

WHITE PAPER

Introduction to an omnichannel sale management system
with **an integrated spendable crypto token**.



TABLE OF CONTENT

CHAPTER 01	4
Idea Introduction.	4
Executive Summary	5
Introduction	8
Omnichannel	8
The Problem	8
What is Gosama ?	10
Our Vision	10
CHAPTER 02	11
In-depth about Gosama.	11
Our Platform	12
Current Gosama Solution overview	12
Comprehensive Gosama Platform: Omnichannel on Blockchain	13
Gosama Token	14
What Does It All Mean	15
Benefits for the consumers	15
Benefits for the brands	16
Roadmap	17
Business Model	19
Our revenue model	19
The opportunity	19
Our target markets and go-to-market	20
Our Team	21
Our Partners	24

CHAPTER 03	25
Get involved through our ICO	25
Gosama Token Sale	26
The basic numbers	26
Token distribution	26
Allocation of funds	27
Token sales timeline	28
Why Gosama?	28
References	29

■ CHAPTER 01

Idea Introduction.



Executive Summary

Gosama was built to revolutionize the sales management of retail chains by **redefining the O2O (Offline to Online) sales process** and identifying the way companies build and manage relationships with their customers.

We will create the Gosama Token and Gosama Sales Management platform with the first automatic mechanism based on a blockchain and a cryptocurrency where it can be used and spent.

As far as you may know, previously everyone had to buy cryptocurrency or invest heavily in mining to earn cryptocurrency. But now, with Gosama Token, consumers can earn Token in three simple ways:

- Self-managing and exchanging personal and behavioral information to receive desired advertising from partner companies.
- Investing time, attention and good-will to advertise the companies and redeem the Token as a reward from the company.
- Joining our customer loyalty program and shopping in the tech-com shops based on Gosama platform to exchange the Token.

So what can you do with the Gosama platform when you have the Gosama Token?

This is important for most of the investors who are interested in cryptocurrency and expect the growth of its value in the future. Gosama Token will have a large market for businesses and consumers to use. For example:

- The enterprise pays service fees for the platform with its own preference for Gosama Token

- Enterprise pays for marketing campaigns in the Gosama platform
- Enterprise creates bonus packages for consumers using Gosama Token when consumers participate in marketing activities and promote programs of those enterprises.
- Consumers exchange Gosama Token to get discounts and bonuses from the businesses.
- Consumers use Gosama Token for payments at businesses using the Gosama platform.

Therefore, the Gosama Platform will provide tremendous value to both businesses and consumers by building a comprehensive ecosystem of:

- Omni-channel business management platform- a seamless, consistent and intensely focused on customer experience that improves business efficiency to a new level.
- Target marketing system for the consumers- based on shopping behavior on the Gosama platform that has been approved to share by the consumers.
- The customer loyalty system that establishes a new way of cooperating between the enterprises and the consumers to promote a great value they are getting from each other.
- The payment system that easily integrates many convenient payment methods such as mobile payment, QR Code and- in the future- Gosama Token.

As a result, businesses are provided with an efficient sales management platform that extends support for Offline to Online with a variety of payment channels integration and ability to reach more consumers. Consumers will be receiving marketing relevant to what they care about and use the value of their loyalty, spendings, attention and activities. It will become worthwhile to invest their time and money to become a real brand ambassador for the business.

The customer loyalty programs have been in use since the 1700s but it proved to be ineffective as they only reach around 10-15% of the customers at the end of the campaign.

Many customers subscribes to a dozens of programs but rarely receive benefits from them because loyalty points they gain are scattered among all the businesses. It is difficult to profit from them without being regular customer at all of those places. On Gosama platform all the loyalty points will be gathered and counted together for the customers quicker benefit gain.

Implementing, managing, maintaining and collecting customers information manually makes many business owners confused with its complexity and discouraged by how time-consuming it can be. Without any other- better- solution they are forced to apply it. We would like to change that situation for their benefit.

In addition to Gosama future vision, we are working on making the linkage of these shops to a broad ecosystem much easier and convenient. In particular focusing on Gosama Token and Gosama Wallet services as the basis of general point accumulation instead of requiring consumers to use different traditional payment methods to accumulate points at each and separate store. At the same time the points can be spent on the e-commerce market of the system. The value of Gosama Token will increase and stabilize due to the high transaction demand in the entire ecosystem.

Gosama has developed the Omni-channel Sales Management Platform- previously known as GoStore- demo operated in Vietnam that in the first 3 months of its existence has attracted more than 600 retail outlets (with full range of products such as Fashion, Electric Appliance, Grocery, Mother and Baby products ...). With the desire to develop and bring even bigger ecosystem to the businesses and consumers, we have extended our Platform with the Blockchain technology and hosted new premium features such as Intelligent Marketing Systems, Customer Loyalty Systems, Customer Care Systems, Cryptocurrency payment systems, together with the mechanism letting users to control their personal and behavioral data across the platform. All of these will bring Gosama further than what the market has seen with opportunities far beyond what is described in this Whitepaper.

Introduction

Omnichannel

Currently, to promote their products to the sale channels, an enterprise may apply these separate methods:

1. POS - traditional stores
2. Website - an online store, contact page of the business
3. Social network - sales channels and community development
4. E-market (can be considered as market, supermarket online)
5. Mobile app (sales through an app)
6. Affiliate sales (using a network of collaborators or other websites)

Nowadays Omni-channel sales have become a trend in retail business. Instead of selling via traditional channels separately, business owners and marketers can use one, centered software on a variety of channels to expand the reach to their customers more effectively. This solution provides a great experience to the shop owners making their marketing actions less of a hassle.

The Problem

At the moment there are millions of small and medium enterprises operating on the market, not using tools for sales management and online sales yet, or using inefficient ones.

There are many sales management softwares available but those are mainly in-store applications which lead to ineffective training, difficulty in updating the software, customer support problems etc. With other softwares there are big issues especially in the management and development of the goods chains / branches because of the geographic location. There is no

good enough warehouse solution on the market for stores separated by the distance. Beside that, the investment in such software remains relatively high.

There are many issues that the traditional retail businesses are facing such as:

- They own a large quantities of goods making management of it difficult. If there is no reasonable plan a confusion and sale loss are inevitable.
- It is very time-consuming and difficult for shop owners to control all the records of imported and exported goods, to create bills for the customers and deal with orders.
- The management of employees is bringing some difficulties, especially for chain model businesses.
- Promotion and marketing campaigns for the whole chain are difficult without good management system. It is easy to make mistakes and lose customers trust for the brand.
- Expansion of sale channels, goods data, customers data and billing is not well synchronized due to use of many third parties products.

There are many avoidable situations that may happen to a business that is on the rise and want to expand their market if they do not choose a right system. Also, when customers can not tell if the brand is transparent there may be serious consequences of such management leading to harming or even ending the business ability to exist on the market.

What is Gosama ?

Gosama platform has been created to solve business and management problems for enterprises with the desire to develop and expand in the market. In addition to helping businesses Gosama also creates effective business-to-consumer communication channels through loyalty systems, direct marketing and Omnichannel sales across the entire platform.

Our Vision

Gosama platform is geared towards a comprehensive Sales Management Solution that brings the Digital Transformation era to the field of Sales and Marketing, providing a comprehensive system based on three factors: Omnichannel + Blockchain + Cryptocurrency.

Or as we call it: *Omnichannel that makes Cryptocurrency spendable.*

Is Blockchain the Next Big Thing in Omnichannel Technology?

Gosama is the first Omnichannel platform to apply Blockchain technology to its system, which is well applied in:

- Final user data security, final user self-management and control of personal data as well as shopping behavior on the Gosama platform.
- Confidentiality, reduction of errors and loss of important data of the enterprises
- Gosama Token and Gosama Wallet
- Customer loyalty System and Direct Marketing

■ CHAPTER 02

In-depth about Gosama.



Our Platform

Current Gosama Solution overview

The Gosama platform runs 100% cloud-based, B2B SaaS platform based on the latest and most modern technologies such as NodeJS, AngularJS and NoSQL Databases such as MongoDB and Elasticsearch. Our multi-service architecture (microservices based) enables a high scalability and flexibility. Thanks to the use of NodeJS servers and NoSQL database the system can handle and respond to large amounts of data in real-time for a smoother and faster user experience.

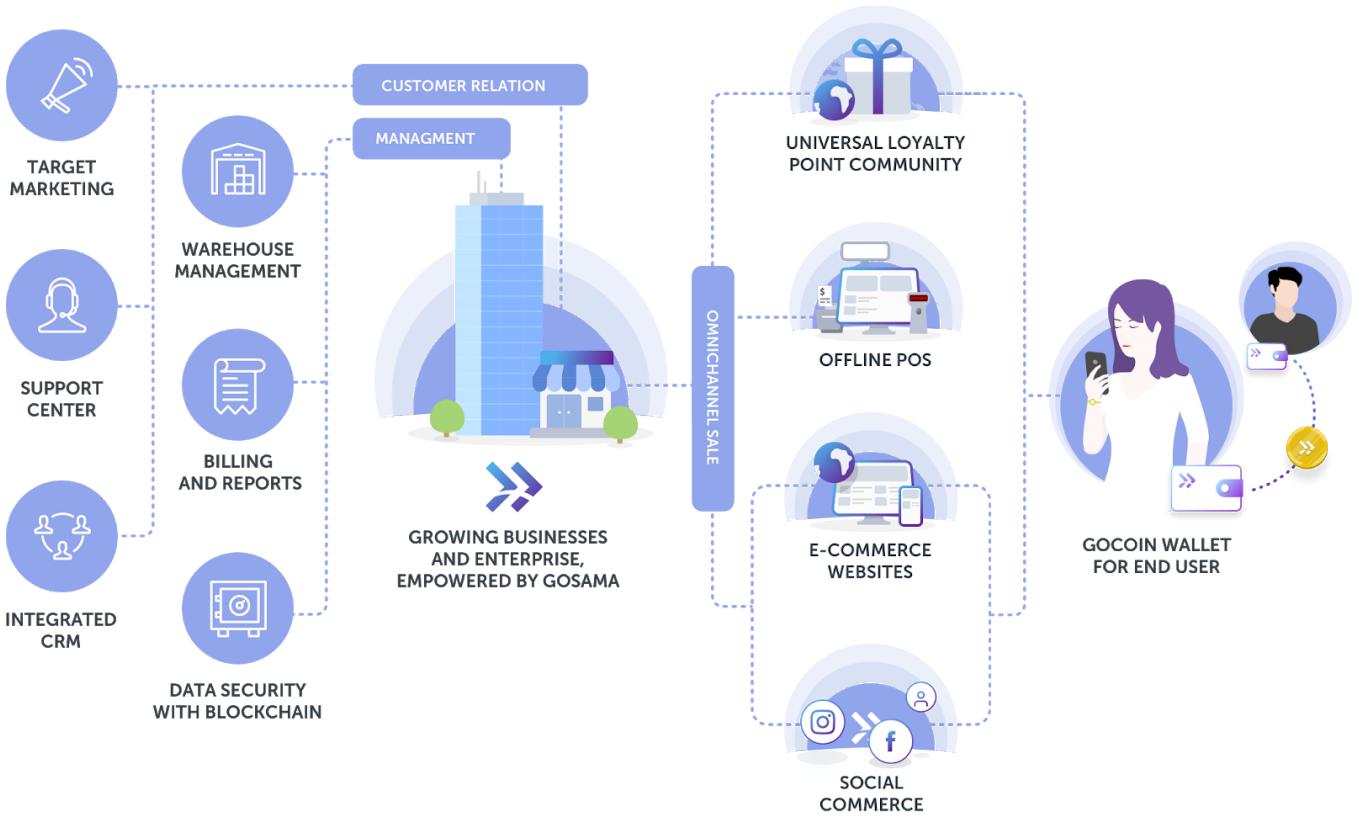
Currently the platform is operating in a Phase 1 with features of an Omnichannel Sales Management System, including:

- POS system at the sales outlets
- Sales Management System
- Chain Management System
- Warehouse & Product Management System
- Customer & Debt Management System
- Accounting & Finance System
- Predictive system, warning, reminder
- Reporting System
- Online Shop Integration System: Online Website Builder, Facebook Shop
- Customer Care System: Chat Support, Facebook Messenger
- Basic Marketing System: Email marketing & SMS marketing
- Logistics Logistic System
- Payment System
- Use BigData Database

Comprehensive Gosama Platform: Omnichannel on Blockchain

In pursuit of new technology development, Gosama has chosen to use a Blockchain technology and integrate the Gosama Token into the entire platform. Aside of a decentralized database and solid accounting technology- that allows us to run distributed applications safely and reliably- the Gosama platform will be further developed with the following features:

- Integrated Online Shop channels
- Expand Customer Care System and provide the Virtual Call Center
- Customer Relationship Management System - AI & Machine Learning System Providing Chat Bot Sales and Intelligent Alerts Predictions for Sales Managers
- Cryptocurrency system with Gosama Token and Wallet
- Customer loyalty system - Direct Marketing System
- Local banks linkage system with the sale outlet banking programs such as opening payment account, credit, business loans etc.
- Big Data Analytics
- Secured data with a Blockchain
- Omnichannel Authentication



A general view of the system

Gosama Token

Gosama Token is an utility for:

- Platform payment currency - used by enterprises as a payment for services on Gosama platform and Pay-as-you-go.
- Rewards and loyalty token - used to reward consumers for their attention, shopping, loyalty, corporate branding and their personal data releasing.
- Marketing token - used to pay marketing fees (reward) directly to consumers who are viewing marketing ads of the business.
- Cryptocurrency - a decentralized digital currency that is encrypted, stabilized and transferred between peers.

What Does It All Mean

Benefits for the consumers

Consumers will accumulate tokens from the multiple point of sale terminals in a single system using Gosama's loyalty system platform. They will get more value from the system by increased the level of their loyalty towards the brands.

Consumers will receive marketing truly relevant to what they are interested in and receive Tokens directly from the businesses for the marketing campaigns they participated in, their spendings, attention and activity etc. It will become worth to invest time and attention to become a true brand ambassador for such businesses.

In conclusion, Gosama Platform offers the following basic benefits:

- More suitable customer experience that is making their favorite brands more approachable, transparent, interesting and valuable- aiming for a "win-win" situation with their favorite brands.
- Messages and ads will only appear when they really have a need based on the behavioral data they shared.
- Receiving rewards for specifically sharing their profile and personal data and support when the payment is made.
- Shopping and accumulating Gosama Token as a reward.
- E-wallets that help consumers manage their tokens effectively and allows direct payments to point-of-sale terminals that accept the cryptocurrency.
- Personal data and rewards will be stored securely and transparently. Consumers always will have the right to control their personal data and share it at any time.

Benefits for the brands

Enterprises will be provided with Digital Transformation Solutions in Sales Management, sale performance enhancements such as:

- Providing Omnichannel sales management solution with flexible operating cost; improving sales performance and enterprise management.
- Multi-channel sales: in-store, website, e-commerce, social media shop etc.
- Integrated customer care system through a Virtual Switchboard, ChatBot on Websites and Facebook to better identify buyers and bring satisfaction to the customers.
- Customer management will be optimized through the integrated CRM system; your customer goals will be nourished by qualified individuals and backed by your best customers; your acquisition cost (CAC) will be reduced.
- Increasing conversion rates and revenue through a better content, better personalization, and better activation triggered by tangible rewards and incentives.
- Building long-term value (LTV); keeping the consumers you worked hard to get and turning them into loyal customers who not only continues to buy your products but also becomes active brand ambassadors.

Roadmap

2015 - 2017

THE STORY BEGINS



MARCH 2015 - Idea Initiation

Recognizing the inconvenience of current sale management systems in synchronizing data. Gosama decided to design a new completely synchronized sale management system, widely known as "Omni-channel" by today standard.



AUGUST 2017 - Launching core system completed with 60 modules

After almost two years of a lot of coffee and energy drinks. Gosama was finished and we have first customers.

Meanwhile, we started to design and develop our mobile POS app, perfect for small shop owners who doesn't want to spend hundreds of dollars to buy a stand-alone POS.

2018

NEW IDEAS AND PREPARE FOR BRAVE FUTURE!



Q1 2018 - We are now mobile!

We are ready for the mobile future. Gosama is now running on everyone's most favorite electronic devices! Android first and iOS comes right after.



Q2 2018 - Preparing for ICO

We shook hand with **Nexty** - the most powerful blockchain platform in Vietnam, **120th in CoinMarketCap.com** - for their community and technical support to bring the newest blockchain technology into our system and prepare for the ICO that will transform Gosama into the most advanced Sale Management system to date!

Activities: Website building, White paper, Community building



Q3-Q4 2018 - Getting Gosama Token out there

Time to go powerfully into marketing and community building!

June: Private Sales ☆

July: Media running & Public pre-sale

September: Public Sales ☆

October: Listing on exchange

November: Beta Release

December: Local business development

FROM 2019

NEW IDEAS AND PREPARE FOR BRAVE FUTURE!



2019 - Full Blockchain potential

Time to have our ICO investor investment pay-off! Gosama will focus on developing the full blockchain features of the system.

January: Gosama Token & Gosama Wallet

March: Customer Loyalty system

July: Target Marketing system

Rest of 2019: Keeping on doing intensive marketing for Gosama and looking for the new brave ideas.



2020 - Gaining Market Position

Gosama aims for **100,000 clients** in early 2020. Meanwhile, we won't stop improving the system, bringing new ideas to the table and fulfilling our vision to be the top-choice partner for retail business when it comes to the digital transformation.

Business Model

Our revenue model

Our revenue will consist of two main streams: the Gosama platform service fee and direct-to-customer marketing programs.

With the desire to expand a community on Gosama Platform we provide a free package with a limited data volumes for the start-ups. For those who have done business and want to expand their it with different sale channels and support their customers better, they can pay Gosama platform service fees flexibly and economically. Gosama service is the only platform on the market that allows customers to select individual functions and build Gosama sales system according to their enterprise scale and current needs.

With the motto "You will not pay for the functions you do not use," Gosama platform will bring the lowest cost and create an environment the most suitable for your business.

The second major source of the revenue will be from the direct-to-customers marketing payments. Businesses will pay consumers for viewing their marketing and the Gosama platform will partly debit the payment to maintain and operate the system.

The opportunity

The Gosama platform operates in a rapidly evolving and innovative marketplace where retail businesses always need a good and effective sales management system. The global point-of-sale (POS) terminals market size is expected to reach USD 116.06 billion by year 2025

(<https://www.grandviewresearch.com/press-release/global-point-of-sale-terminals-market>).

Meanwhile, the mobile marketing market is expected to grow nearly 30%, compared to the same period last year and triple to more than \$ 99 billion by 2021.

(<https://www.marketsandmarkets.com/PressReleases/mobilemarketing.asp>).

The market for Gosama will gain \$ 11 billion for the platform service fee and \$ 9 billion for marketing service fee.

The market pull is huge- mainly because of the increasing number of mobile users and high Internet speed leading to a high amounts of mobile browsing and mobile applications.

Enterprises that need to apply digital transformation- using technology platforms into the management of sales and marketing- began to increase in amount. Their current solutions are not catching up with the needs of the consumers quickly enough and can not neither provide consumers with desired consumer experience, nor provide traceability and user data security that the Gosama platform will provide at an extremely affordable cost.

Top research companies, like Forrester Research, strongly advise E-businesses to invest heavily into mobile platforms to meet consumer's demand and prepare platforms for AR, VR, Chatbot and voice-based interface that are coming soon. All the future urgency and market expansion are real and will continue to drive the demand for a comprehensive platform like Gosama.

Our target markets and go-to-market

We mainly target growing SMEs businesses that have annual sales over \$ 10 million. Priority markets are Fashion and Food & Beverage, as both have a great mobile users community that wants to connect both online and offline. Future markets will be other services such as: Mother and Baby, Electronics, Refrigeration, Medicine, Small Supermarkets, Flowers and Gifts, Furniture. While we are not targeting them at this time, our platform will serve all industries and businesses that view mobile phones as an indispensable consumer's communication tool.

Our future campaigns will be done through a direct sales in Southern East Asia region- especially in the quickly developing countries such as: Singapore, Thailand, Indonesia, Philippines, Malaysia and Vietnam. After the success in Southeast Asian market we will be expanding into the Asian and European markets.

Our Team



Thanh Le - CEO & CTO

The mastermind behind Gosama. Thanh is not only a talented and awarded engineer, he is also a charismatic leader who is going to ensure the stable growth of Gosama as an IT system and as a team who help businesses in ASEAN moving forward.



Minh Pham - Sales Director

Founder of Reway Group, a big player in the real-estate market and a salesman with a lifetime experience. Minh is a member of Gosama not only as an investor but also market developer that will bring Gosama to sizeable amount of clients, like he did before with all of his businesses.



Thanh Dao - ICO Advisor

A sale director graduated from Cardiff Metropolitan University in MBA of Project Management, Thanh is a combination between technology lover & business leader. Thanh is here to find Gosama Token a strong standing in blockchain currency market. Thanh is also a CTO of Nexty company- our partner that helps us with everything blockchain-connected.



Prof. Alex Siow - Blockchain Advisor

Professor Siow is a great help to a project assisting us with his knowledge and expertise that he has in many fields such as Blockchain technology, IT management, Business Development and much more.



Andy Yeo - Legal Advisor

Andy is a great support to Gosama on a legal side of the business that is related to cryptocurrency. With many years of experience in the field, he is more than able to support us as well as help us to expand internationally and set up a company branch in Singapore.



Ryan Nguyen - Business Development Manager

Ryan is a MBA diploma holder, educated in Software Development and International Business with a plenty of experience including over a year at Microsoft company. Seeing Gosama's potential he joined our team to work on the project's growth.



Anh Le - Blockchain Developer

A young developer but with plenty of expertise in the field. Always eager to learn and involve himself in new technology. Anh believes that blockchain is a new revolution and will change the whole image of world-wide technology.



Alex Hoang - Product designer

Engineer with the passion for design. Alex loves solving problems with elegant technology solution. Since 2014 Alex has been helping startups around the world to improve their system user interface. Now joining Gosama, Alex is tasked to bring about the most complex sale management system to the end user in a simplest manner.



Joanna Chilicka - Customer Relations Manager

Master degree in multicultural communication branding and marketing. Joanna felt in love with the beauty of the Asian culture. She is here to help Gosama blend it's professional and international approach into the everyday business culture of each country.



Tran Le - Product Launch Support Manager

Tran spent her career working in a consulting and technology industry including her time at Amazon.com in 2017 as a technical product manager intern. She will be joining Google as a Product Launch Support Manager.



Daniel Nguyen - Senior Full Stack Developer

For Daniel programing is a type of craft. Making sure every line of code is tip-top, Daniel is the one who is helping to build Gosama block by block and truly make come true our leader's vision.



Thang Nguyen - Blockchain Developer

A young developer but with plenty of expertise in the field. Always eager to learn and involve himself in new technology. Anh believes that blockchain is a new revolution and will change the whole image of world-wide technology.

Our Partners



Nexty

Nexty is providing their own blockchain platform we use in our system for an instant transfer, zero transfer fees & price stabilization of Gosama Coin. <https://nexty.io/>



Aftership app

Aftership is working with Gosama to implement their shipment tracking and notifications application into Gosama system.

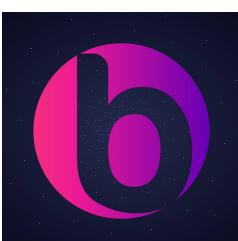
<https://www.aftership.com/>



Postmen app

Postmen is an app of Aftership that will provide Gosama system with shipping API solution.

<https://www.postmen.com/>



BigHub

BigHub assists Gosama to professionally search for members, develop community and connect with potential financial resources running Gosama's ICO. <https://bighub.io/>

■ CHAPTER 03

Get involved through our ICO



Gosama Token Sale

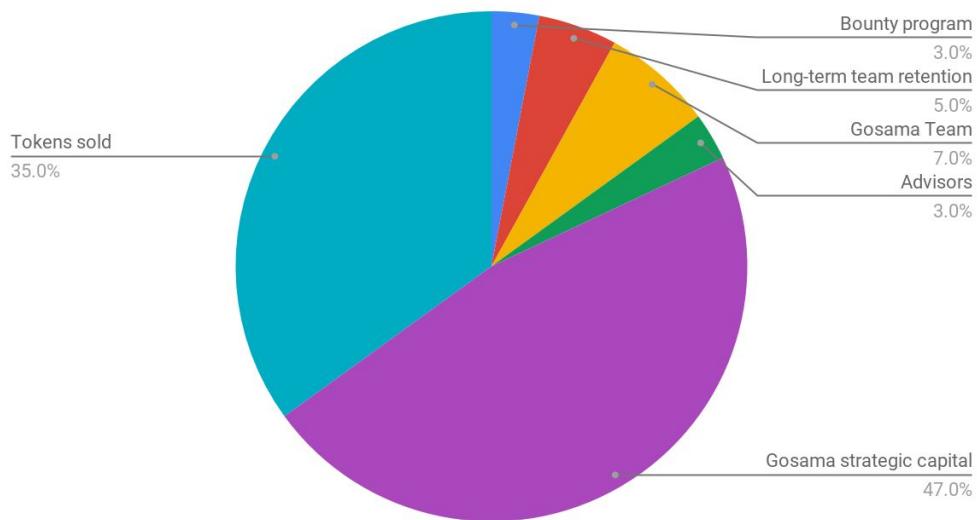
The basic numbers

Token to be published and distributed	200,000,000
ICO token distribution	70,000,000
1 Token to USD	\$0,08

Token distribution

- **70 million** of Gosama Tokens (35%) for open token sale and fund-raising
- **6 million** of Gosama Tokens (3%) for code sale commision
- **10 million** of Gosama Tokens (5%) for internal operation fee
- **14 million** Gosama Tokens (7%) for Gosama internal team
- **6 million** Gosama Tokens (3%) for advisors
- **94 million** Gosama Tokens (47%) strategic fund reserve

Token distribution

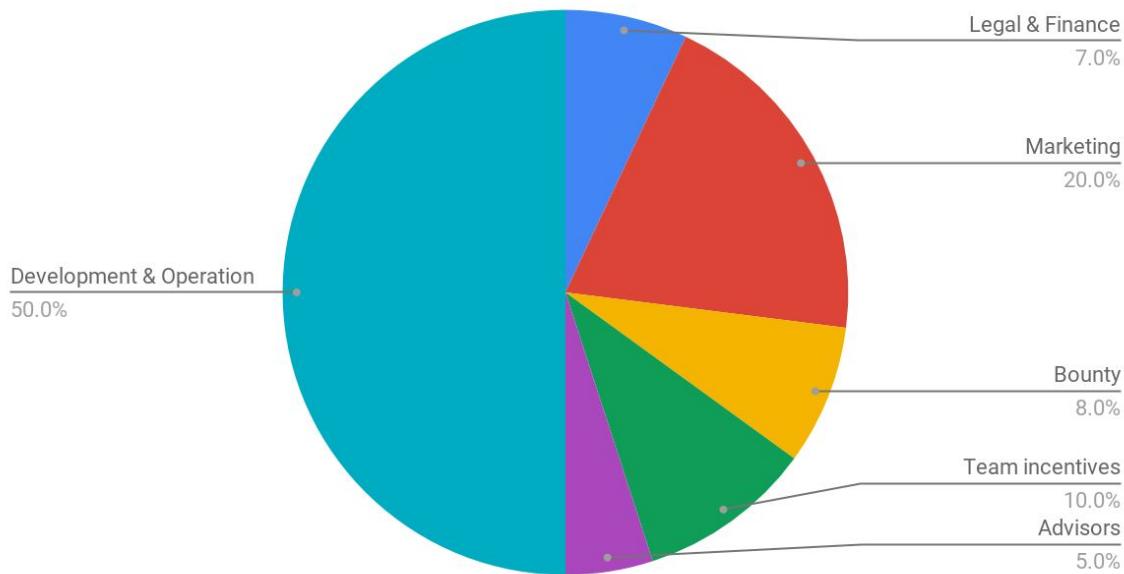


Allocation of funds

Strategic capital reserve is allocated to serve future operations. This allocation will be frozen for minimum of 2 years and during that time the capital will only be sold to the corporate customers that have not purchased Gosama Tokens in ICO. For these customers, Gosama will provide the opportunity to purchase Gosama Tokens from our reserve at market prices.

All Gosama employees and our advisors will be receiving Tokens as a part of this sale with a maximum of 10% Tokens, of which 3% will be for advisors and 7 % for all employees including managers. These Tokens will last for 12 months from the beginning of the sales period. We will add 5% Tokens, which are set aside for additional long-term retention programs for current and new team members. Tokens that have not been allocated before June 1, 2019 will no longer be allocated. Unallocated Tokens would be used for strategic capital reserve and would be subject to the market value.

Allocation of funds



Token sales timeline

Our family, friends and acquaintances will start buying in June at the private sale period. Sales of the Gosama Token will be ended by a following public sale which will last for a month or will end while reaching the hard-cap. Exact date for the public sale will be announced soon.

Soft-cap is set at \$2 million, which allows us to launch our Blockchain platform. To meet the milestones stated in our roadmap, our goal will range from \$ 5 mil to \$ 7 mil. Our hard-cap will be set at \$ 10 million. Reaching the hard-cap target will enable us to accelerate our market and global growth.

Why Gosama?

Gosama was built to revolutionize the sales management of retail chains by redefining the O2O (Offline to Online) sales process and identifying the way companies build and manage relationships with their customers.

We are expecting a huge growth in the upcoming 2 years of building it and expanding to more and more customers in Asia as well as world-wide. However, it is important to have a support at the start which will make that growth easier and more efficient. Without investors who support our idea we won't go as fast as we would like to.

We would appreciate you to considering to join us in that process as it is truly exciting adventure that will revolutionize the way we pay for things and use cryptocurrency in the retail business. We realize that the time for this idea IS NOW as nowadays the blockchain technology is a popular topic and investment. We would like you to become a part of the Digital Transformation to help both consumers and business owners gain from the cryptocurrency we create.

If you have any questions our team would be more than happy to provide you with all the answers needed. Just let us know! :)

We are an omnichannel that makes cryptocurrency
SPENDABLE!

References

<https://www.ibm.com/blogs/insights-on-business/sap-consulting/blockchain-next-big-thing-omnichannel-technology/>

<https://www.grandviewresearch.com/press-release/global-point-of-sale-terminals-market>

<https://www.marketsandmarkets.com/PressReleases/mobilemarketing.asp>