GRANITE HOUSE

Frequently Asked Questions (FAQs)

Mission Statement:

"Granite House exists to provide unique, high quality, safe and easy-to-use products and services that provide utility within the cryptocurrency environment and beyond."

GHD0017 - GRANITE HOUSE FREQUENTLY ASKED QUESTIONS (FAQS)

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Granite House Frequently Asked Questions (FAQs)

Granite House exists to provide unique, high quality, safe and easy-to-use products and services that provide utility within the cryptocurrency environment and beyond. We are laying a firm foundation to build a billion dollar project to make great gains for our early investors who seize the opportunity. Granite House's products and services would contribute to the DeFi space by setting a standard of stability, security and solidity for other protocols to emulate. We are always guided by difference and excellence. Difference captures the idea of innovation and producing something unique. Excellence involves doing it so well the final outcome is outstanding. We hope to achieve our mission following key values stated in our Achievement Plan (see Granite House Whitepaper and Granite House Culture): Trust & Security, Professionalism, Value, Great Community, and Successful Marketing.

The following are questions for the team to deliberate on. From this, there would be Frequently Asked Questions (FAQs). The questions are broken down into 4 parts:

- Foundation
- Building
- Decorations
- Living

Part 1: Foundation

These are foundational questions regarding pre-project, initiation, analysis, goals, objectives etc.

1. **What is Granite House all about?**

   A: Granite House is a decentralised finance (DeFi) protocol. Granite House is keen to ensure its products and services would contribute to the DeFi space by setting a standard of stability, security and solidity for other protocols to emulate. Like a house with different floors, Granite House is aiming to be an expansive ecosystem having products like Granite Swap, Granite Bridge, Granite Farming, Granite Play, Granite Empire, Granite Wallet, Granite NFTs, Granite Activity, Granite Mountain, Granite Venture Capital, Granite Mansion, Granite Marketplace and Granite Charity. Ultimately, Granite House would grow to become the owner of the premier blockchain for the DeFi space: Granite Blockchain.

2. **How do we intend to put together the right team to build Granite House?**

   A: The Granite House Team would comprise of five (5) core members. There would be like a chief executive or Granite House Executive (GHE) who would co-ordinate everything; more like a foreman on a site who makes sure that work is carried out according to plan. There would also be two technical managers who handle the product development side of the project. Furthermore, a marketing and community manager would handle both marketing issues and moderate the social media platforms. Finally, there would be a graphic designer to help Granite House build a distinctive brand with visual appeal. Moreover, as the project grows, the team would consider adding to the team and buying-in specialist help if needed.

3. **How will the team be paid?**

   A: The team would get compensated for their services through $GRNT (Granite tokens). There would be an initial allocation of 6% (60m tokens) of the total supply (1 billion tokens). This would vest at 5% per month over 20 months. In addition, there is a

6% allocation for bonus team tokens. These bonus tokens would be locked until the team achieve a $1 billion valuation or a price of $1 per $GRNT token. This has been structured to motivate the team to work hard. Furthermore, those bonus tokens would vest over 20 months to avoid a short-term view or a dump from the team. Granite House is adopting a long-term view to the project. As well, there would be cash bonuses for the team based on the performance of the protocol (see Granite House Compensation Package [GHD003]).

4. **What experience does the team have to deliver a successful project?**

A: We are a team of cryptocurrency experts who have been in the market since 2013. We have gained significant experience of how the market works. Having acquired relevant and expansive knowledge and skills over this period, we know what works and what does not work. We hope to leverage our skills and expertise to create a viable and stable protocol. We have been victims of rug-pulls and experienced platforms that have failed to deliver on their promises. For that, we would seek to do better and under-promise and over-deliver as we seek to exceed the expectations of our community.

5. **What sort of "house" or protocol are we attempting to build?**

A: Our dream is big, but we are equally practical in our thinking. We intend to start small and expand with time. Initially, we would launch on the BNB Chain and later expand to other chains. As per the Granite House Whitepaper, we would deliver our ideas in four phases:

Phase 1 – Granite Swap, Granite Bridge, Granite Farming, Granite Play, Granite Empire

Phase 2 – Granite NFTs, Granite Activity, Granite Mountain, Granite Wallet

Phase 3 – Granite Venture Capital, Granite Mansion, Granite Marketplace, Granite Charity

Phase 4 – Blockchain

6. **How much money do we need or hope to raise?**

   A: We would carry out a sod-cutting ceremony (private sale) selling 100 Granite Rooms (GRs) each costing $5,000 and raising $500,000 in the process. In effect, we are offering 100 people a lifetime opportunity to partner with us on this exciting journey.

7. **Can investors take out their stake earlier due to unforeseen circumstances?**

   A: To ensure the stability of our platform, there would be vesting in place for the sod-cutting ceremony participants and they would realise all their purchased tokens over a 24-month period.

8. **How are we going to raise that money?**

   A: We intend to carry out the sod-cutting ceremony on our website. This is a unique opportunity for early investors to get a heavily discounted price of effectively $0.005 per Granite token ($GRNT). We have decided to dispense with a public sale and proceed to listing at $0.01.

9. **How are we going to assign roles and responsibilities?**

   A: The Granite House Executive (GHE) would be in charge of distributing roles and responsibilities to the technical managers, marketing and community manager and graphic designer. They would report to the GHE whose job it is to make sure that the

other team members are offering their best efforts to the success of the project (see Granite House Roles and Responsibilities [GHD002]).

10. **Are we going to do everything ourselves or going to buy-in help, and if so, where will we find credible people to hire?**

A: Initially, the team would be very hands-on and carry out the vast majority of the tasks, but as the protocol gains traction and grows with greater tasks and demands, the team would get extra help as needed. After all, we have in mind to grow and exceed a billion dollars and the core team would certainly need to expand and bring in the right people who identify with Granite House's values and ethos to contribute to greater success. When we commence recruitment we would be conscientious in scrutinising potential applicants ensuring we hire the best and most motivated people who identify with values discussed in the Granite House Culture (GHD004).

11. **What's our plan for things like integrity, KYC, doxx?**

A: Trust & Security is our number one value. For that we would seek to have an audit by CERTIK, a premier auditing firm in the cryptocurrency space. This should demonstrate our integrity to the community. Moreover, we intend to have KYC carried out by other firms like DeFiShield to name a few. As the platform grows and becomes more successful, the team would consider the benefits of being doxxed as against remaining anonymous.

12. **When do we intend to start building or commence the project?**

A: We intend to use the month of May and early June 2022 for all the preparatory work and to fundraise for the project. After the fundraising, in the month of June, the team would concentrate on at least one of the projects in Phase One of the project's road map. The main starting product would be Granite Swap (while also working on Granite Farming, and Granite Bridge). This should ensure that by the time we launch we have working products to offer to the market which should generate funds to support the protocol. The intended date of launch is Monday 14th July, 2022. This date has been chosen to also allow the team to carry out significant marketing to generate interest to make the launch a success.

13. **How long do we expect to take building?**

A: We hope to keep the community excited as we have many plans in mind as per our Granite Story (GHD001) and Granite Whitepaper (GHD007). The numerous projects we have in mind should make investors see this as being a long-term platform. We are here to build something that lasts. We hope to deliver all the products mentioned in our whitepaper and more. After all, we are Granite House, and we believe in innovation and bringing great products to the market.

14. **What incentives do you have in mind for investors to hold the tokens long-term while Granite House gets built?**

A: Most people take a short-term view to projects because they see them as being pump and dumps. However, most investors are smart and upon seeing a protocol like Granite House with a long-term focus, they would consider carefully whether to sell their tokens or hold. We intend to run this protocol and build something solid paying attention to price, utility and community to

ensure we continue to deliver value to investors. We believe investors would see this and buy into the vision of Granite House and hold for significant future price appreciation rather than selling for a quick profit. Moreover, we intend to offer reflections for those who hold their tokens and this should encourage more people to hold rather than sell their tokens.

Part 2: Building

Questions have to do with the "building" itself or questions regarding the protocol and product development.

1. **Which "floor" or products are we going to start working on first?**

   A: As mentioned above and per our Granite House Whitepaper, we would be seeking to deliver our big vision in 4 phases. We would start from Phase 1 and focus on three main products being Granite Swap, Granite Farming and Granite Bridge to be delivered within Q3. More information is given in the Granite House Whitepaper.

2. **Are we going to be working on other floors at the same time – other projects in the background?**

   A: We would be working on the first three products which would be released weekly to maintain the excitement. Moreover, at every time, the team would ensure that it is working on one product or another or tweaking the products already released to the market to ensure they are working as intended.

3. **What sort of 'materials' or coding language do we intend to use and on which platform?**

   A: We would be using Solidity to build. Initial platform to launch on would be the BNB Chain. The team intends to build on other chains with time.

4. **How do we intend to ensure the house or protocol is safe, strong and stable? What's the plan to offer maximum security to the investors?**

   A: A CERTIK audit should hopefully help us identify any issues with the platform and contracts. Moreover, we intend to ensure that security is always at the forefront of our minds. After all, as stewards, we are being entrusted with funds which we have a duty to keep safe. We intend to operate a multi-signature (multisig) wallet to ensure the safety of investors' funds. This would require multiple keys to authorise a transaction, rather than a single signature from one key. We also intend to offer bounties for people who may spot vulnerabilities in our platform.

5. **Do we intend to get audited, if so, when and by who?**

   A: Yes, as mentioned our goal is to be audited by CERTIK, but we may consider an initial audit by a smaller firm before we launch to give added security and peace of mind to investors.

6. **When do we expect to have our betas or test versions ready?**

   A: In the month of June 2022 we hope to have our betas ready and to invite our private sale participants to test the products and offer valuable feedback. We are committed to excellence and would only seek to bring high quality products to the market.

For that we would engage in rigorous testing before launch, and even after launch, we would still carry out continuous improvement to our products and protocol.

7. **How do we intend to test our products and ensure they are ready and without any glitches?**

A: The testing mentioned above to be carried out by the sod-cutting ceremony participants would not be the first or main testing. As a team we would carry out the tests ourselves whether for products we build ourselves or even buy-in help for. Additionally, we would get specialist firms to carry out tests. We deplore the many shabby projects on the market. After all, we are Granite House and we seek to distinguish ourselves through excellence. With that in mind we would continuously carry out in-house and external testing to ensure that our products are safe, secure, beautiful and easy-to-use.

8. **How are we going to motivate the team to give off their best and do what's expected of them?**

A: The goal is for the compensation structure documented in the Granite House Whitepaper (GHD007) and Granite House Compensation Package (GHD003) to act as significant motivation to the team to give their best to the project. Moreover, we believe that there would also be intrinsic worth and value in building something that works and fulfils a need. The GHE would have the ultimate goal of ensuring that the team are motivated and doing what they have to do.

9. **How are we going to ensure our products are unique, exciting, safe and high quality but also easy-to-use?**

A: This is at the heart of what Granite House is all about. It is why difference and excellence are always our watchwords. In effect without this single overarching objective and vision Granite House would not exist. It is in the lifeblood of the project and the high standard by which we judge ourselves. Yes, we will continue to ask the same question: Is this product unique, exciting,

safe and high quality but also easy-to-use? Anything falling short of this standard would never see the light of day or come to market. To ensure we are able to meet this objective, this very idea would be at the heart of everything we do from brainstorming about products, analysis, design, development, testing and even launch. This rigorous process and high standard we set for ourselves would ensure that we work hard and meet our watchword of difference and excellence at all times.

Part 3: Decorations

This is where we beautify the building that we have built and give it the most visible exposure. Questions here are about product development completion and coming to market.

1. **What sort of "painting" or aesthetics are we going to give to the building? Questions about branding and making sure the brand communicates what Granite House is all about.**

   A: The Granite House look would be clean, simple and professional as per the Granite House Branding Strategy (GHD012). We would avoid clutter or over sophistication. In that sense the main colours associated with Granite House would be white, black and gold. Yes, colours that are universal, standout and communicate a professional look. Moreover, our logo clearly features a classical house to convey the idea that our dreams are big. The writing and font used are easy on the eye and reinforce the message of quality. We are determined that everything associated with Granite House would communicate Professionalism which is one of the five key values we hope to use in building our strong and beautiful Granite House.

2. **What sort of detailed and structured marketing plan or strategy do we have in mind to ensure we give our products the best exposure in a crowded market?**

A: Successful Marketing is part of the values we have or what we call our achievement plan. These are the things we must get right if we are to achieve our objective. In that sense we would not just market but harness innovative ideas both online and offline to drum up exposure for our products. We believe the best form of marketing is already captured above in our idea of unique, exciting and high quality but also easy-to-use products. That's the secret we hold. After all, why go out there and spend significant resources advertising something that is poor quality and doesn't work? Granite House would concentrate on building solid products and believe there would be word-of-mouth marketing carried out by our investors and those who use our products. Moreover, we would carry out weekly giveaways to give back to our community and attract new investors. Print media and online platforms like Twitter, YouTube, Instagram, Facebook, Tiktok etc would also feature prominently in our marketing to ensure that potential investors get to hear about us. After all, people cannot buy what they do not see or know about. We are determined to give Granite House the highest visibility possible and we would spare no expense in reaching this goal. A more detailed marketing plan would be shared with the community (see Granite House Marketing & Community Strategy [GHD015]).

3. **How much do we hope to spend on marketing before launch?**

A: We would use a percentage of the funds generated from our private sale towards marketing. But marketing for us has to be targeted and continuous. Targeted in a sense that we review what is working and do more of what is giving us the best return and not just do marketing for the sake of marketing. Moreover, we believe that all things considered, marketing is the lifeblood

of our project. The project needs to gain continuous exposure. In fact, some of the world's most valuable companies with successful brands are also some of the companies that are always marketing. We intend to take a leaf from their book. We do not see marketing as just something that you do intermittently; for Granite House, marketing is always being carried out. It is part of our achievement plan. In that sense, we have allocated a portion of taxes from both sells and buys towards marketing. We see this as starting a virtuous cycle. Spending the funds we have successfully marketing should lead to more new investors joining our protocol and with that also comes fresh injection of funds through taxes and that should ensure there is always funds to continue marketing and the cycle continues all over.

4. **Should we do the marketing ourselves or buy-in help?**

A: Marketing would be carried out by the Marketing and Community Manager and supported by the team and with overall oversight from the GHE. We intend to give Granite House a high visibility and therefore see ourselves needing to buy-in specialist help in this respect to enable us provide the highest exposure possible to our platform.

5. **What is our marketing angle; why is it different to other projects and why will it bring more investors?**

A: We are going to be trying out different forms of marketing and reviewing the results as per our Granite House Marketing & Community Strategy [GHD015]. We are dynamic in our thinking and are not afraid to try different things out and adopt what works best for the platform. In that sense, we would use all the social media platforms and also influencers and continuously review what is giving us the best return and do more of what works.

6. **How do we intend to ensure our website and other social media platforms are constantly being updated and remain informative?**

   A: The Marketing and Community Manager would have responsibility for this task. The GHE would ensure that the Marketing and Community Manager is fulfilling this role, and he would offer help as and when needed. We refuse to have a stale website; we intend to keep our platforms continuously updated and relevant.

7. **How do we hope to capture the imagination and attention of the market?**

   A: Some of the products we have in mind are meant to come with rewards that get the community talking. In fact, we would ensure that we are in constant communication with our own community and attempt to push the conversation beyond our immediate community and into the wider cryptocurrency space. We believe that the more our own community remains happy the higher the likelihood they would share the news of our platform with others. In a sense, we are here for the long haul and believe that it's our difference and excellence that would make us capture the imagination and maintain the attention of the market.

Part 4: Living

Think about this like where people move in and start living in the building. Questions here have to do with the day-to-day operation of Granite House.

1. **Relevant questions about launching... When and how do we intend to drum up hype and attention for our launch?**

   A: We are choosing to launch close to a month after our fundraising for a reason. This affords us the opportunity to concentrate on product development and also effective marketing. We would use all the social media platforms to spread the news about our launch. Moreover, we intend to carry out giveaways and competitions for those buying our tokens on the first day of launch. We want the market to be super excited about our platform and hopefully this excitement would create a strong buy pressure which should contribute to a successful launch.

2. **How do we hope to build a solid community? How many moderators do we need and how much do we hope to pay them? Do we pay moderators in USD or in team tokens?**

   A: A Great Community is part of our achievement plan. We believe that a project cannot succeed without the backing of a solid community. This is crucial to our success. We hope to build a solid and ardent community by offering products that meet and fulfil a need. Moreover, we would listen to the community and take their suggestions on board. This should make them feel more inclusive and own the vision of Granite House. We would also continually carry out giveaways as we give back to our community. The Marketing and Community Manager would have oversight for the social media platforms and recruit three moderators working an 8-hour period ensuring that there is always a moderator on the site. The core team members would also continue to moderate as per their schedules. Those recruited would be paid a decent wage and would have the choice to get paid in BUSD, USDT or even in team tokens.

3. **How do we intend to run the project from day-to-day ensuring that everything is working according to plan?**

   A: Overall running of the protocol would be the main duty of the GHE who would ensure that the platform is functioning effectively and the core team members are performing their roles and responsibilities.

4. **How do we hope to address issues that may arise and ensure that we provide the best customer care to our investors?**

   A: We would pride ourselves on delivering a high level of customer service to further boost customer satisfaction. As is common in any business, issues are bound to emerge or arise, and we would seek to promptly deal with issues and communicate to the community as and when it's needed. We believe that a stitch in time saves nine, and for that we would address issues as soon as they arise.

5. **How can Granite House benefit from having partners and how can it benefit those partners?**

   A: We would be reviewing partnership agreements from two angles: What can we offer partners and what can they also offer us? Yes, we would only enter into partnership agreements that are mutually beneficial to us and our partners. We would be careful not to associate with people and platforms that could damage the valuable brand we are seeking to build. Our community would be assured that any partnership agreement would only support Granite House's protocol and overall success.