. Experienced crypto investor, blockchain supporter, and skilled coder, Victor decided to dedicate his abilities to help benefit gamers around the world.



## **Andrew Taronji**

CMO

CMO (Chief Marketing Officer) of Good Gains Exchange. Crypto experience includes prior investments in successful blockchain projects and research across an abundance of crypto projects. Andrew's knowledge about the space and its various use cases is the reason he decided to join the project.





Pictured below are the advisors of our company.



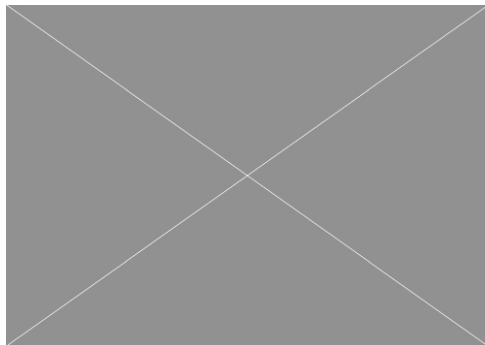
## Junior Beltran

Back end coder for Wells Fargo, worked on the ground floor of Gather, and managed funds at Athanor Capital. Programming languages: React, Python, JS, and HTML



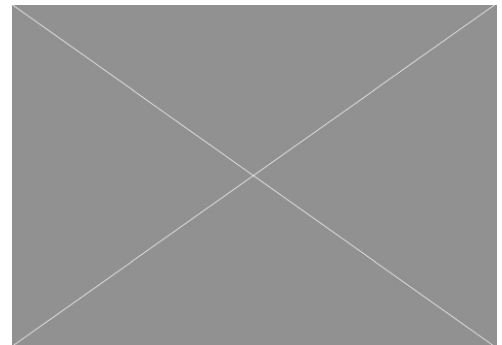
## Bray Torres

Co-founder and product designer for Instinct R&D and lead UX designer for Adder Technologies. Programming languages: Java, Python, C++, Node.Js, and React.Js, Javascript, and HTLM.



## Martin Plitz

Mauris tortor mauris commodo nec nisl  
faucibus convallis feugiat augue Nulla eget  
erat enim



## Martin Plitz

Mauris tortor mauris commodo nec nisl  
faucibus convallis feugiat augue Nulla eget  
erat enim



Preparing and operating an exchange is a very high-risk business. This is why we have assembled a team of highly skilled, dedicated and professional leaders who are ready to take on and surmount these risks.

### Market Competition

Our team recognizes that what we are creating is completely unique and revolutionary to the blockchain space. Our mission is to bring play-to-earn to the masses by simplifying the exchange process. We want to be the go-to app for investors to buy crypto gaming assets. We understand that others may eventually enter this space but we are confident that our product will differentiate us from competitors within the market.

## DISCLAIMER

Purchasing GGX or GGU tokens involves substantial risk and may lead to a loss of a substantial or entire amount of the money involved. Prior to purchasing GGX or GGU tokens, you should carefully assess and consider the risks, including those listed in any other documentation.

A purchaser should not purchase GGX or GGU tokens for speculative or investment purposes. Purchasers should only purchase GGX or GGU tokens if they fully understand the nature of the tokens and accept the risks inherent to the GGX or GGU tokens. Our tokens may be subject to expropriation and/or theft; hackers or other malicious groups or organizations may attempt to interfere with our system/network in various ways, including malware attacks, denial of service attacks, consensus-based attacks, Sybil attacks, smurfing, and spoofing which may result in the loss of your GoodGains tokens or the loss of your ability to access or control your GoodGains tokens. In such event, there may be no remedy, and holders of GoodGains tokens are not guaranteed any remedy, refund, or compensation. The regulatory status of GoodGains tokens and digital assets is currently unsettled, varies among jurisdictions and subject to significant uncertainty. It is possible that in the future, certain laws, regulations, policies or rules relating to our tokens, digital assets, blockchain technology, or blockchain applications may be implemented which may directly or indirectly affect or restrict GoodGains token holders' right to acquire, own, hold, sell, convert, trade, or use our tokens. The uncertainty in tax legislation relating to cryptographic tokens and digital assets may expose cryptographic token holders to tax consequences associated with the use or trading of cryptographic token. Digital assets and related products and services carry significant risks. Potential purchasers should consider all the above and assess the nature of, and their own appetite for, relevant risks independently and consult their advisers before making any decisions.

