

# GEOCHIC

Celebrate Global  
Style, Beauty &  
**Culture**

## L I G H T P A P E R

[www.geochicglobal.com](http://www.geochicglobal.com)

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# ABSTRACT

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This paper is an introduction to GEOCHIC, a decentralized Web 3.0 global platform powered by a cutting-edge, state-of-the-art mobile app, that actually funds creative projects that promote global style, beauty, and culture. GEOCHIC leverages a proprietary fund, governed by its community of peers and supporters, to function as the lead investor for small to medium-sized projects via NFTs. Film, television, magazine and art projects can now be funded by a supportive community—a disruptive model that will break the monopoly of big media conglomerates and make room for smaller content creators.

GEOCHIC has pioneered a practical NFT funding solution that will have a profound impact on the Media & Entertainment Industry by enabling content creators and like-minded investors to connect and collaborate on projects they're passionate about in unique and exciting ways.

## MEDIA & ENTERTAINMENT INDUSTRY

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The Media & Entertainment Industry is a far-reaching industry that encompasses film, television, publishing, music, video games, theater, art, podcasts, etc. Yet, securing adequate funding for small and medium-scale projects remains a major obstacle. Regardless of the talent present and the excellence of certain concepts, securing conventional funding is practically impossible. Traditionally, media funding comes from film studios, television broadcasters, publishing companies, streaming platforms, or private investors. Since a vast majority of content creators don't have the backing of known industry players, connections, or celebrities attached to their projects, they are shut out of these funding sources and loans for such projects are virtually nonexistent.

Furthermore, the consolidation of legacy media and their complex web of outdated distribution systems, middlemen, and financing methods that favor large-scale projects ensure that high-profile, celebrity-backed ventures get funded. Independent creators on the other hand, have to use their own money or rely on friends and family.

Today, however, the industry is undergoing a period of massive disruption. NFTs are transforming content creation, financing, distribution, and monetization. Fans can invest directly in creators that resonate with them emotionally, intellectually, aesthetically or culturally; they can become investors, co-owners or take part in films, magazines, and art they're passionate about. If the project does well, the fans share in the profits.

The increasing adoption of NFTs into everyday life presents a unique opportunity to propel the Media & Entertainment Industry into the future. GEOCHIC wants to make sure that creators around the world will not be left behind by forming the first NFT platform created specifically to fund small to medium scale, high-quality proposals that celebrate creativity and vision.

## **GEOCHIC'S LEAD INVESTOR CONCEPT IS A GAME CHANGER FOR CREATORS**

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GEOCHIC takes the traditional venture capital funding model and upgrades it to Web 3.0 by leveraging blockchain technology to function as a lead investor for film, television, magazine and art projects. It is a long-overdue funding platform for creators and emerging talent who lack the resources and relationships to secure major funding but have great stories to tell in a uniquely personal way.

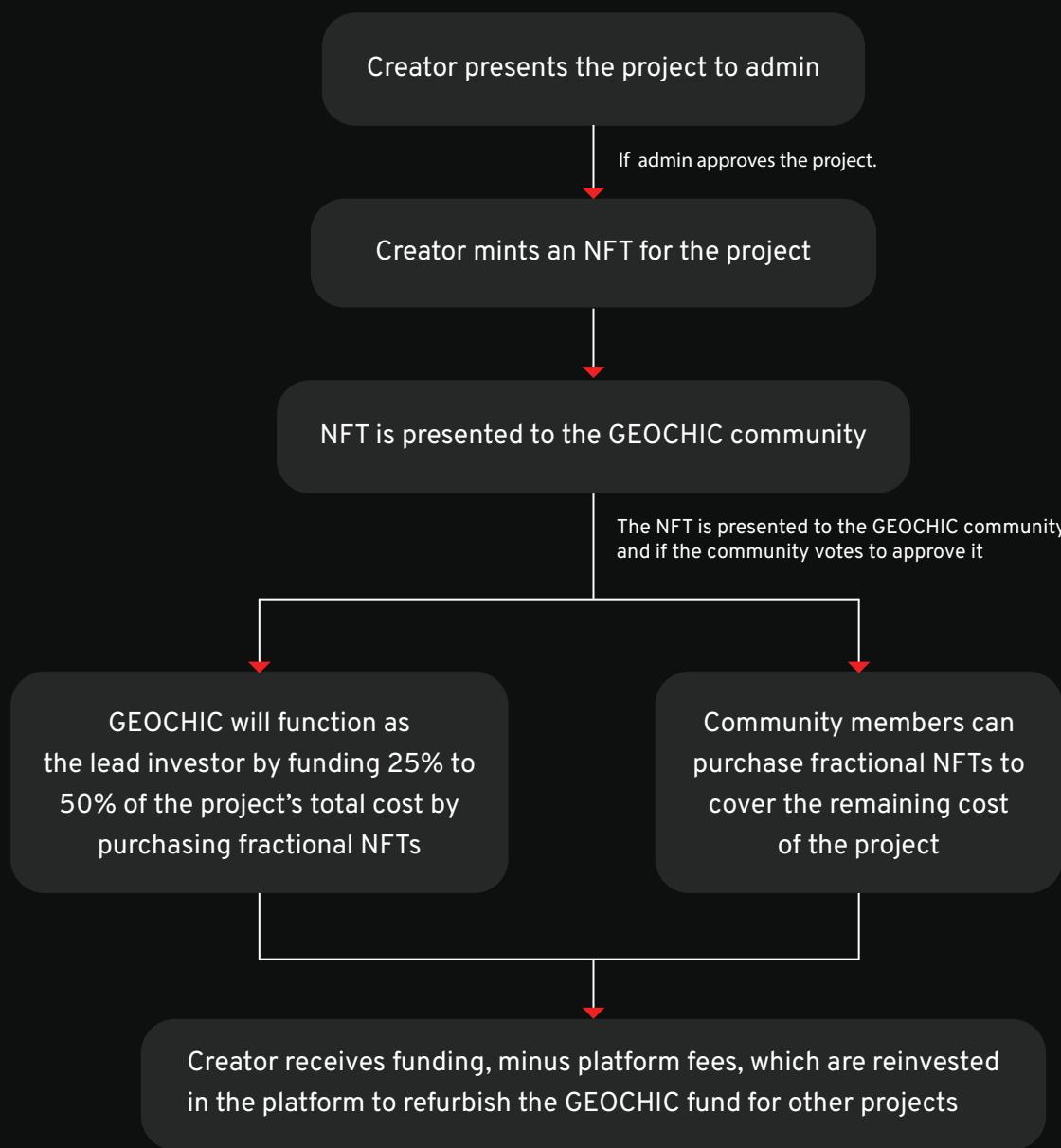
Unlike other NFT platforms, GEOCHIC actually funds creative projects through a decentralized pool specifically created to back the projects approved by our community. So when the community votes to approve a proposed project, GEOCHIC assumes the role of the lead investor by funding 25% to 50% of the requested amount through our fund. Initially, we'll have a cap of \$250K per project. Approval indicates a belief in the project from all concerned and a desire to fund it. Therefore, it is almost certain that the community will put up the rest of the capital to fund the project via fractional NFTs. Community, viewers, contributors—all stakeholders—can purchase fractional ownership of the project via NFTs. The creator, in turn, receives the funding —minus platform fees which are reinvested in the platform to refurbish the GEOCHIC fund for other projects. GEOCHIC will revolutionize the creative industries by enabling creators to have their projects funded by their supporters and peers. We've created an environment that offers creators greater access to opportunities and resources,

where they can secure potential investors and partnerships for their projects and leverage exclusive benefits and ownership rights via NFTs. This makes all parties, creators, supporters, and investors equally vested in the success of the projects. It's also a more democratic process because it puts the power back into the hands of creators and fans as opposed to being at the mercy of powerful studios, streaming platforms, television networks, or publishing companies. Creators and fans can join forces to produce personalized content that reflects what they want to see rather than what's best for these companies' bottom lines.

Let's capitalize on a rapidly changing global market where demand for diverse content is greater than ever by funding emerging filmmakers worldwide and fueling global cinema. In an era where traditional print has been written off as dead, independent publishing is undergoing a renaissance. The resurgence in indie magazines reflects a realization of the enduring power of print and of its tactile quality that never gets old. However, the independent titles have to rely on copy sales and very high cover prices for revenue, as their print runs are too small for advertisers and the media agencies that represent them. Let's revive the moribund magazine industry by using NFTs to fund indie magazines that have passionate, committed readerships, that don't rely on huge circulation numbers and advertising sales.

NFTs are transforming the worlds of art, finance and gaming. Now it's time for a similar transformation in film, television and magazine production and distribution!

# GEOCHIC FUNDING MODEL



## BENEFITS

- NFT purchasers enjoy benefits such as being involved in the project's direction, taking part in productions in exotic locales, exclusive VIP access at launch parties, etc.
- NFTs also serve as a valuable investment opportunity. If the project is well received by its audience it can result in very high appreciation in the value of the NFT, making it a good investment for original purchasers who brought in at its lowest price.

# WHY WEB 3.0?

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To understand Web 3.0 we need to first understand the hierarchy of the Web. The first version of the Web known as Web 1.0 originated around the 1990s and early 2000s. This was the age of static web pages retrieved from servers. Most internet users at that time were delighted by the novelty of features such as email and real-time news retrieval. Content creation was still in its infancy, and users had little opportunity for interactive applications.

Web 2.0 comes next. Some people call this the “read/write” version of the internet, in reference to a computer code that lets you open and edit files rather than just view them. Web 2.0 makes it possible for user-generated content to be viewed by millions of people around the world virtually in an instant; this unparalleled reach has led to an explosion of this type of content in recent years.

Web 3.0 can be understood as the “read/write/own” phase of the Internet. Rather than just using free tech platforms in exchange for our data, user can participate in the governance and operation of the protocols themselves. This means that people can become participants and shareholders, not just customers or products. Web 3.0 is built upon the core concepts of decentralization, openness, and greater user utility. With Web 3.0, the data generated by disparate and increasingly powerful computing resources, including mobile phones, desktops, appliances, vehicles, and sensors, will be sold by users through decentralized data networks, ensuring that users retain ownership control.

## NFTs

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A Non-Fungible Token (NFT) allows users to create digital ownership. Having a digital identity stored as an NFT can help mitigate numerous fraud threats presented by fake ID creation, bot accounts, and more.

GEOCHIC replicates this fundamental by allowing creators to mint their ideas and concepts into NFTs to protect them from duplication but also to help raise capital. When a person buys a non-fungible token, they gain ownership of the content. If their interest goes beyond an investment opportunity, for example, if

they have a genuine interest in a project, they can purchase NFTs that offer buyers exclusive benefits like taking part in it, being involved in its direction, VIP access, producer credits, etc.

GEOCHIC NFTs empower our fans and foster a personal and emotional connection. Imagine the sense of pride of ownership for a fan who is a co-owner of a film rather than a person who pays a streaming platform a subscription fee to watch films in which they have no ownership stake in, or appearing in an exciting new travel series in a city you love, hanging out with our crew and models in an exotic location, being a contributing editor, photographer, or writer in a magazine you are co-owner of and passionate about.

## GEOCHIC UTILITY TOKEN

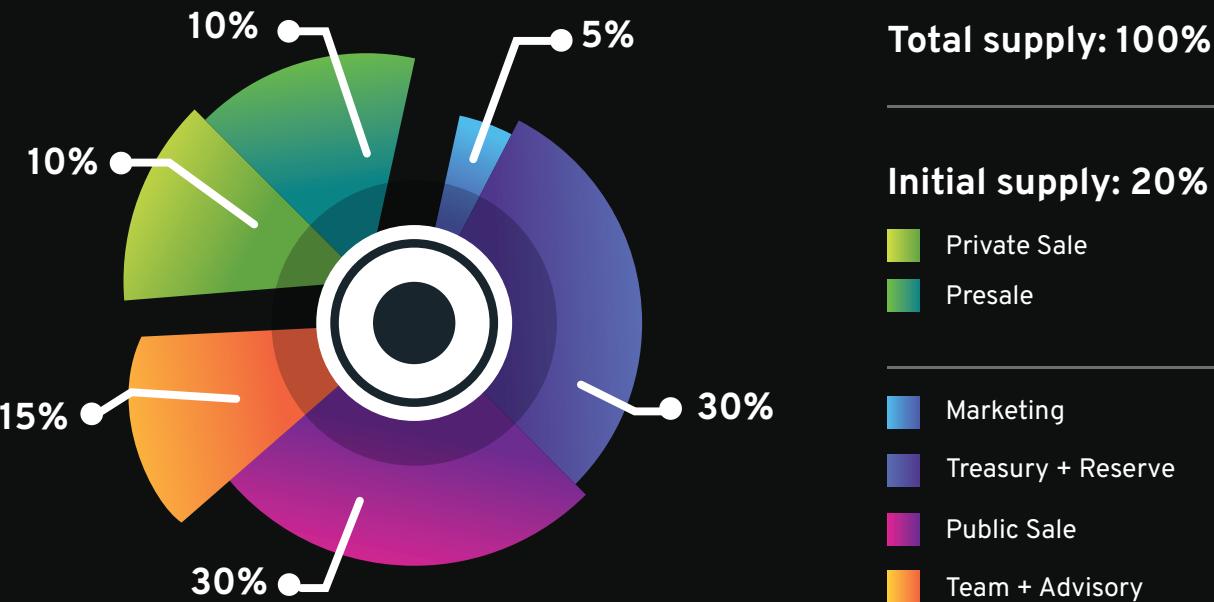
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Tokens are at the heart of Web 3.0 and the cryptocurrency industry. A utility token is a crypto token that allows users to perform some action on a network. GEOCHIC also offers ERC-20 native tokens to its users. ERC-20 is a technical standard used to issue and implement tokens on the Ethereum blockchain. While Ether (ETH) is the native cryptocurrency of the Ethereum network, the ERC20 token represents a specific standard – or set of rules – that developers can follow to make Ethereum-based tokens.

GEOCHIC token holders can stake their tokens in the platform to earn the Annual Percentage Yield (APY) and passive income. Token holders can also participate in key decisions regarding the GEOCHIC ecosystem's future as well as other important matters, including deciding on which projects GEOCHIC should invest in. If the majority of token holders vote to approve a project then GEOCHIC becomes the lead investor in the project through the purchase of NFTs. Users who hold a certain amount of ERC20 native tokens will get early access to NFT sales.

Furthermore, tokens allow users to interact on the platform and view exclusive content such as sneak previews, interviews, backstage access, etc. or vote on locations, plots, and characters in upcoming films, thereby increasing the level of engagement.

# TOKENOMICS



	Percentage of total supply	Token amount	Token value (approximate)	Token release type	Token lock duration	Token lock duration
Total supply	100%	10,000,000			Minted after completion of private and presale	

## Initial supply: 20%

Private Sale	10%	1,000,000	\$ 1.00	Vesting period	6 month cliff, 25% unlock monthly	\$ 1,000,000.00
Presale	10%	1,000,000	\$ 2.00	Vesting period	25% unlock monthly after listing on Dex	\$ 2,000,000.00

**After completion of private and presale all the remaining tokens will be minted**

Public Sale	30%	3,000,000	\$ 4.00	50% lock on DEX		
Treasury + Reserve	30%	3,000,000				
Marketing	5%	500,000				
Team + Advisory	15%	1,500,000		Vesting period	3 month cliff, 10% unlock monthly after listing on DEX	

# DECENTRALIZED AUTONOMOUS ORGANIZATION (DAO)

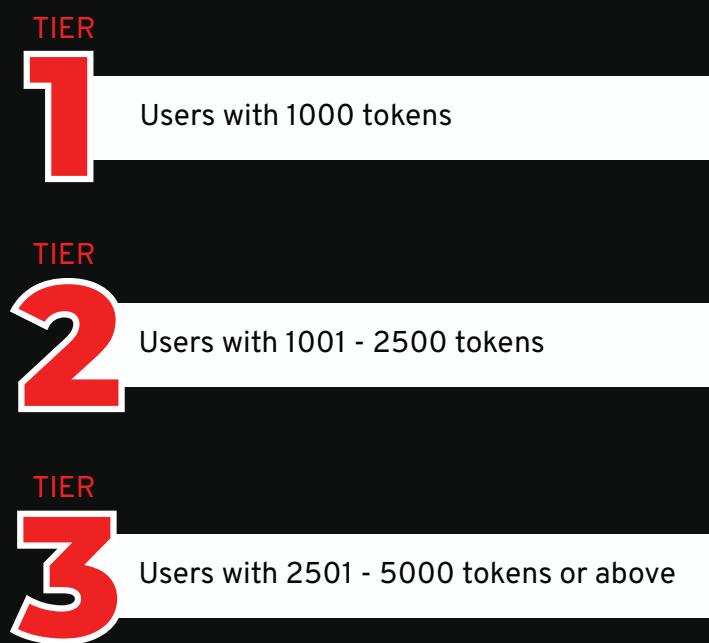
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One of the major features of GEOCHIC is that it is run by a decentralized community. This means it is not run by any single institution but instead by its community members. Users can take part in the DAO by acquiring GEOCHIC tokens. Only token holders have the power to vote on matters directly relating to the DAO. The DAO plays a crucial role in all major decisions for the platform, including decisions on which projects GEOCHIC will invest in. It's also a great way to connect with like-minded creators around the world and opens up so many opportunities for global collaborations while ensuring everyone has a voice and full transparency.

In traditional organizations, there's typically a hierarchy. A formal board of directors, executives, or upper management determines the structure and has the power to make changes. GEOCHIC is a decentralized platform which means we aren't governed by one person or entity. The rules and governance of each DAO are coded in smart contracts on the blockchain and cannot be changed unless voted upon by the DAO's members.

# GOVERNANCE

In the vast majority of DAO projects the voting powers are held by big sharks who hold large amounts of tokens, resulting in influential decision making. Consequently the small investors in the DAO might feel powerless. GEOCHIC rectifies this problem by offering a tier voting system wherein different token holders are placed in different tiers. GEOCHIC tokens will work as a governance mechanism for the project and users holding 500 or more tokens will be able to vote on various proposals on the portal.



In our system the final vote will be considered based on the average of the three tiers. So if the sharks try to influence a decision, the other token holders in Tier 1 and Tier 2 can vote against them, effectively preventing large token holders from dominating or manipulating the process. GEOCHIC believes the purpose of establishing the DAO is to maintain community engagement, fairness, integration, and coordination with the protocol builders so that voting remains relevant for all participants.

# ROADMAP

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## PHASE 1

- Completion of GEOCHIC website, litepaper and tokenomics
- Raise capital through private and presale of GEOCHIC tokens
- DEX listing

2

## PHASE 2

- Completion of the NFT platform/app
- Marketing blitz
- Publish 2 GEOCHIC Collector's Editions print magazines via fractional NFTs
- Fund NFT projects approved by the GEOCHIC community for creators around the world via fractional NFTs
- Launch GEOCHIC *Travel Movies Series* via fractional NFTs
- Launch GEOCHIC global music series – *MUSIC IS MY LIFE* via fractional NFTs
- Launch GEOCHIC crypto reality series via fractional NFTs
- Audit



# TEAM



- Clermont and Leonardo V with models Lebo and Jessica in Cape Town, South Africa
- Clermont interviewing local artist Chico Muya in Cape Town, South Africa
- Clermont interviewing South African designers Malcom Kluk and Christiaan Gabriel Du Toit in Cape Town
- Leonardo V with model on the Italian Riviera
- Michelle Obama gives Marc Baptiste some sartorial advice in the White House
- Leonardo V with models in Sestri Levante
- Ralph Clermont with model in Havana, Cuba
- Ralph Clermont with Phillippe Gelin in Havana, Cuba
- Phillippe Gelin in Havana, Cuba

## **RALPH CLERMONT - GEOCHIC FOUNDER, CEO AND EXECUTIVE PRODUCER**

Clermont has produced content all over the world and has been at the forefront of celebrating global culture in the media. He's been featured in *Forbes*, *Paris Match*, *Folio*, *Media Week*, *Detroit Free Press*, *Allure*, *New York 1*, *Miami Herald, USA Today*, *The New York Times*, *The Daily News*, and *New York Post*. Clermont's GEOCHIC travel series is currently airing on Tubitv, the AVOD streaming platform owned by Fox Corporation. <https://tubitv.com/series/4891/geochic> Clermont has published critically acclaimed magazines , including *Rebelle*, a multicultural magazine named one of the Most Notable Launches and *Wink*, a fashion magazine that won multiple Ozzie Awards for magazine excellence, including Best Cover, Best Design, Best Use of Typography, and an Annual Merit Award from the Society of Publication Designers for its use of photography.

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## **DOUBLESPACE - GEOCHIC MAGAZINE DESIGNER**

Doublespace [www.doublespace.com](http://www.doublespace.com) is an integrated creative agency with a longstanding reputation for propelling businesses forward. As founder, CEO, and Chief Creative Officer of Doublespace, Jane Kosstrin has been a leading contributor to the identity and success of some of the world's leading brands and cultural icons. Among these are ESPN2, NYC Marathon, Ben & Jerry's, Unilever, Marvel Comics, GUESS Watches, Vibe, Elle, Harper's Bazaar, *Wink*, *GEOCHIC*, IMG Models, Disney, Fisher-Price, Mattel, Steelcase, WEBMD, Citibank, MasterCard, U.S. Trust, Morgan Stanley, MTV, Time Warner, Crunch Fitness, Robin Hood Foundation, Brooklyn Academy of Music, and many others. Her work has garnered numerous design awards, been featured in many publications, and is displayed in the Victoria and Albert Museum and the National Design Museum.

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## **E. JAY SAUNDERS - EXECUTIVE PRODUCER**

Hon. E. Jay Saunders - Deputy Premier and Minister of Health, Turks and Caicos Islands Government. CEO, philanthropist, investor and former CEO of Digicel TCI, E. Jay Saunders is an experienced CEO with a demonstrated history of succeeding in the telecommunications and FinTech industries. He is the Chairman and CEO of Domus Semo Sancus, a company he founded to build financial tools to empower the less fortunate.

## **LEONARDO V - GEOCHIC FILM DIRECTOR & PHOTOGRAPHER**

Leonardo V's work has been displayed in fine art museums and magazines all over the world, including *Vogue Paris*, *Vogue Italia*, *Harper's Bazaar Italia*, *Elle Italia*, *Jane*, *GQ Italia*, *Glamour Germany*, *In Style Germany*, *Flux*, *Marie Claire Italia*, *GQ Spain* and *GEOCHIC*. Leonardo has created advertising campaigns for Trussardi, Fay by Tod's, Superga, Damiani, La Perla, Penny Black and Penny Pull by Max Mara, Gianmaria Buccellati, etc.

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## **MARC ARTHUR BAPTISTE - FILMMAKER & PHOTOGRAPHER**

Known best for his fashion and celebrity portrait photography, Baptiste [www.marcbastephoto.com](http://www.marcbastephoto.com) has photographed President Barack Obama, Shakira, Yoko Ono, Spike Lee, Kim Kardashian, Julia Styles, Missy Elliott, Kevin Garnett, and Chloe Sevigny. His work with celebrities has resulted in a variety of philanthropic collaborations including photographing the DKNY/Rock the Vote campaign with Eva Mendez and Kate Bosworth, a UNICEF campaign with singer Ayo, a campaign for the Keep a Child Alive organization with Alicia Keys, David Byrne, Lorraine Bracco, Cynthia Nixon and Lenny Kravitz. In 2010 following the earthquake in Haiti he partnered with Donna Karan for The Truth Exhibition to collectively lend support. His Advertising clients include Netflix, HBO, Reebok, Nike, and Chevy. He has been a featured photographer and guest judge on Heidi Klum's GNTM. His photographs have been published Internationally in *Cosmopolitan*, *Vanity Fair*, *Clam Magazine*, *Essence*, *Esquire* and *GEOCHIC*. Included in his body of work are iconic debut album images of Aaliyah, Erykah Badu, and The Fugees.

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## **DEEP SHAH - CHIEF TECHNOLOGY OFFICER & ADVISOR**

Deep Shah is an entrepreneur and business technology consultant. He has started four successful businesses over the past fourteen years and has worked closely with various companies on the Fortune-500 list. He is the Co-Founder & Chief Executive Officer of Codezeros, a leading blockchain company and the Director of Webclues Infotech and DataEximIT. Deep holds degrees from Middlesex University & Gujarat University.

## **PARITOSH MEHTA - BLOCKCHAIN DEVELOPER**

Paritosh Mehta is a blockchain consultant helping companies that are trying to disrupt the traditional business models by using blockchain technology. He also provides complete roadmaps to develop a feasible and practical business model that benefits all stakeholders, promoters, investors, and customers. He is currently consulting with select clients in need of blockchain consulting, ICO/STO consulting, strategy, evaluation, and project architecture.

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## **FRANCESCO PAPA - PRODUCTION COMPANY**

As the owner of one of Italy's most renowned production companies, Pointmedia Italia [www.italiafilmservice.com](http://www.italiafilmservice.com) has access and connections all over the world, and is excited to be part of GEOCHIC, whether it be transport & logistical support, permits, crew, location scouting or post production. Pointmedia Italia has decades of experience working with the most prestigious film companies around the world and personal contacts of the highest level, including celebrities, designers, chefs, and musicians in some of the world's most exciting cities in Italy, India, Greece, Turkey, the Middle East, etc. and access to the most fabulous residences and properties as well the most authentic and unknown locations.

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## **PHILLIPE GELIN - FASHION PHOTOGRAPHER AND PUBLISHER**

Phillipe Gelin launched *REBELLE HAITI*, the first fashion and lifestyle magazine dedicated to celebrating Haitian beauty and culture. He collaborated with Elite Model Management to bring the prestigious Elite Model Look, an internationally renowned modeling contest staged throughout the Caribbean, to Haiti for the first time. Gelin has created advertising campaigns for prominent Haitian lifestyle, hotel and beverage brands.