



**PROJECT:** GATCOIN  
**TOKEN:** GAT  
**WEBSITE:** [www.gatcoin.io](http://www.gatcoin.io)



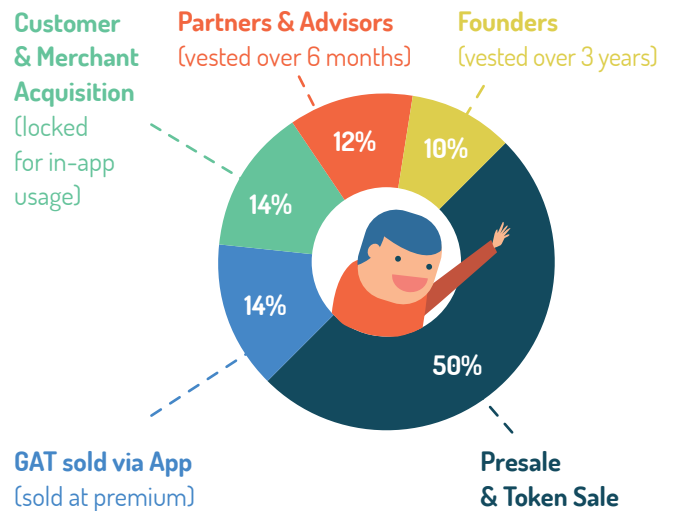
**PROBLEM SOLVED:** Currently 76% of loyalty & reward points (“shopping incentives”) are simply not being used. This 320 billion USD industry (Nielsen, 2017) is just waiting to be disrupted. GATCOIN creates a win-win-situation: Companies can save a huge amount of costs while achieving a higher customer acquisition rate. Consumers will be able to trade their unwanted points and coupons for those of their favorite brands – or sell them for crypto or fiat.

GATCOIN is the first blockchain based rewards market for consumers and merchants. And there is much more to it.



## TOKEN SALE FACT SHEET

Hard Cap	US\$14.5m
Total Token Supply	1b GAT
Token Sale Price	1 ETH = 14800 GAT
Total Tokens for Sale	500m GAT
Token Sale 2nd week	150m GAT
Token Sale 1st week	150m GAT
Presale	200m GAT
Individual Cap	-
ERC20 Token	Yes
Timeline:	Dec 17 - Jan 7: Presale Jan 14 - Jan 21: Token sale 1st week Jan 21 - Jan 28: Token sale 2nd week Sale Closes: When Hard Cap of US\$14.5m is reached in ETH equivalent or January 28, 2018



### Use of Proceeds

- Product development and engineering
- Marketing and market adoption and user acquisition
- Operations
- Execution of expansion strategy (see details in Whitepaper chapter „Use of Proceeds“)

# PROJECT OVERVIEW

## Sector

The size of the sector in which GATCOIN operates is 320 billion USD. Tokenizing rewards and loyalty points have always been one of the top use cases for blockchain. It adds liquidity to unwanted and not used reward points, while drastically reducing operational costs for companies.

## Partnerships & Client Base

GATCOIN has secured a major anchor client. COTOCO in Japan, a mobile gift certificate service. COTOCO is managing the reward programs and shopping incentives for 21 major brands with a network of over 30,000 retail stores.

“GATCOIN HAS HUGE POTENTIAL TO CONSOLIDATE AN INCREDIBLY FRAGMENTED REWARDS MARKET”

– Hans Lindroth, CEO Entry Point Consulting

## Unique Technology

GATCOIN has a patent-pending technology that will make it the only company worldwide able to airdrop cryptocurrency into users' wallets based on their geolocation. This is highly relevant in retail and creates a major competitive advantage against competitors in the field. Details [here](#).

## Token Economics

GATCOIN's success is directly linked to community success:

- Via the token utility (see chapter “GAT” in the [Whitepaper](#)). Increased adoption directly causes large amounts of GAT to be locked.
- Via reselling at a premium: GAT will be sold via the GATCOIN app once it is live. It will be sold at a premium above the market price, at least 3x token sale price. GAT will be rebought via exchanges and resold via the app.
- Via holder incentives that will reduce circulating GAT supply in a similar way to master nodes (see chapter “GAT holder incentives”).

## Team & Vesting

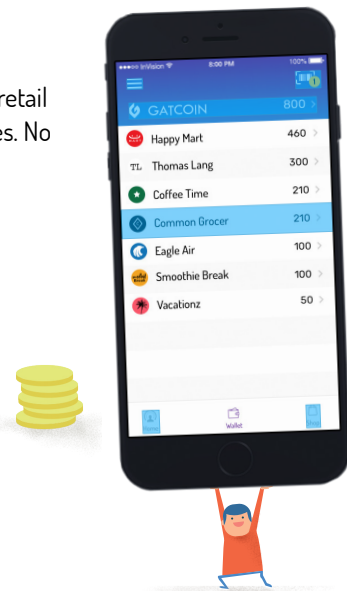
Founder & CEO Simon Cheong is a former world banker with excellent connections in the retail and crypto sector. The core team members have been working with each other for decades. No surprise that team tokens are vested over 3 years.

## Token Sale

- Low hard cap (US\$14.5m)
- Fair token distribution
- No big bonuses lead to limited downward risk
- Unsold tokens redistributed to token sale participants

## Demo & Prototype

Demo available [now](#), prototype planned before public token sale.



**ABOUT TEN 8:** [Ten8.io](#) is a one stop shop for crypto startups looking to raise funds via token sales. The full service agency is compiled of experts from all relevant fields such as business consulting, tokenomics, blockchain technology, marketing, PR, security and legal. “Ten8 approved” is an exclusive analytical report, presenting fully vetted, high quality projects.