



GeoFounders

White Paper

Draft v0.4

by Shaun Shull

May 2017

Overview of the GeoFounders Project

What is GeoFounders?

GeoFounders is a software collective that creates desktop, mobile and web decentralized applications (dApps) which run atop popular blockchain platforms. Using custom-made middleware, GeoFounder's software can switch between different blockchain networks and, in some cases, operate on more than one network at the same time. This feature allows customers to not only operate GeoFounders software on their preferred network, but also ensures the longevity of the GeoFounders software catalogue and an increase in overall potential customers.

Once application software is created and put into operation, fees are generated through customer usage and are collected into a distribution account. This account can be accessed at any time by those who possess GeoFounder tokens, also called GeoUnits (GUNS). GUNS owners may collect their portion of the earnings based on their percentage of GUNS held versus the total fixed supply. Ten percent (10%) of all fees generated are reserved and cycled back into the process of designing, developing and marketing new software products and services to be added to the collective in order to increase overall fees, users and GUNS token value.

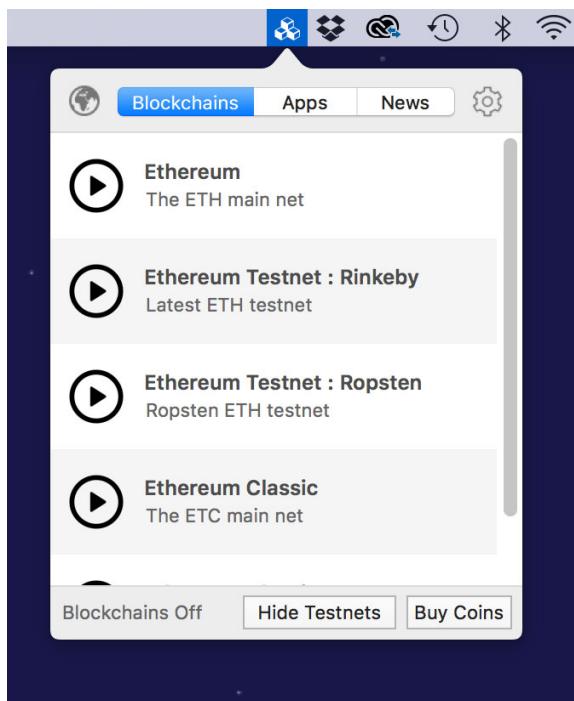
Example: If you own 5% of the total fixed supply of GUNS, then you would be entitled to 4.5% of all earnings.

What is the goal of GeoFounders?

Our primary goal is to create useful and productive software which leverages the unique aspects of blockchain networks and brings substantial returns to our token holders. Our secondary goal is to help promote the understanding and adoption of blockchain technology and to provide software that is simple enough to use for mainstream markets and customers.

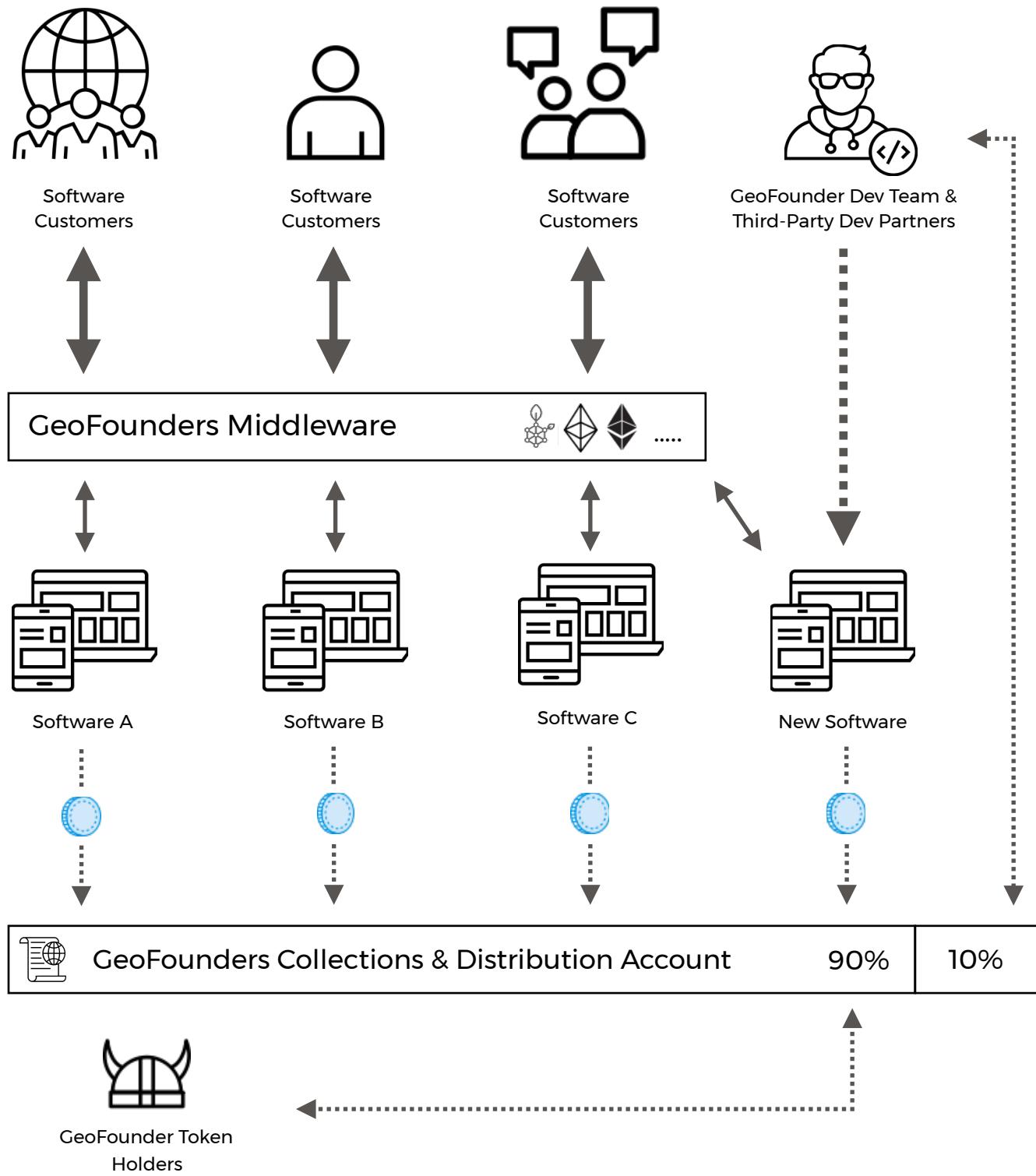
GeoFounders Middleware

GeoFounders middleware software is a crucial part of the GeoFounders development process and software usage. Blockchain platforms are numerous and packed with a variety of features, some the same, some vastly different. The space is new and therefore many experiments are being attempted to figure out which features work best. GeoFounders middleware allows us to shield our software catalogue from this creative chaos by acting as a bridge between the different blockchain networks and the applications. A set of internal communication standards has been developed which allow the applications and middleware to interact with a common and unchanging language while, in the background, the middleware is translating responses and requests from the applications into responses and requests that each particular blockchain platform understands. In essence, the middleware is acting as a reliable translator. Middleware will span across desktop, mobile and web platforms via status bar applications, remote middleware nodes, and web browser plugins.



GeoWrap Status Bar App
The GeoFounders Desktop Middleware

Visual Representation of the GeoFounders Process



GeoFounders Process Explanation

Software Creation

In the beginning, applications are developed by the GeoFounders development team. These applications are developed specifically for use with the GeoFounders middleware software, which acts as a bridge between the various and growing list of blockchain platforms and the application request and response data structure. With the use of middleware, the GeoFounders software can remain platform agnostic.

Software Installation

Through marketing, word-of-mouth, or the GeoFounders application store, people learn about GeoFounders software and install an application. All applications package the GeoFounders middleware providing multiple options to the application user. Sophisticated users may choose to use the middleware to run a separate node for a particular blockchain platform (Ex. Ethereum) while less-technical users may opt to connect to a GeoFounders-hosted public remote node in order to save time. Once connected, the users can operate the software as intended. If the user is new to the cryptocurrency space, tutorial links and options to purchase tokens through third-parties are provided to help them get started.

Software Usage

Once the user begins to use a particular GeoFounders application, fees are collected for certain features. These fees are routed into an Ethereum-based distribution account with a particular set of smart contracts. These smart contracts enable GUNS owners to retrieve their portion of the earnings at any time.

Continued Development and Marketing

Ten percent (10%) of revenue generated by the GeoFounders software catalogue is reserved to continue operating GeoFounders software development and marketing in order to increase overall revenue, users and GUNS token value.

Why should people use GeoFounders software?

Although the space is relatively new and most software requires considerable technical knowledge, the fundamental benefits of blockchain technology is significant and will affect most, if not all, industries. GeoFounders software is lucky enough to benefit from these inherent features, which include:

Feature	Benefit	Plain Language
Decentralization	The collective consensus of nodes keep the system secure.	No government, corporation or individual can take down your data.
Immutability	Records cannot be altered retroactively without the alteration of all subsequent blocks and network collusion.	Data added through the applications can be verified as authentic and untampered.
No or Low Fees	Transactions are typically in place as an incentive to miners when validating bitcoin blocks.	Processing fees are a small fraction of what traditional banks and financial services charge.

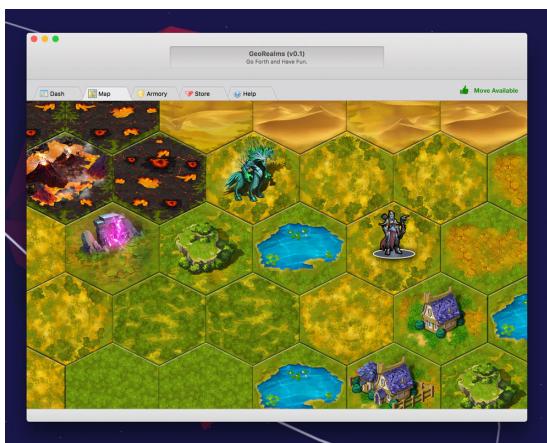
In addition to the built-in features of most blockchain technology, GeoFounders software specifically provides the following benefits:

Feature	Benefit	Plain Language
App Store	GeoFounders software embeds a decentralized app store.	All GeoFounders applications have a store widget that allows the other applications to be downloaded.
Custom Middleware	GeoWrap acts as a bridge between software and blockchain platforms.	The software runs on many different types of blockchains: Ex. Ethereum, Rootstock, Lisk, etc.
Multilingual	GeoFounders software will be translated into over 25 languages.	25 languages will be supported (over time).
Optional Remote Nodes	Mobile and non-technical individuals can use proxy nodes we host.	Software can connect to the blockchain in seconds if you trust GeoFounders servers.

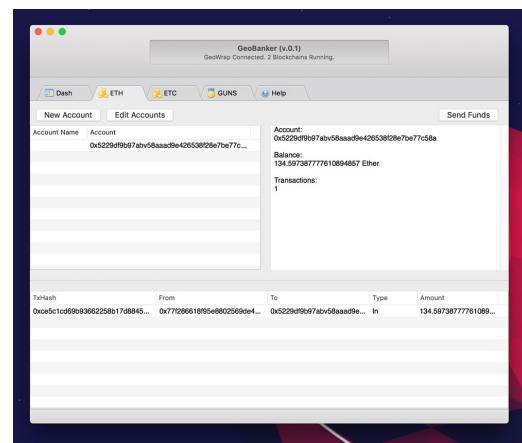
What types of applications will GeoFounders develop?

Like the mid to late 1990's with the emergence of the Internet, we believe blockchain technology is likely to affect every industry. Because of this belief, we are casting a wide net and equally dividing software creation ambitions across the Enterprise, Professional and Consumer spaces.

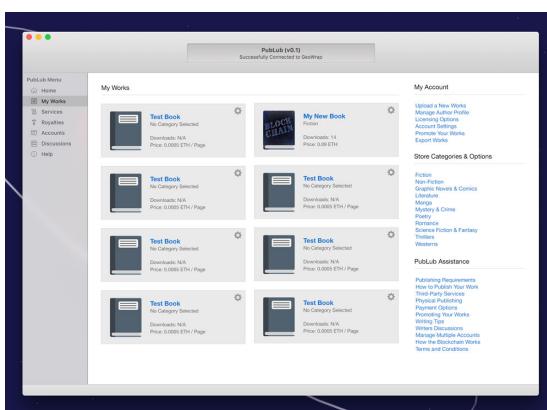
Below are a few of the initial first-round applications that are being developed for the 2017-2018 product cycle:



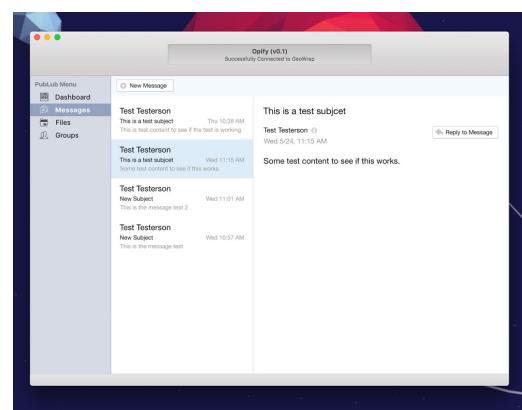
GeoRealms
Fantasy Adventure Game



GeoBanker
Multi-Blockchain Wallet & Financial Tools



PubPub
Complete Digital Publishing Ecosystem

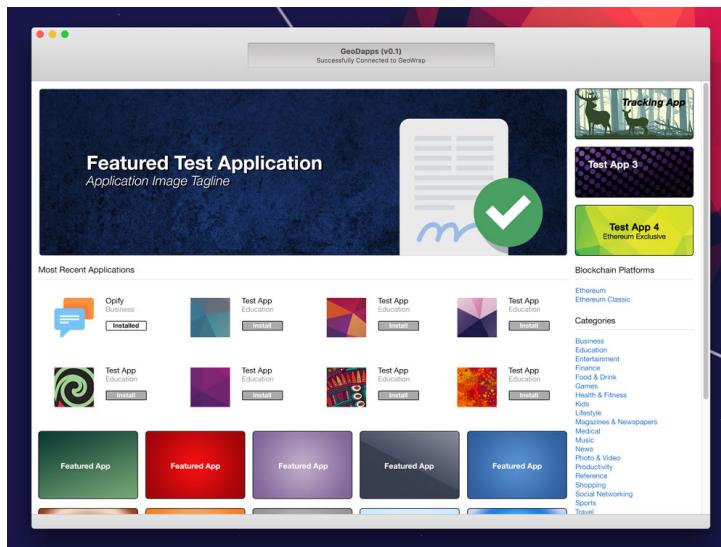


Opify
Business Communication Platform

How will you market GeoFounders software?

GeoFounders will use a mixture of traditional marketing techniques along with creative solutions unique to the blockchain space. We feel there are some very big opportunities available to us to market GeoFounders software to the public. Blockchain technology is currently a very important and exciting topic in the mainstream press and will likely remain so over the next few years as cryptocurrencies such as Bitcoin and Ethereum grow and expand their influence.

Besides campaigns, partnerships and other marketing methods, the biggest driver of new users will likely come from the application stores embedded in all GeoFounders software and GeoWrap. Thanks to the blockchain, GeoFounder software can easily tap into a repository of store information and present a simple application store to all users. Another application store in development is called GeoDapps. This application store has a similar feel to stores such as the macOS App Store or Windows 10 App Store except it caters exclusively to decentralized application created by GeoFounders and third-parties. It is our hope that this store application makes it easier for people to find decentralized software and eventually review and rate said software.



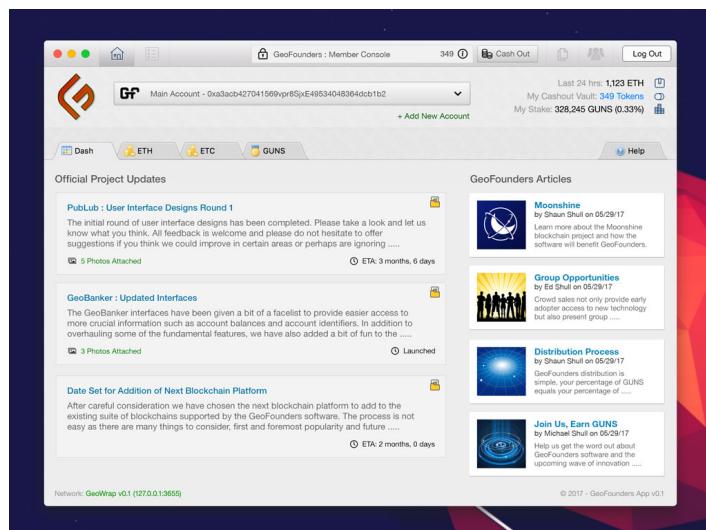
GeoDapps
Application Store for Decentralized Apps

Token Mechanism

GeoFounders tokens have many uses.

GeoFounders tokens, also known as GeoUnits (GUNS), serve multiple purposes. The first purpose is to act as a measurement of “virtual stake” regarding revenue produced by the GeoFounders software catalogue. GUNS tokens are analyzed using a simple formula due to the fixed nature of the GUNS supply. For every GUNS token a person possesses, they receive 0.0000009% of the revenue generated by the GeoFounders software collective. The more tokens you possess, the greater your share of the revenue.

The second purpose of GUNS tokens are to act as a verification mechanism within different GeFounder applications. Depending on the software, this authentication process can provide different services. For example, the primary GeoFounder members application uses token verification to allow communication within the software while other applications provide novelty software rights, such as the ability to name an in-game location within GeoRealms if you can verify an account with 1000 or more GUNS.

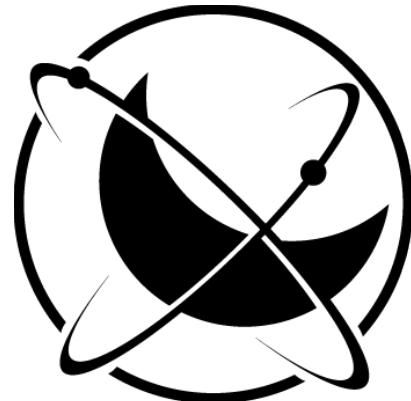


GeoFounder Members Application

Moonshine

A Blockchain Platform for GeoFounders Software Testing

Moonshine is a separate blockchain platform currently under development and scheduled to launch in Q4 2018. Leveraging the future GeoFounders application catalogue, Moonshine will become the testing ground for new applications and updates to existing products. Moonshine will eventually receive access to GeoFounder and partner applications before other blockchain platforms and will provide a valuable and trusted network for the future development and growth of the software collective.



The underpinnings of Moonshine utilize the Ethereum codebase which provide a solid industry-tested platform from which to launch. In addition to the Ethereum codebase, Moonshine implements an array of modifications both unique and from existing blockchain implementations to create an ideal platform for application development, decentralized data storage and multi-blockchain compatibility.

Moonshine Chain

Moonshine, at its core, provides a Proof-of-Stake (PoS) consensus mechanism, a generic pluggable second-tier network for future expansion and the Moonshine Virtual Machine (MVM) which borrows very heavily from the Ethereum Virtual Machine (EVM). The Moonshine chain uses tokens called "shine". This chain secures the network, executes smart contracts and processes all transactions on the platform (except for second-tier middle-hops). The chain is heavily optimized to reduce data size and maintain extremely fast transaction processing. Exploration

into new pruning methods are being reviewed to possibly help reduce the size of the blockchain further to encourage the largest number of possible nodes.

Custom Client Software

At the launch of Moonshine, GeoFounders will release custom client software. This software will embed the features of GeoWrap and GeoDapps to create a universal client application with both curated and uncurated decentralized app store functionality. The design of the client software will focus on ease-of-use for mainstream non-technical participants while still allowing advanced panels for power-users, including a built in scripting capability for node macros. Relays and plugins will be pluggable within the client software.

Relays

Relays are used as 2-way pegs which enable exchange with other blockchain platform tokens. Relays are kept purposely minimal and will likely rely on an array of federated nodes to maintain a 2-way peg with other networks. Relay nodes use the Moonshine second-tier network to reduce blockchain bloat and enable flexible interactions without concern to the main chain. New relays are incrementally added based on demand and the available external resources for each platform. Moonshine will leverage existing relay codebases to accelerate the initial development of relays for the most popular networks.

GeoFounders Involvement

Moonshine will not have an Initial Coin Offering. The initial Moonshine supply will be exclusively available to GeoUnit token (GUNS) holders. A call for token requests will be held on November 1, 2018 where an Ethereum smart contract will verify requests for Shine tokens based on GUNS ownership. If requested, the GUNS owner will receive a 1:1 ratio of Shine tokens which will be built into the genesis block of the

Moonshine platform. The initial Moonshine token supply will be based on the final request tally.

Purpose of Creation

The Moonshine network is being developed as a test network and alternative platform for the GeoFounders application catalogue. Although existing blockchain platforms provide excellent networks, it will be important for GeoFounders to have influence and access to its own network. The network can be used as a means for securing the future of GeoFounders applications as well as ensuring platform-level update capabilities, if needed, without fear of stagnation or resistance from economically opposed entities. GeoFounders software will continue to run on all other supported networks without change.

Existing Resources

Moonshine is built upon a foundation of existing code, protocols and concepts. The majority of the features within the platform exist in some form or fashion on current networks. The goal and challenge for Moonshine is to combine these technologies, many of which are written in different programming languages, into a single, new and functional test network.

Moonshine is still in early development. The initial codebase will be committed to the GeoFounders GitHub account on March 1, 2018 after the development reaches v0.1. The first Moonshine client is being developed in Rust with plans on porting to other languages as development progresses.

GeoFounders Roadmap

The dates below reflect our development and release schedule for the GeoFounders software catalogue assuming our funding goal is met. Most software will be released in a three-phase process; Alpha, Beta and Version 1.0 Release. Alpha software is typically just for testing and demonstration and will likely have a limited user interface, software bugs and may be missing features. Alpha releases are intended to keep the GeoFounders community involved in the ongoing development process. Beta releases are more polished and contain the majority of features and user interface elements. This version of the software is intended for extensive testing in order to finalize the final release. Version 1.0 release of GeoFounders software will be the recommended software for standard users. This software is ready for production use with real cryptocurrency tokens.

Development & Release Schedule 2017-2019:

- July, 2017 : GeoWrap Optimization
- August, 2017 : Alpha Release of GeoRealms
- August, 2017 : Alpha Release of GeoBanker
- September, 2017 : Beta Release of GeoJournalist
- October, 2017 : Alpha Release of GeoDrawer
- October, 2017 : Release of Version 1.0 of GeFounder Members App
- November, 2017 : Alpha Release of Willmorrow
- November, 2017 : Release of Miscellaneous GeoFounders Web Tools
- December, 2017 : Beta Release of GeoBanker
- December, 2017 : Beta Release of GeoRealms
- December, 2017 : Alpha Release of PubLub
- January, 2018 : Alpha Release of Opify
- January, 2018 : Alpha Release of GeoDapps
- January, 2018 : Beta Release of GeoDrawer
- February, 2018 : Version 1.0 Release of GeoBanker

- February, 2018 : Version 1.0 Release of GeoJournalist
- February, 2018 : Beta Release of Willmorrow
- March, 2018 : Release of 2018-2019 App Schedule
- March, 2018 : Beta Release of GeoDapps
- March, 2018 : Beta Release of PubLub
- April, 2018 : Start of the Mobile Initiative
- April, 2018 : Version 1.0 Release of GeoRealms
- April, 2018 : Beta Release of Opify
- May, 2018 : Version 1.0 Release of GeoDapps
- May, 2018 : Version 1.0 Release of GeoDrawer
- June, 2018 : Version 1.0 Release of PubLub
- July, 2018 : Version 1.0 Release of Willmorrow
- August, 2018 : Version 1.0 Release of Opify
- August, 2018 : Start of Mobile Beta Releases
- September, 2018 : Start of Four Month Optimization Process
- October, 2018 : Moonshine Testnet
- November, 2018 : Updates to Web Tools
- December, 2018 : Start of Mobile Version 1.0 Launches
- February, 2019 : Moonshine Launch
- February, 2019 : Version 2.0 Release of GeoDapps
- February, 2019 : Start of Release Cycle for Apps in 2018-2019 Schedule
- March, 2019 : Version 2.0 Release of GeoJournalist
- March, 2019 : Version 2.0 Release of GeoDrawer
- April, 2019 : Version 2.0 Release of GeoBanker
- May, 2019 : Version 2.0 Release of GeoRealms
- May, 2019 : Version 2.0 Release of PubLub
- June, 2019 : Version 2.0 Release of Willmorrow
- July, 2019 : Version 2.0 Release of Opify
- September, 2019 : Application Schedule Announcements and Release Cycle
- November, 2019 : Version 2.0 of GeoFounder Member Application with New Governance-Related Tools, Start of Discussion Regarding GeoFounders Org

Long-Term Objectives

The long term objectives of GeoFounders are as follows:

- **Create Highly Useful and Productive Software**

We want to eradicate the “what can you do with it” argument related to blockchain software. Our primary goal is to create software that people prefer to use and enjoy, and we believe blockchain networks can help us achieve this goal. An always available, economically plugged-in, decentralized data store network makes our software much more powerful than a proprietary centralized system in most scenarios. We intend to exploit every advantage as it relates to blockchain features.

- **Change Industries**

We love niche software that accommodates a specific group of users but the most exciting software are those which can change the way people communicate, work or stay organized. This is why we are working on applications such as Opify and PubLub. We want to use the blockchain to disrupt entire industries and change the way things are done. Thankfully this technology gives us that opportunity to attempt just that.

- **Create Value for Those Who Put Their Faith In Us**

We are laser-focused on creating value for our token holders. We want GeoUnits to be a premium token that people wish to hold long term and collect earnings from. This is why our initial development cycle include multiple methods of discovering, installing and launching new applications and why many of our applications have very clear and defined paths to fee collections that benefit both the users of the software and our token holders.

GeoFounders CrowdSale

Crowdsale Information

Crowdsale Date and Pricing:

June, 2017 : For specific date and pricing please refer to the ICO Website at the bottom of this document.

Total Fixed Supply:

100,000,000 GeoUnits (GUNS)

Crowdsale Cap and Payment Method:

Cap: 65,000,000 GUNS (65%)

Payment: ETH

Funding Goal:

10,000 ETH (Currently about \$2.5 million USD)

Token Symbol for GeoUnits:

GUNS

Notes:

GeoFounders software supports many different blockchain platforms. As a matter of convenience, we have chosen Ethereum (ETH) as the platform from which the primary distribution contracts and token management software operate. We felt separating the concerns across platforms would make management and coordination untenable.

Use of CrowdSale Funds

Funds that are raised will go towards the following for GeoFounders:

Team Leads:

The current ratio of team lead versus application is 1:4. Additional trusted team leaders would be added to GeoFounders to lower the ratio to 1:2 and for some of the more ambitious applications 1:1.

Design:

A few reliable professional designers will be brought in-house to expedite the creation of game assets and to improve user experience and interface design across all applications.

Marketing & Public Relations:

We intend for version 1.0 of our product catalogue to compete with mainstream products in the market. To accomplish this task we will utilize a combination of traditional and unique marketing campaigns to get the word out. Campaigns will remain within very tight budget constraints.

Business:

The blockchain space is extremely new, enabling many potential development and partnership opportunities.

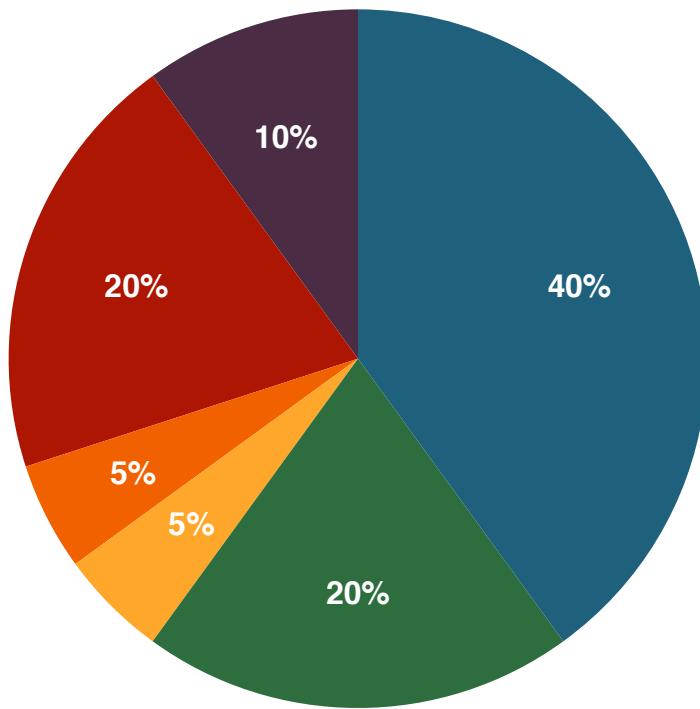
Capital Reserve:

Some capital will be kept in reserve for bootstrapping the initial application catalogue development. A portion of the funds are allotted for potential acquisition/acqui-hire opportunities and group opportunities that benefit the entire collective.

Capital Distribution Chart:

Crowdsale Accounts:

- Development
- Marketing
- Legal
- Biz Dev
- Design
- Reserve



The crowdsale funds will be divided into six Ethereum accounts representing the different aspects of the business, as depicted in the chart above. By dividing these funds in this manner we can more easily track where, when and for what the funds are being used on.

GeoFounders Token Holder Payout

More Details Regarding GUNS Payouts

Distribution:

Distribution is determined based on GUNS ownership, with 10% of revenue allotted towards continued development. Example: If you own 5% of the total GUNS supply then you will receive 4.5% of the collected profits.

Non-Ethereum Payouts:

Tokens collected on non-Ethereum platforms will be liquidated on a bi-weekly basis into ETH and transferred into the collective distribution contract. Members have the option to use the GeoFounder application (ETA October, 2017) to specify accounts for other platforms and have their earnings in these tokens routed to their native accounts instead of liquidation.

Autonomous Collections:

GeoFounders utilizes Ethereum smart contracts to hold GUNS token holder earnings until their request. Due to the nature of smart contracts, funds are not routed to accounts and instead must be requested by the token holder.

Manual or Periodic Collections:

Some GeoFounders software will have manual or semi-manual fee collection processes. When necessary, funds collected through this process will be transferred to a trusted oracle, then liquidated and routed to the GeoFounders distribution contract.

Transparency:

Transparency will be employed regarding any interactions with GeoFounders funds not immediately visible in the blockchain.

GeoFounders Team

Business & Marketing Team Lead



Edward Shull is a former senior analyst at Morgan Stanley and a veteran of the banking and web startup industry. For the past decade Mr. Shull has operated a boutique web consultancy called USWeb with clients ranging from Forbes and Dow Jones to ABN AMRO Bank and Nasdaq.

Mr. Shull's past experience makes him uniquely qualified in the blockchain space for he has worked in a variety of positions within financial service and Internet startup organizations. Such experience includes working in customer relations for Chase Bank, as a loan officer for a small Chicago lending firm, in a Silicon Valley startup incubator and as a senior analyst for Morgan Stanley specializing in CRM software.

Mr. Shull became interested in the blockchain space after investing in the Ethereum ICO and participating in numerous discussions regarding blockchain technology and its potential for financial service applications. Mr. Shull studied computer science and marketing at Harvard University. During his free time, Mr. Shull enjoys writing, spending time with his son Michael and listening to the heavenly music of the 80's.

Programming Team Lead



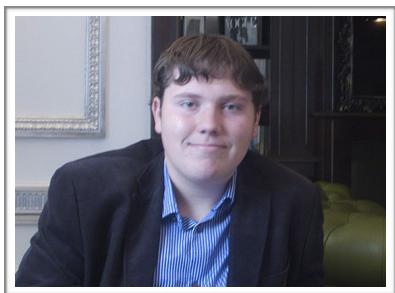
Shaun Shull is a senior programmer with over 20 years experience in the software industry. For the past decade Mr. Shull has worked as the lead developer for USWeb, a family-run web consultancy.

Mr. Shull began his programming career at the age of 14, learning Perl and writing his first commercial program for a small advertising business. After high school in the late 90's, Mr. Shull moved across the country to Silicon Valley where

he gained valuable knowledge and experience working for many high-profile companies such as 3Com, Oracle, Visa and numerous web startups.

In 2003 Mr. Shull joined USWeb and lead development for important clients including CNET, Hachette Filipacchi and Booz Allen Hamilton. During Mr. Shull's research efforts he discovered Bitcoin and the fascinating technological concepts behind it. Although missing out on Bitcoin, this fascination would eventually lead to Mr. Shull's investment into the Ethereum crowd sale and the creation of his own crypto-portfolio management software. This software would become the foundation of GeoFounders.

Game Design Team Lead, Programming & Marketing Support



Michael Shull is a software programmer and web developer with a strong passion for Bitcoin and related blockchain technologies. Mr. Shull is a recent graduate of Harvard University with a Master's degree in Liberal Arts with a focus on Digital Media Design. His other credentials include a Bachelor's degree in Communications from UNLV and a Certificate in Web Technologies from Harvard University.

While getting an education, Michael worked as a junior programmer, web developer and Unity/Unreal game designer at USWeb alongside his father and cousin. At USWeb he was responsible for assisting with content management software programming, video production and general web development tasks.

Mr. Shull became interested in the blockchain space during his last two years at university. For his final Capstone project, Mr. Shull programmed a cross-platform blockchain-based address book application that required no third party hosting service or technical expertise to operate. This project sparked his continued fascination with blockchain technology and its potential to change the world.



Alex Barlow

Partner

Robins Cloud Law Firm



Chris Kissel

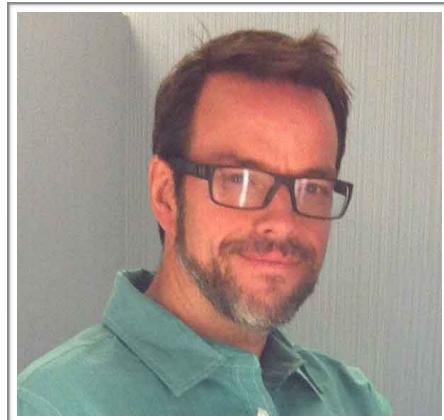
Senior Analyst of Cyber Security

Frost & Sullivan



John Law

Network Manager & Senior
Programmer
Holley Performance Products



Danny Roberts

Graphic Designer, International
Gaming Technologies (IGT) &
Former Designer for Jet Set
Games

Terms & Conditions

Warning: GeoFounders is a high-risk pre-sale purchase. Do not purchase GeoUnit Tokens (GUNS) without fully understanding the products being sold and the risks associated with blockchain-related software and cryptocurrency pre-sales.

Ownership of GeoUnit Tokens (GUNS) carries no rights express or implied. Purchases of GeoUnit Tokens (GUNS) are non-refundable. Purchasers should have no expectation of influence over governance of the platform.

By participating in the sale of GeoUnit Tokens (GUNS), you expressly acknowledge and represent that you have carefully reviewed the Terms and Conditions and fully understand the risks, costs, and benefits of purchasing GeoUnit Tokens (GUNS) and agree to be bound by these Terms. As set forth further below, you further represent and warrant that, to the extent permitted by law, you are authorized to purchase GeoUnit Tokens (GUNS) in your relevant jurisdiction, are of a legal age to be bound by these Terms, and will not hold GeoFounders, its parent and affiliates, the officers, directors, agents, joint ventures, employees and suppliers of GeoFounders, now or in the future and any other member of the GeoFounders Team (collectively the "GeoFounders Parties") liable for any losses or any special, incidental, or consequential damages arising out of, or in any way connected to the sale of GeoUnit Tokens (GUNS).

The GeoUnit Tokens (GUNS) purchase price is exclusive of all applicable taxes. You are responsible for determining what, if any, taxes apply to your purchase of GeoUnit Tokens (GUNS), including, for example, sales, use, value added, and similar taxes. It is also your responsibility to withhold, collect, report and remit the correct taxes to the appropriate tax authorities. We are not responsible for withholding, collecting, reporting, or remitting any sales, use, value added, or similar tax arising from your purchase of GeoUnit Tokens (GUNS).

By transferring Ether to the GeoUnit Tokens (GUNS) address, you represent and warrant that:

- You have read and understand these Terms;
- You have a sufficient understanding of the functionality, usage, storage, transmission mechanisms and other material characteristics of cryptographic tokens like Bitcoin and Ether, token storage mechanisms (such as token wallets), blockchain technology and blockchain-based software systems to understand these Terms and to appreciate the risks and implications of purchasing GeoUnit Tokens (GUNS);
- You understand and acknowledge that title to, and risk of loss of, GeoUnit Tokens (GUNS) you purchase from Company and receive from the Smart Contract System passes from Company to you.

Contact Information

Phone and Email

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staff@geofounders.com

Website

<http://www.geofounders.com>

ICO Website

<http://www.geofounders.com/ico/>

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Blog: <https://medium.com/@geofounders>

Facebook: <https://www.facebook.com/geofounders>

Twitter: <https://twitter.com/geofounders>

Youtube: <https://www.youtube.com/channel/UCuU1g4JLAnl2baSAPq1DxHw>