



# PROJECT GLOBATRIX

## DECENTRALIZING THE WEB

**WHITEPAPER V.1.3**  
BY GRUAD TECHNOLOGIES

## ABSTRACT

Every Web user faces such aggravations as insistive advertisements, reduplicated websites, tracking cookies, malware and other security threats, disinformation and information control. Marketability model turning Internet into global marketing platform 65% made of marketing promotions and websites is leading to serious Internet congestion and is based on monopoly of third parties and their platforms requiring constant investments into online presence to survive in artificially created competition.

The new Web model is required, with collaborative and rewarding logic eliminating competition and congestion, tracking cookies and malware. Making monopoly least possible. With intelligent harmonic approach to free advertising and self-sustainable crypto economy. Introducing the new generation greener and flexible blockchain powered by AI and fully VR compatible.

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# INTRODUCTION

We offer the solution to problems in today's Internet model and the whole communication and social logical online structure.

As the Internet turned into a global advertisement platform, it is 65% made of advertisements, it is a huge industry, but it leads to a serious congestion, data redundancy, and competition. Such competitive logic is built on the monopoly of the third parties. Also, it deals with information control and manipulation, security issues.

## THE MODEL

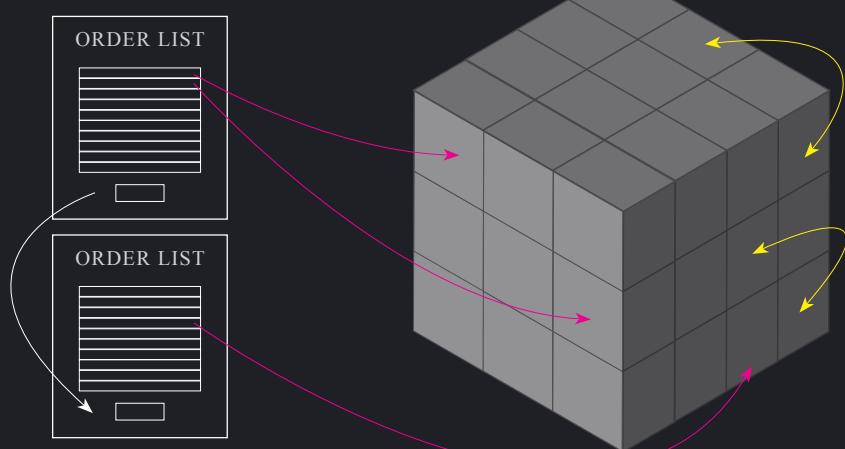
Globatrix ecosystem uses different approach to eliminating the competition and monopoly, its logic is based on concepts of collaboration and decentralization, powered by green flexible multi-dimensional blockchain (or block-matrix) named Pillars, which is a hybrid of blockchain, AI-based controlled intelligent algorithms based on Big Data analysis patterns.

Traditional Blockchain



If you can imagine the traditional blockchain as the book, where the sequence of blocks is stamped by a unique number that can be referred to as page number, then you can imagine the block-matrix to as the address book with reference order list.

The Pillars



The approach of mathematical tensors to a blockchain gives it great flexibility, fast data processing, and in-depth analysis, as well as 2-way relationships of data which are not possible in HTTP model.

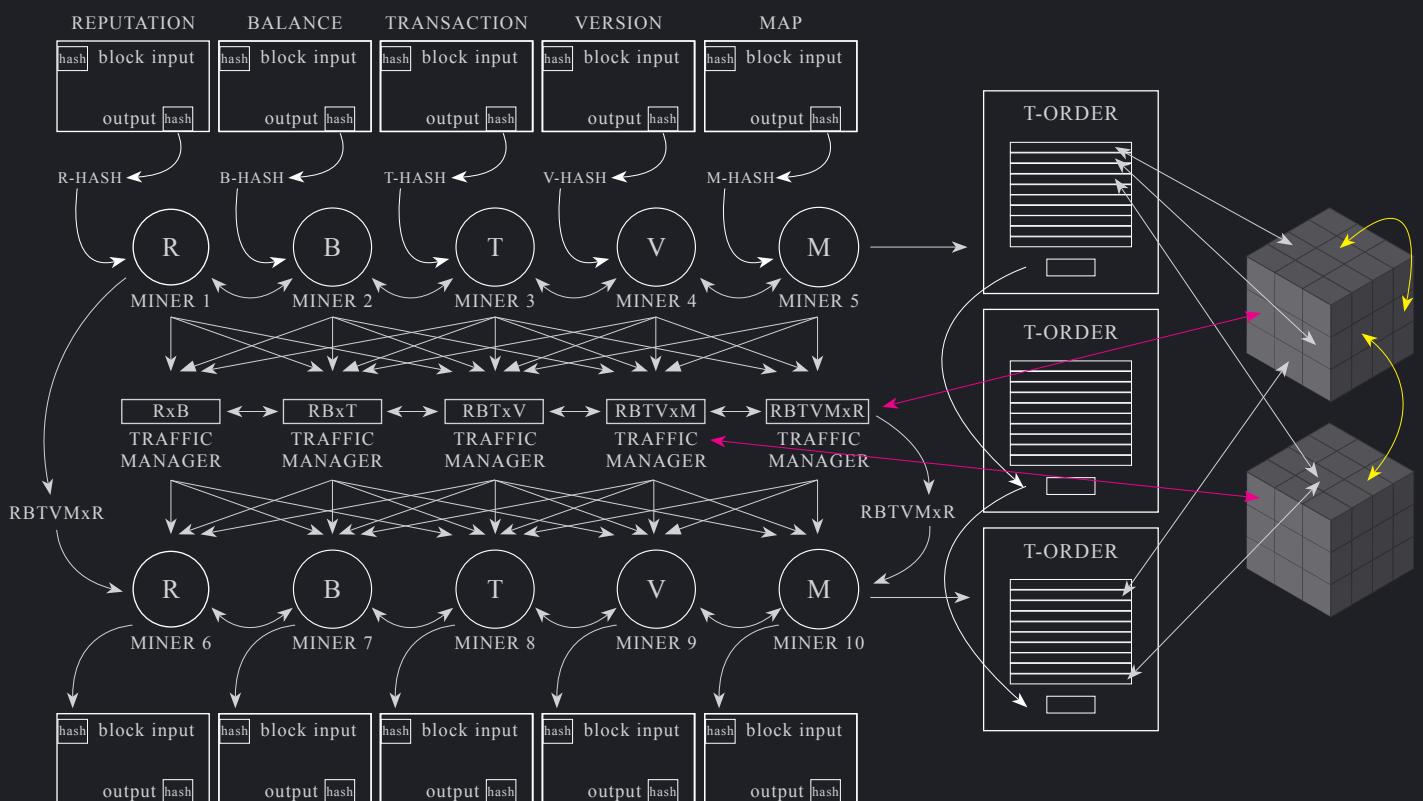
The model uses the hybrid of PoW and PoS, where the random selection of miners from the network is chosen to verify the blocks, and traffic managers are used for verifying the data. The model does not require high power consumption, so the miners don't require expensive equipment, that has the potential to lower the cost of hardware equipment by manufacturers due to a high demand. On selection, the miners are connected to the mining process with API key, allowing to dismiss just one miner if something wrong or an attack is suspected, and the whole mining process doesn't have to stop.

Miners also ensure the operability of the intelligent algorithms on the network.

Nodes on the network have 5 records:

Reputation (nodes honesty or quality), Balance (crypto coins), Transactions (crypto coins), Version (version of the nodes data) and Mapping (relationships on the network), each corresponding to the block-matrix set of records.

The platform uses randomization and re-hashing to decrease the possibility of attack.



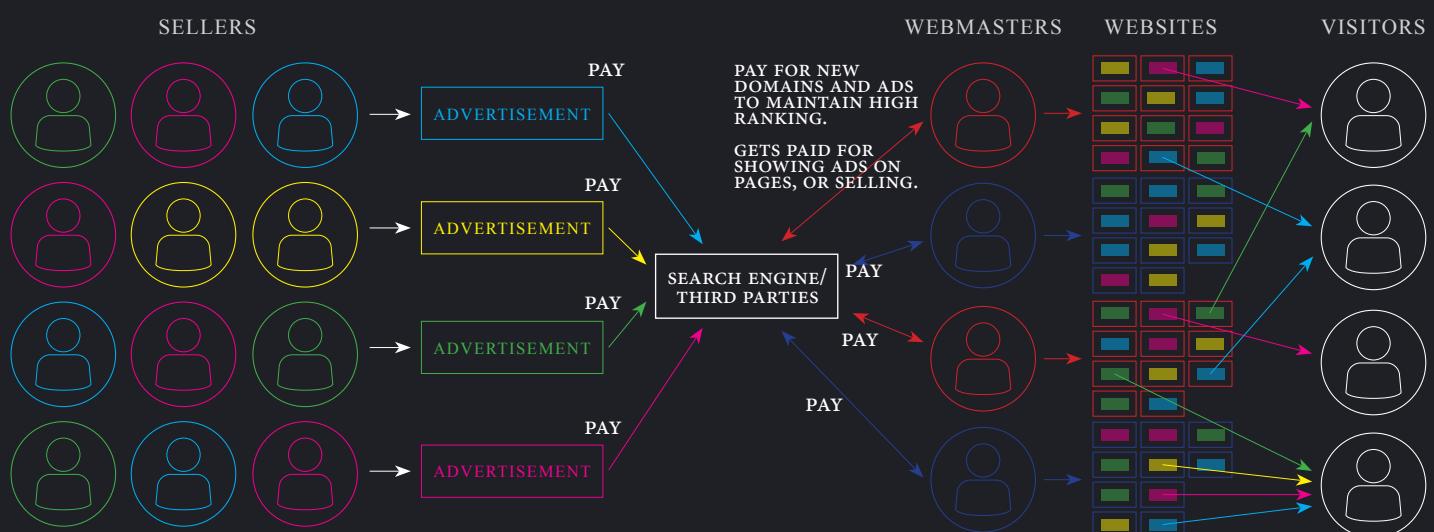
The same miner or traffic manager doesn't get involved in the process of blocks verification and data processing twice in a row. The miners pass the hashed output to a small percentage of the selected traffic managers to re-hash and verify the outputs, as well as they, check each other. Then the traffic managers select the new set of miners and pass the re-hashed output to the new miners, the miners from the previous round do the same, if no-one is cheating, then the re-hashed outputs must be identical and are used in the next round.

# COMPETITION ELIMINATION

In Globatrix model the sellers or webmasters don't compete with each other, because the model has a different logical approach and is balanced by intelligent algorithms that don't allow competition and monopoly.

Sellers don't pay for advertisements. They submit ads to the network for free, the Harmonic intelligent algorithm (further HA) uses in-depth analysis to allocate and cycle the ads to the potential customers. The HA also analyzes the number of ads of the same type, and to reduce the competition makes sure that all of the ads are cycled, as well as it analyzes the responses and purchases. HA doesn't favor one type of ads to another, it keeps the cycling balanced. Also, it analyzes what types of ads are more popular, which products, how should they be distributed, if it's strictly location specific or global market, as well as sellers reputation.

What happens in traditional model  
(Different colors represent different types of ads)

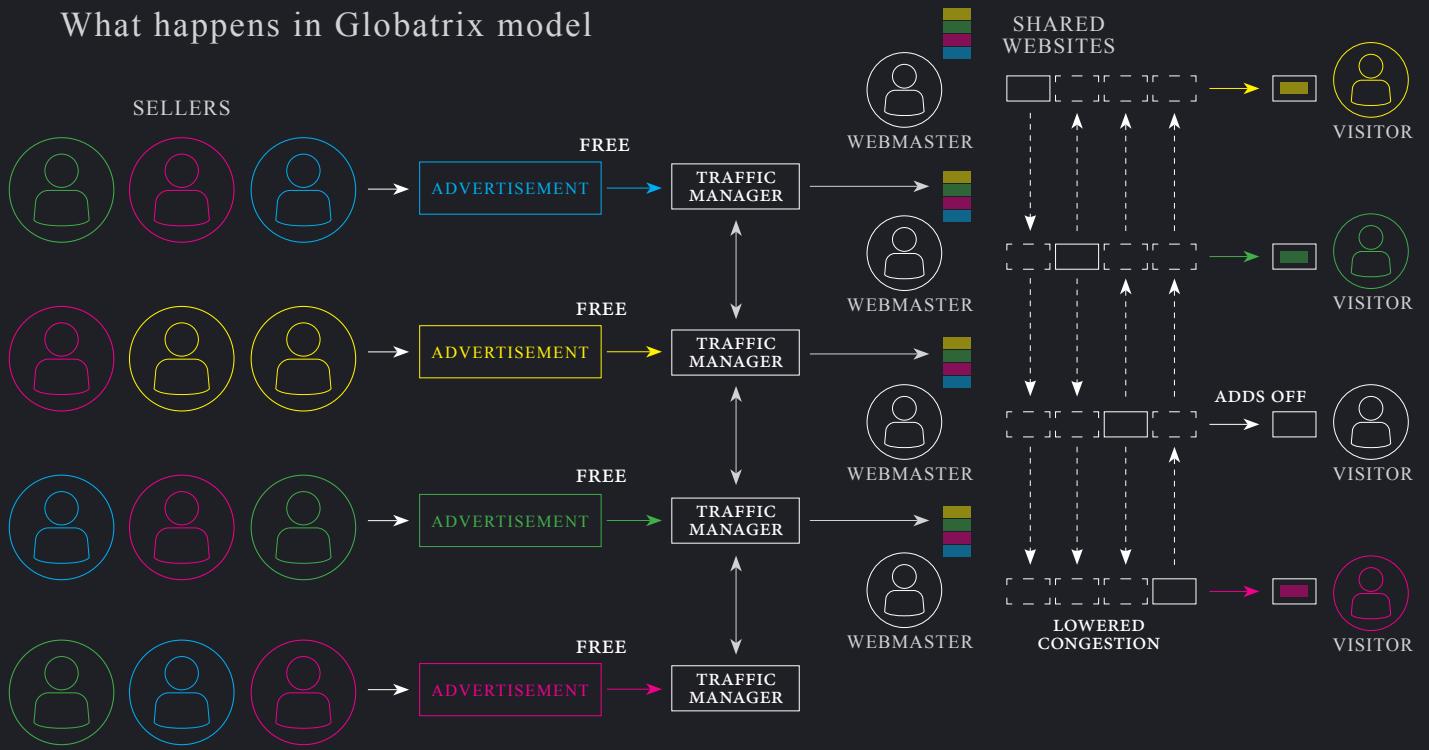


Adverts with additional payments are shown on top of others in result search positions. The display results are shown to the user based on cookies and adware mechanisms. The problem with such approach, it isn't intelligent, and the same type of ads can be shown to the user even 60 days later when the user may not need the product, so the sellers waste their money and webmasters just overload the network for nothing.

In reality, on the average the webmaster gets \$0,50 - \$2,00 per 1000 unique visitors. The HTTP is structured with one-way linking, so you need to constantly grow your network and produce more leads, in order to survive the competition. Such approach only results in network congestion problem and sellers money going to waste, most users just close the advert, but the sellers have to pay for the impression.

It does keep the sellers' presence online though, but the only maximum efficiency in profit can be reached when seller keeps investing more to survive the competition.

## What happens in Globatrix model



The sellers submit their ads to the network for free, the ads are managed by traffic managers and the webmasters share their resources through collaborative webmasters network, with this approach the Internet congestion problem can be reduced to at least 70%, as the webmasters don't compete and don't need to produce additional leads and websites for traffic to be monetized. The webmasters are rewarded for visitors with platforms crypto coins and even if the resource is shared through another webmaster, the webmaster who is the owner of that page still gets the reward. So instead of competing and overloading the network, other webmasters nodes are used as leads, so every webmaster collaborates and has the ability to improve the quality and not the quantity.

The users can see the ads based on their preferences only at their own will, also there are two ways to configure the browser to see the ads: 1st is through the websites, and the 2nd is through special ads viewer, where the user can add, store and favor sellers.

Traffic managers use intelligent algorithms to analyze complex data patterns.

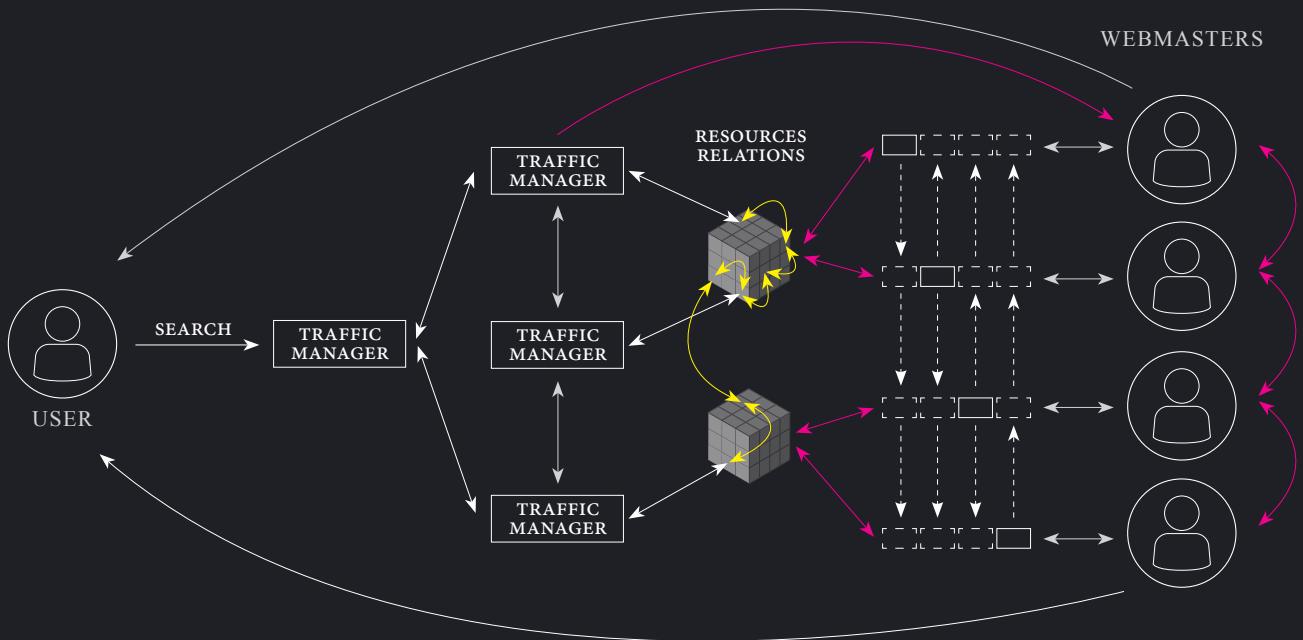
Globatrix's data relation structure allows two-directional links, which is not possible with HTTP model.

The security of the browser is the key feature and works on users preferences, it uses no cookies, so adware and malware injections are not possible.

## DECENTRALIZED SEARCH IN GLOBATRIX

The traffic managers are platforms decentralized search engines that work together as the union on the network and intelligently route traffic to ensure fastest possible performance for each user. Also as the data can be distributed among the webmasters, they instruct multiple webmasters which segment of the data to load on the users' request, increasing the site loading speed by at least 30%. And the collaborative approach to data and webmasters allows lowering the congestion to 60-80%.

Search request and response in Globatrix

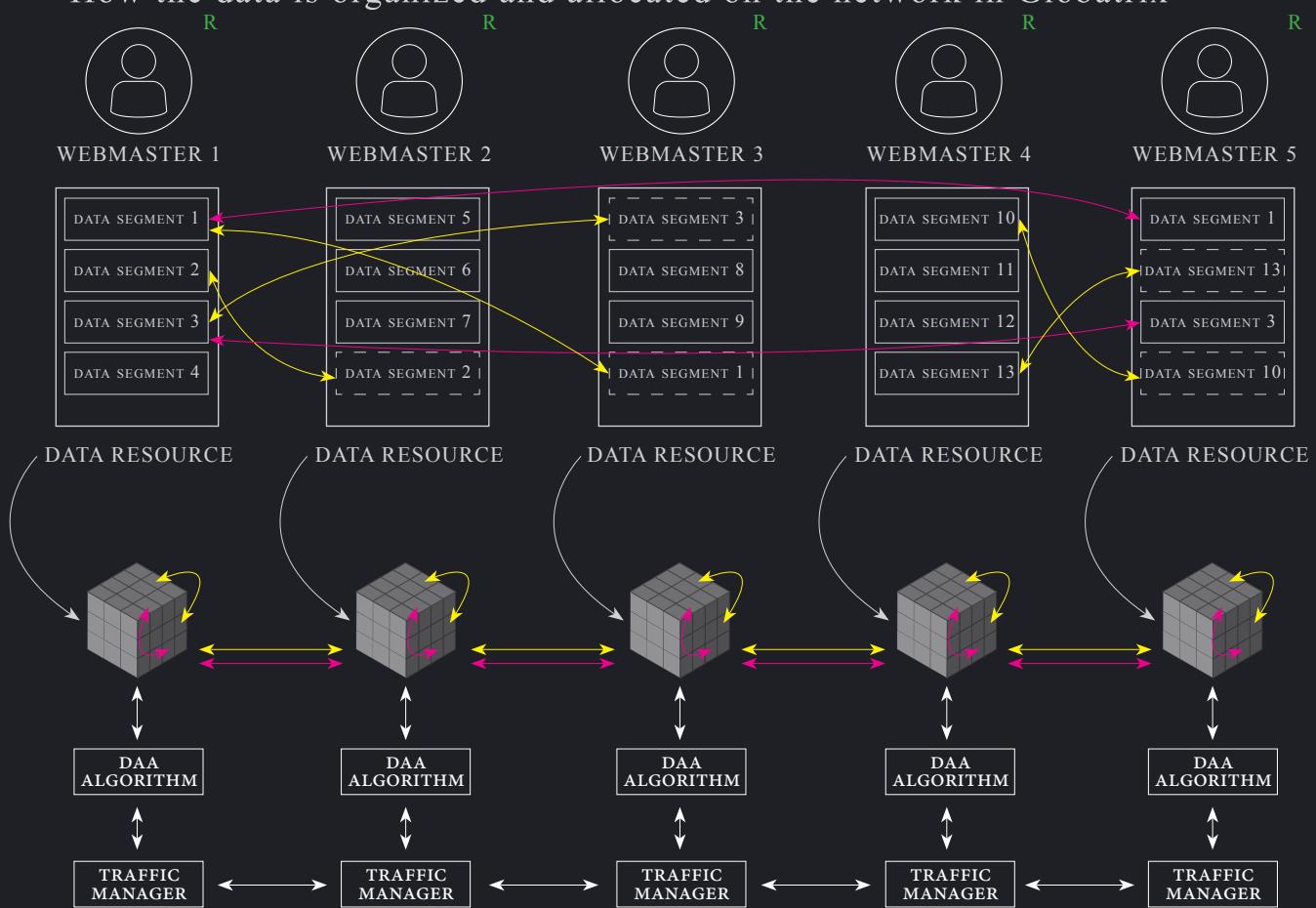


When the user performs a search, the request is submitted to the traffic manager and is shared between the closest (fastest to response) traffic managers on the network, the requested data is processed by multiple traffic managers as they analyze the data relation and their position on the network, and as the data segments are discovered, the traffic managers instruct the related and closest webmasters to return the request back to the user. As the data segments are loaded from multiple resources, it allows overcoming the bandwidth limit of a single server or resource bottleneck.

# DATA ORGANIZATION, DISTRIBUTION AND PROCESSING

As the data on the network has 2-directional links, segments of data can be linked, shared or copied to another resource, this is done intelligently by the Data Allocation Algorithm (further DAA) to ensure optimal data accessibility from different locations with no speed loss but with maximum avoidance of data redundancy on the network. If the webmasters link and copy such data segment to their resources, the DAA makes sure that no extra copies are made, some copies are just replaced with the links and data is pointed to at least 3 resources that have a copy in case if the original source is not available at the moment.

How the data is organized and allocated on the network in Globatrix



DAA algorithm analyzes nodes loading speed in different segments of the network, ensures that data segments are linked or copied not creating the congestion, and are reachable with most optimal speed anywhere on the network.

The nodes that exist on the network for a longer time and have a better reputation, higher drive space and best uptime are the most potential candidates for data copies.

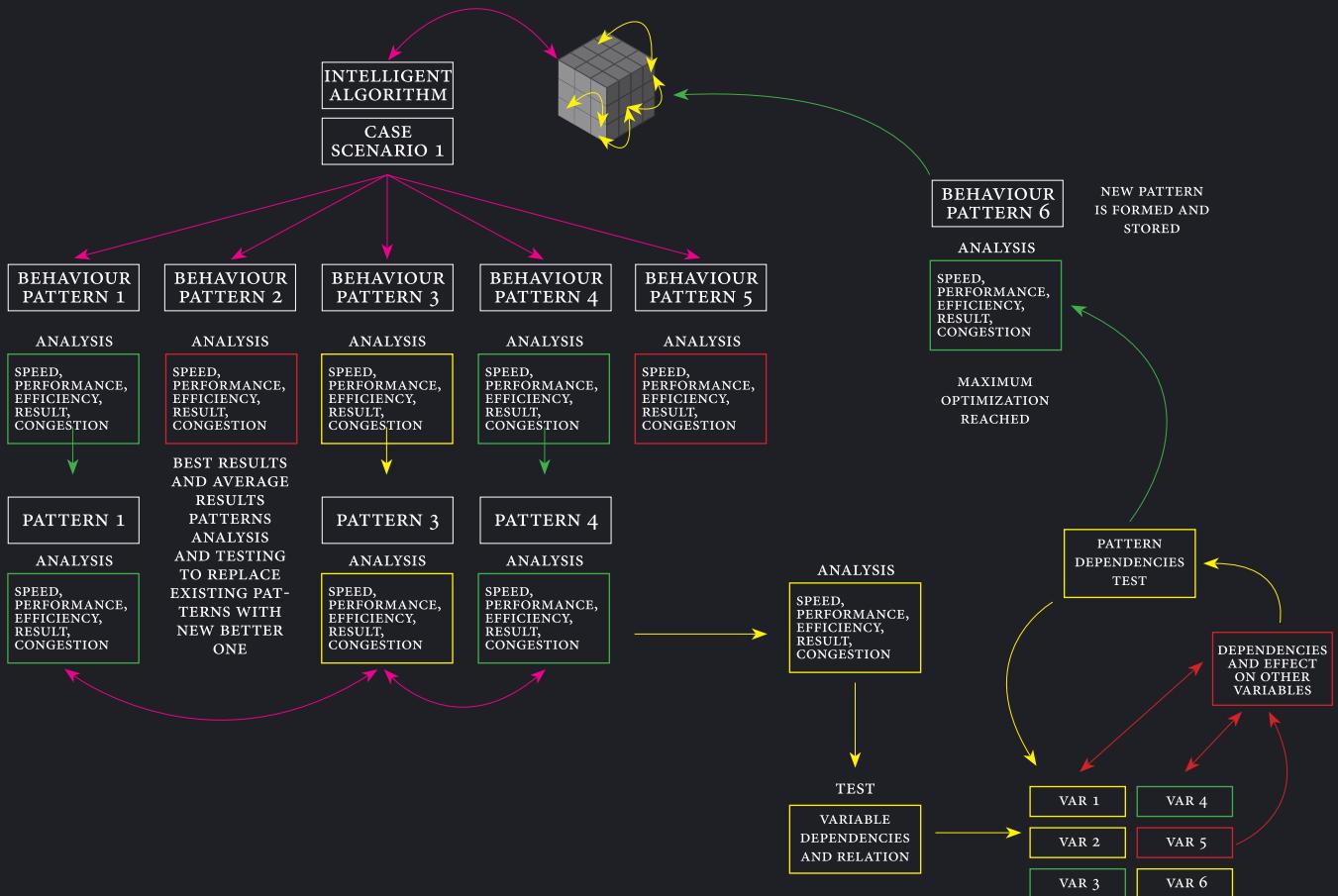
If the data is copied or linked has no effect on the webmasters' reward.

All of the mapping records are synchronized between the traffic managers groups and are written to the Map record of the Pillars.

## BALANCING THE PLATFORM, SELF-LEARNING

The intelligent algorithms have the ability of analysis and patterns recording for the data processing and learning from previous approaches, patterns comparison and variables dependency. To ensure the platforms operability in fastest and most optimized way, a certain case scenario can be used and implemented without constant re-calculation from a scratch with the algorithms regression approach.

[Diagram 8] Algorithms patterns application, testing and creation



The algorithms compare if any of the existing patterns fit perfectly into the scenario and also if any of the patterns have better efficiency, and if there are pattern elements can be improved, if so, it forms a new pattern and then implements it to test.

If the combination of patterns formed into the new pattern has flaws based on the dependencies with other variables on the network, it analyses the dependencies and learns how they affect the pattern, then it analyses the combination of dependant variables of the pattern to achieve to most balanced result.

The algorithm then learns how to combine the patterns and to apply for different case scenarios with different variations. Once a better pattern is formed, it replaces old patterns with new.

## GLOBATRIX ECONOMY MODEL

The Globatrix is based on its own self-sustainable economy that is based and balanced on different resources, data and data processing, sales and exchanges and the balance between all these different sectors.

There are three currencies in the ecosystem and one type of exchange token, named EXTOK, intended for the barter trade.

### VAULT COIN

Fixed Supply



The amount of the coins on the platform is equivalent to the number of tokens sold during the pre-sale and ITO.

Stands as platforms “Gold Reserve”

### GLOBE COIN

Mined at the rate of 9000/block



Used to reward Webmasters and Traffic Managers for visitors and search performed.

Covers social and data sectors.

### POWER COIN

Mined at the rate of 300/block



Used to reward the Miners and Sellers on the network. Covers power and production sectors.

### EXTOK TOKEN

Used for goods barter exchange



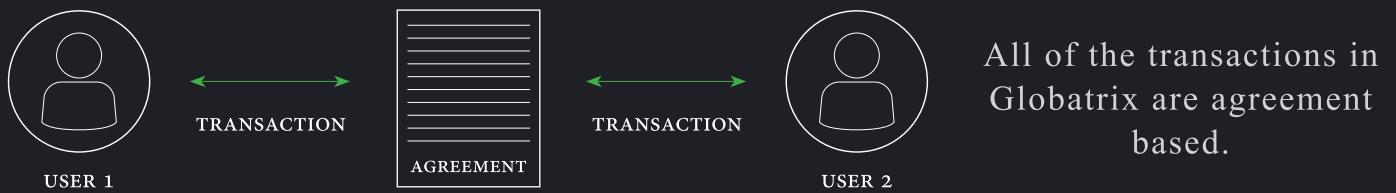
The trade of goods can be carried out without any coins or currencies involved, but only based on their value in the ecosystem.

The coins are emitted on each block, that takes 3 minutes. Also the division of the reward doesn't have to be exactly halved, but can be reduced in stages, as well if the block is not fully processed and less power is used, then the reward is smaller. At the current moment, there are no division dates or limits set, but based on the total economy and analysis, the reward numbers will be decreased over time not to make the model inflationary.

The sectors are balanced with two types of coins reward and their adjustment ratio.

At the very starting point, the ratios are the following: 1 Vault : 1 Power : 30 Globe, but this ratios will be adjusted by the platform's algorithms with in-depth analysis of the financial variables that are used in the ecosystem.

The Vault coin is the only coin that is not mined and over time due to its demand, it will increase in price over other coins, and it is actually the only coin that is intended to be the breach between the crypto and fiat economies.



## REWARD CALCULATION

For every action done on the platform that serves the purpose of operability and quality, the webmasters, traffic managers, miners, and sellers are rewarded with crypto coins.

The traffic managers and webmasters form the data and social segment and they are rewarded with Globe coin for the data processing.

The webmasters get 70% of the Globe coins per block and traffic managers get 30%. The reward for each webmaster is calculated based on the number of visitors and quality of the resource, analyzed by the algorithm, where the original data holders and submitters get 70% of the reward and those who share get 30% of the reward. The traffic managers reward ratio is based on the amount of processed data and power that was used.

WEBMASTERS REWARD:

$$R_w = \frac{7}{10} B_g^t \times \frac{h^t}{H^t}$$

TRAFFIC MANAGERS REWARD:

$$R_{tm} = \frac{3}{10} B_g^t \times \frac{h^t}{H^t}$$

$R_w$  stands for webmasters reward and [tm] for traffic managers.

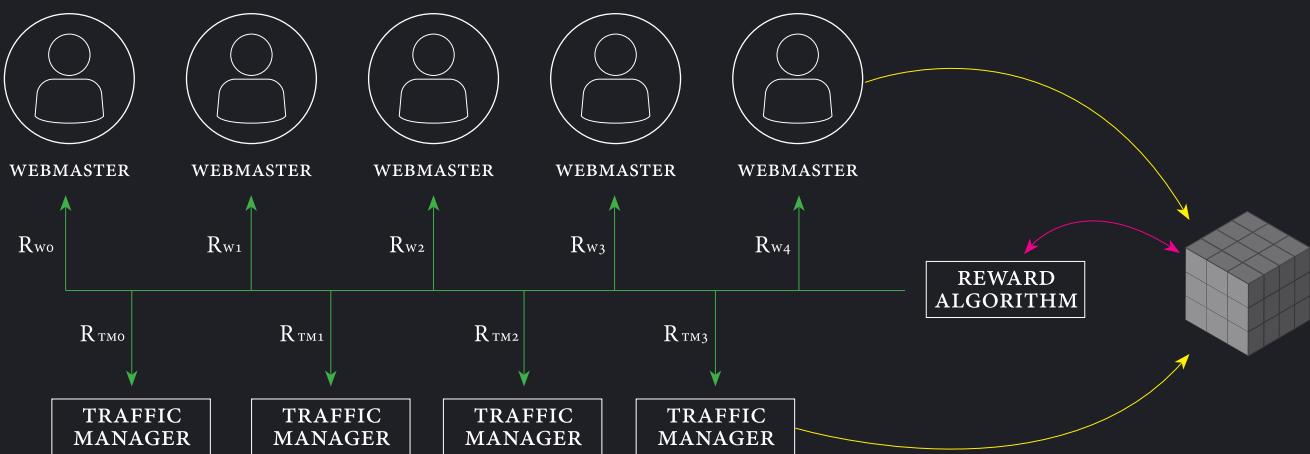
Where  $B$  is the block reward and  $[g]$  is the Globe coin,  $h$  is the hashes processed and  $H$  is the total number of hashes processed on the network,  $[t]$  represents the timestamp of the block.

Traffic Managers and webmasters reward is based on the time block.

Block reward delegation for traffic managers and webmasters shouldn't take more than 1-2 blocks, based on the network load.

GLOBE COINS DISTRIBUTION PER BLOCK:

$$\sum_{i=0; j=0}^{i-1; j-1} R_{wi} + R_{tmj} = (R_{w0} + R_{w1} + \dots + R_{wi}) + (R_{tm0} + R_{tm1} + \dots + R_{tmj})$$



The same algorithm is applied for miners and sellers, with the difference that the miners are rewarded in real time and sellers only after the positive reputation point based on the value specified to the block timestamp.

The reward division is 50% / 50%, the sector is based on the power used, and sales made globally, and can be represented as:

MINERS REWARD:

$$R_m = \frac{1}{2} B_p \times \frac{n}{N}$$

SELLERS REWARD:

$$R_s = \frac{1}{2} B_p^t \times \frac{s^t}{S^t}$$

Where  $[t]$  stands for the timestamp of the block when the sale was executed.

WHERE POWER COINS DISTRIBUTION IS:

$$\sum_{k=0; l=0}^{k-1; l-1} R_{mk} + R_{sl} = (R_{m0} + R_{m1} + \dots + R_{mk}) + (R_{s0} + R_{s1} + \dots + R_{sl})$$

## SELLERS REPUTATION

Often we see products and services sold online greatly suffering in quality, even though such goods can be offered as “dream products” with great advertisement campaign, responses of happy customers and beautiful package, but actually getting such product may absolutely not meet the expectations.

The Globatrix solves this problem with Reputation. Globatrix is a fair model, and our opinion is that the sellers have to respect their customers. As the advertisement campaign comes out much cheaper than in any traditional system, the seller can work on quality improvement and honest description of the product. Advertisements can be a beautiful thing representing the art taste of the whole marketing campaign, but they should be realistic too.

94% of the unhappy clients will turn to another company or seller, and 52% of the clients are ready to pay more right from the start if the quality is guaranteed.

Plus, in Globatrix positive reputation is rewarded with platforms coins, so it is more profitable being honest with clients.

How reputation is rewarded in Globatrix



## **DECENTRALIZED ORGANIZATIONS**

Usually, the companies don't fully rely on the opinion of their customers and their community, and as they grow larger, they just take the decisions and let their community know what changes have been made, disregarding clients opinion.

Globatrix introduces the tools for the companies that run on top of Globatrix a system based on the opinion of organizations community and transparent electronic voting.

The community can take the decision if they need a certain update or changes to the products that they already use. (For example, many companies like to change position of the buttons in the software interfaces, confusing the users, spending time and money to learn how to use the new version of the programs, when it should just be intuitive).

## **FULL VR INTEGRATION**

The platform fully supports VR intergration, so if you have the right equipment, you can use Globatrix as fully decentralized VR Web model, allowing to expand the borders of the screen space and office papers.

## **TIME AND EVENT MANAGEMENT**

Another feature of Globatrix is the ability to plan future meetings, data searches, products that you will buy, lets say for someone's birthday, prior to the event, and the system is not only going to remind you about the event but will also perform the data search, products search and will select and present you the best matching information, based on quality and sales responses.

Globatrix is not quantity, but quality based.

## GLOBATRIX PLATFORM FEATURES

- Advanced privacy & security
- No cookies, adware or spyware
- Decentralized financially self-sustainable ecosystem
- Information freedom
- Not competitive, collaborative logic
- Webmasters collaborative network
- Harmonic advertisement algorithm
- Sellers reputation based honesty rewarding
- New generation blockchain
- Solves Internet Congestion problem
- 2-directional links on the Web
- Solution to the ICO Bubble problem
- Barter exchange of goods
- Full VR support



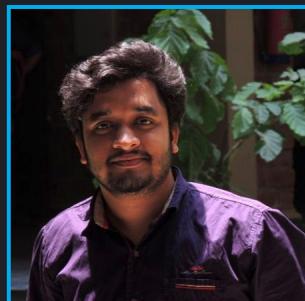
## THE TEAM



**Dimitri Kostin**  
CEO, Platform Architect



**Michael Lungo**  
Interface Master



**Satyam Agrawal**  
Blockchain Master



**Marco Romero**  
VR Guru



**Varun Pratap Singh**  
Cryptography  
Signal Master



**Dejan Vujicic**  
Math, Electrical/  
Computer Engineer



**Ana Helena Bittencourt**  
Deadlines,  
Public Relations



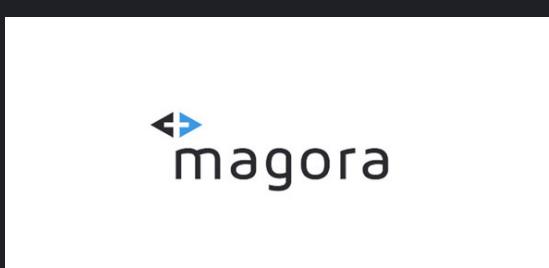
**Gruad Technologies**



**Secure Blocks**



**Marco Romero 3D Studio**



**Magora Systems**



**TKVR LLC / Cur1yJ**

# ROADMAP



**2Q 2018**

Token presale, marketing, promotion.



**3Q 2018**

**ITO, development process, testing, marketing.**

Contributors will get access to early alpha versions



**4Q 2018 - 1Q 2019**

**Testing and unofficial beta-release**

Contributors will have access to the beta versions.

Release of the mining tools and interfaces,  
wallets and exchange tools



**2Q 2019**

**Platform release**

Free for download from the community website and

GitHub repositories.



**3Q 2019**

**Additional tools and Business tools development  
for collaboration, remote meetings and VR**



**4Q 2019 - 1Q 2020**

**Business tools release**



**2Q 2020**

**Globatrix Operating System**

Preparation for development (with its own ITO)



**2020 - 2022**

**Globatrix Operating System development**



## **TOOLS AND INTERFACES**

### **GLOBE BROWSER (GBRO)**

**with 2D, 3D and VR interfaces. Cross-platform.**

### **GLOBE MESSENGER**

**Based on secure Globe protocol.**

**Cross-platform.**

### **GLOBE CMS**

**Webmasters tool for websites creation, with ability to create 2D, 3D and VR websites.**

**WALLETS, MINING INTERFACES, MINING POOL INTERFACES,  
TRAFFIC MANAGERS INTERFACES, WEBMASTERS INTERFACES,  
PROTOCOLS AND API LIBRARIES.**

# TOKEN INFO, PRESALE AND ITO

## TOKEN DETAILS

<b>Token Name</b>	Globatrix Token
<b>Token Symbol (Ticker)</b>	GLOB
<b>Token Address</b>	0xbBCf10D6bc180172d8d352BE5bBCfB814E8f3474
<b>Crowdsale Contract Address</b>	0xF86Ad18397738C076fC644bdebdF7a77e9Ab2fBC
<b>Token Standard</b>	ERC20 Compliant, 18 Decimal Places
<b>Maximum Supply</b>	250,000,000
<b>Community Tokens</b>	10%
<b>Tokens For Sale</b>	225,000,000
<b>Presale Price</b>	15,000 tokens / 1 ETH
<b>Maximum to be Sold</b>	25,000,000 tokens
<b>Accepted Presale Currency</b>	Ethereum (ETH)
<b>Main ITO Discount 70%</b>	5000 Tokens / 1 ETH - 2 weeks or 50,000,000 tokens
<b>Main ITO Discount 50%</b>	3000 Tokens / 1 ETH - 2 weeks or 50,000,000 tokens
<b>Main ITO Discount 25%</b>	2000 Tokens / 1 ETH - 2 weeks or 50,000,000 tokens
<b>Final Price</b>	1500 Tokens / 1 ETH - remaining time & remaining tokens
<b>Project Soft Cap</b>	4,200,000 USD
<b>Will More tokens be issued?</b>	No, any unsold Tokens will be destroyed after the ITO
<b>Token Network</b>	Oracles POA Network
<b>Other Networks, checks</b>	Etherscan.io
<b>Tokens Purpose</b>	Exchanged for platforms Vault coins at launch, or traded on exchanges
<b>Planned Exchanges</b>	Allcoin, OKEX, Bibox, Bit-Z, Coinegg, BtcTrade

## PRESALE TOKENS

<b>Maximum to be Sold</b>	25,000,000 tokens
<b>Price</b>	15000 tokens / 1 ETH
<b>How Tokens are issued</b>	Automatically issued on purchase

## Presale Discount: 90%

Only 25,000,000 GLOB can be issued  
during presale stage

70%

50%

25%

Final Price

2 weeks, 50,000,000 tokens max  
5000 GLOB for one ETH  
1 ETH = 5000 GLOB

2 weeks, 50,000,000 tokens max  
3000 GLOB for one ETH  
1 ETH = 3000 GLOB

2 weeks, 50,000,000 tokens max  
2000 GLOB for one ETH  
1 ETH = 2000 GLOB

Final Price.  
1500 GLOB for one ETH  
1 ETH = 1500 GLOB

# HOW TO PARTICIPATE IN THE CROWDSALE

TOKENS AT **90% DISCOUNT**

Please follow the steps described

## STEP 1

Visit our website:  
**www.globatrix.com**

### FILL IN THE FORM:

- Contact name
- E-mail address
- Public Ethereum address you will use in the crowdsale

## STEP 2

Click on the Crowdsale link under the form it will take you to the crowdsale page on the POA Network

## YOU NEED METAMASK AND ETHEREUM

Make sure the crowdsale address starts with **0XF86** and ends with **2FBC**

Oracles POA is faster  
and cheaper fork of  
Ethereum network



## CONTACT INFO

### PROJECT GLOBATRIX WEBSITE

**www.globatrix.com**

### HEADQUARTERS WEBSITE

**www.gruad.com**

## CONTACT E-MAILS

General questions and discussion  
**INFO@GRUAD.COM**

Latest news and newsletter subscription  
**SUBSCRIBE@GRUAD.COM**

E-mail and Ethereum public address  
registration for token presale  
**TOKENS@GRUAD.COM**

Any legal matters should be addressed here  
**LEGAL@GRUAD.COM**