

# GIVING BACK LITE PAPER v1.3

## Contents

1.	Who is Giving Back?	2
1.1	Team	2
2.	Introduction	2
2.1	Originality – Problem solved	3
2.2	Business Premise	3
2.2.1	Market and key figures	3
2.2.2	Marketing Strategy	4
2.2.3	Competition	4
2.3	Use cases	4
2.3.1	Philanthropy & Smart Charity	4
2.3.2	Positive Social Impact Projects	4
2.3.3	Investment Opportunities	5
2.3.4	Brands, advertisement & Product Placement, and Partnerships	5
2.3.5	Gaming	5
2.3.6	Some Users' Stories	6
2.3.7	Donating or Investing: <b>Profitable Charity</b> Explained	7
3.	Tokenomics	7
3.1	Golden Hearts program	8
3.2	Revelation Tokens	8
4.	Security and Audit	9
5.	Governance & Dare Retro DAO	9
5.1	Presentation	9
5.2	Quadratic Voting	9
6.	Gaming Universe	9
7.	Roadmap	10

# 1. Who is Giving Back?

## 1.1 Team

<u>Jean-Laurent Tari</u> President & Co-founder	Consultant for large companies since 1995 both in the industrial and financial sectors, he developed his skills in finance for the past 20 years and in cryptocurrency technologies since 2014. He is also a blockchain advisor for companies trying to enter the crypto space and for crypto projects in need of tokenomics design.
<u>Andre Rodocanachi</u> Secretary of the association	André has gathered over 20 years of International Marketing & Sales experience in various industries from Automotive to Luxury. Especially knowledgeable about omnichannel sales and digital transformation, André has participated in setting up and launching e-Commerce businesses for major players such as <u>Fendi</u> and <u>Steelcase</u> .
<u>C Darius Delaunay-Driquet</u> Designer & Co-founder	Darius' career has thus far led him to work in strategic positions for a wide range of industries from the Champagne traditions to the most advanced technologies in the fields of robotic and nuclear power.
<u>Jeanne van Wyk</u> Chief Marketing Officer & Co-founder	Journalism and business ownership after law and business design studies. 28 years as a public-listed client CMO and agency strategic planning director developing brand portfolio strategies for varied worldwide clients. Deep consumer insights, brand building, competitive company positioning.
<u>Irma Chantily</u> Operating Director & Co-founder	Irma has always finds passion in advocating social justice, whether through photography, the arts and creative economy, co-working sector, or through sustainable tourism and business. The layers of work Irma does just build solidly upon each new venture she is on. Irma is coming to GIVING BACK strong of her Partner position at Konstelasi Accelerator - Supernova Ecosystem.
<i>Confidential</i> Chief Financial Officer	Financial advisor, he has a bachelor's degree in Management and a Master's degree in Finance from the universities of Lausanne and Geneva. He developed a passion in 2014 for crypto currencies which in his opinion will take on enormous importance in the financial system of tomorrow.
<u>Kevin Arbouin</u> Chief Technical Officer	Accomplished CTO with over 25 years of experience establishing and implementing operational strategies to drive organizational growth and optimal exploitation of emerging technology for major companies (IBM, Airbus, Air France, Orange). Expertise in application development, management and P&L, in a variety of industries, agencies and startups.

## 2. Introduction

A platform for ESG ethos projects, driven by fintech and blockchain entrepreneurs, readdresses philanthropy with enhanced transparency and efficiency. The objective is a transformative, tech-driven philanthropy with initiatives expected to reach a projected net value of \$11.6M and \$600M under management within five years.

Quadratic voting, blockchain, decentralized currency, NFTs, and P2E constitute the Giving Back ecosystem. We're promoting profitable generosity, seeking to improve financial systems for low-profit and non-profit organizations by uniting diverse stakeholders.

This initiative is not just another crowdsourcing option: Giving Back establishes a brand-new concept: **Profitable Philanthropy**. It aims to inspire financial contributions for such causes, blending investment and charitable motives.

# GIVING BACK LITE PAPER

## 2.1 Originality – Problem solved

Giving Back strives to turn non-profit efforts into profitable ventures. This is achieved by offering a unique set of charitable services, creating a comprehensive project framework for communication, funding, and legislation, developing an open and transparent blockchain-based funding mechanism, and enabling the exchange of donations for NFTs resulting from the involvement of sponsors. This platform assures donor funds reach intended beneficiaries without central administration, unifies project capabilities to increase marketing, and reduces expenses through economies of scale.

## 2.2 Business Premise

Inspired by optimism and technology, our visionary venture wants to change charity. Secrecy and significant operational costs need system modification. Decentralized, transparent, and efficient charity is the goal using blockchain and decentralized finance.

The premise is to turn a loss-making donation into a profitable and useful investment opportunity! Thus, each SDG\* project, regardless of its size or means, is valued separately but nevertheless benefits from economies of scale, the reputation and marketing efforts of the whole ecosystem, while having access to cutting-edge tools. In addition, Giving Back's partner [Seed Incident@](#) is developing a complete NFT-based "Play to Earn" game universe allows people to interact with the result of their investment and become active players.

\* The Sustainable Development Goals (SDGs) aim to transform our world. They are a call to action to end poverty and inequality, protect the planet, and ensure that all people enjoy health, justice and prosperity. It is critical that no one is left behind.

### 2.2.1 Market and key figures

- Global GDP is approximately \$85 trillion, with the U.S. contributing \$21 trillion and Europe \$16 trillion. The remaining countries account for \$48 trillion. U.S. donors give 1.1% of GDP, while Europeans contribute around 0.15%, reflecting a wealth distribution skew. Assuming the rest of the world gives half of Europe's percentage, it amounts to approximately \$36 billion, making the total market size at least \$291 billion.
- Another study mentions \$329 billion, with a probable increase to \$458B by 2025.
- The charity sector is rapidly expanding, comprising a diverse market with varied geographical, legal, and technical requirements. There are millions of players, including over 40,000 NGOs and numerous unregistered charities, often due to their small size or financial motives.
- We observed crypto currency owners for months to determine their motivation to "give back." Early cryptocurrencies users have made substantial earnings and want to contribute some to charity.
- Our primary market is cryptocurrency early adopters. The secondary market is composed of any individual operating in the crypto market and looking for a fun way to gain money.
- Charities are growing, but market needs differ. Giving Back targets early bitcoin users globally. Focusing on global SDGs, Giving Back launches initially in Switzerland due to its favorable legislative climate for NGOs and cryptocurrencies, following a common trend in humanitarian initiatives. With 16,000 crypto wallets holding over 100 BTC and 6,000 with over 1,000 Eth, our primary donor market comprises at least tens of thousands individuals who have made significant profits in the crypto space.
- Blockchain games like PixelMon, which sold 7,800 NFTs for \$70M on opening day, generally see exponential sales increase after that.
- SDG-focused organizations, expected to reach \$450 billion by 2025, have varying geographical, legal, and technical needs. There are about 40,000 NGOs and unknown charities while many global SDG solutions are single goal. Donors have little control over fund allocation and have trouble identifying programs they like. Giving Back aims for tighter expenditure limits, provides transparency, efficiency, and accessibility via blockchain-supported accounting, a service framework for small initiatives, and donor incentives.

# GIVING BACK LITE PAPER

## 2.2.2 Marketing Strategy

The following strategic concepts will be implemented at market launch and throughout the project life:

- Successful website and mobile app, including adverts, contests, and blogging. These DMS metrics must be followed throughout the project:
  - Universal Engagement: brand awareness, reputation, purchase intent, customer satisfaction, lead generation, website searches, app downloads, and brand confidence.
  - Financial: number of transactions, market share, customer lifetime value, customer retention, ROI, conversion rate, revenue.
- Social Media:
  - Universal engagement: brand awareness, brand reputation/loyalty, net promoter score, leads.
  - Financial: return on ad spending, conversion rate, revenue, influencer customer retention.
- Promotion through Influencers:
  - Social media influencers and celebrities and professionals backing the idea.

## 2.2.3 Competition

No platform or solution generates revenue from SDG-related game investments. Market research and crypto currency owner interactions serve a demand. Few frameworks of services exist to help launch such attempts. NFTs are novel, hence our investigation revealed few alternatives that offer people practical NFTs. Profitable philanthropy is an untapped market begging to be developed.

## 2.3 Use cases

### 2.3.1 Philanthropy & Smart Charity

Donors have little control over their donations and have trouble finding organizations that suit them because the charity landscape is generally single goal. Some platforms allow many initiatives to be supported, but firms like [GoFundMe](#) can assert control and face external pressures.

Cryptocurrency has been explored for charity, either through crowdfunding systems that accept cryptocurrency donations or by creating donation tokens with no meaningful added value. To the contrary, Giving Back is a comprehensive charity framework that benefits all stakeholders.

As donations increase, NFTs become stronger and more unique, and can even be turned into physical products to display their generosity. The ecosystem's tokens (GBKs) allow owners to vote on DAO initiatives and administer their endowments. Unlike many humanitarian crypto efforts, GBKs have real value without benefiting the project's founders because they cannot be sold.

### 2.3.2 Positive Social Impact Projects

Giving Back aims to provide a framework and ecosystem for projects focused on positive social impacts and that struggle to secure funding, whether due to long-term profitability goals or non-profitable business models. It attracts various entities like collectors, gamers, brands, and investors. The framework simplifies projects launch and communication, reducing costs, and enables smaller projects to be sponsored by larger organizations, validating their value to the community while maintaining transparency in revenue-sharing arrangements.

There is also an advantage to using a crypto environment to launch charitable projects: many people in this space have made a fortune and have a kind heart, but often lack a trustworthy recipient of their generosity.

Proof of that? [Here](#), [here](#), [here](#), and [here](#).

# GIVING BACK LITE PAPER

## 2.3.3 Investment Opportunities

Investors have three ways to profit from investing into this ecosystem: they can sell or lease their NFTs, they can stake their GBK tokens to the Management Fund, or they can buy Revelation tokens and stake them, to gain a share of the distributed rewards coming from the games' revenue.

## 2.3.4 Brands, advertisement & Product Placement, and Partnerships

The whole Giving Back ecosystem was designed to allow brands participation from the get-go. We think it is impossible to change the world without those who are shaping it, and we also know that a good heart and the nicest intentions are not sufficient to pave the way to a brighter future.

Giving Back offers an innovative advertising solution for brands, where users get rewarded for their relation with them, be it through in-game ads, NFTs, collectibles, or specifically designed quests. Sponsors can also be recognized as official supporters of projects, enhancing their marketing efforts. Sponsored tournaments and the option to purchase Revelation tokens at a low price for future distribution provide additional benefits.

Sponsors can fund Giving Back, brand-align in ads, promote in games, and acquire GBK tokens to give to sponsored initiatives, supporting their ESG aims.

## 2.3.5 Gaming

### **Kafka Effect: A Dystopian Adventure**

Year 2062. Earth.

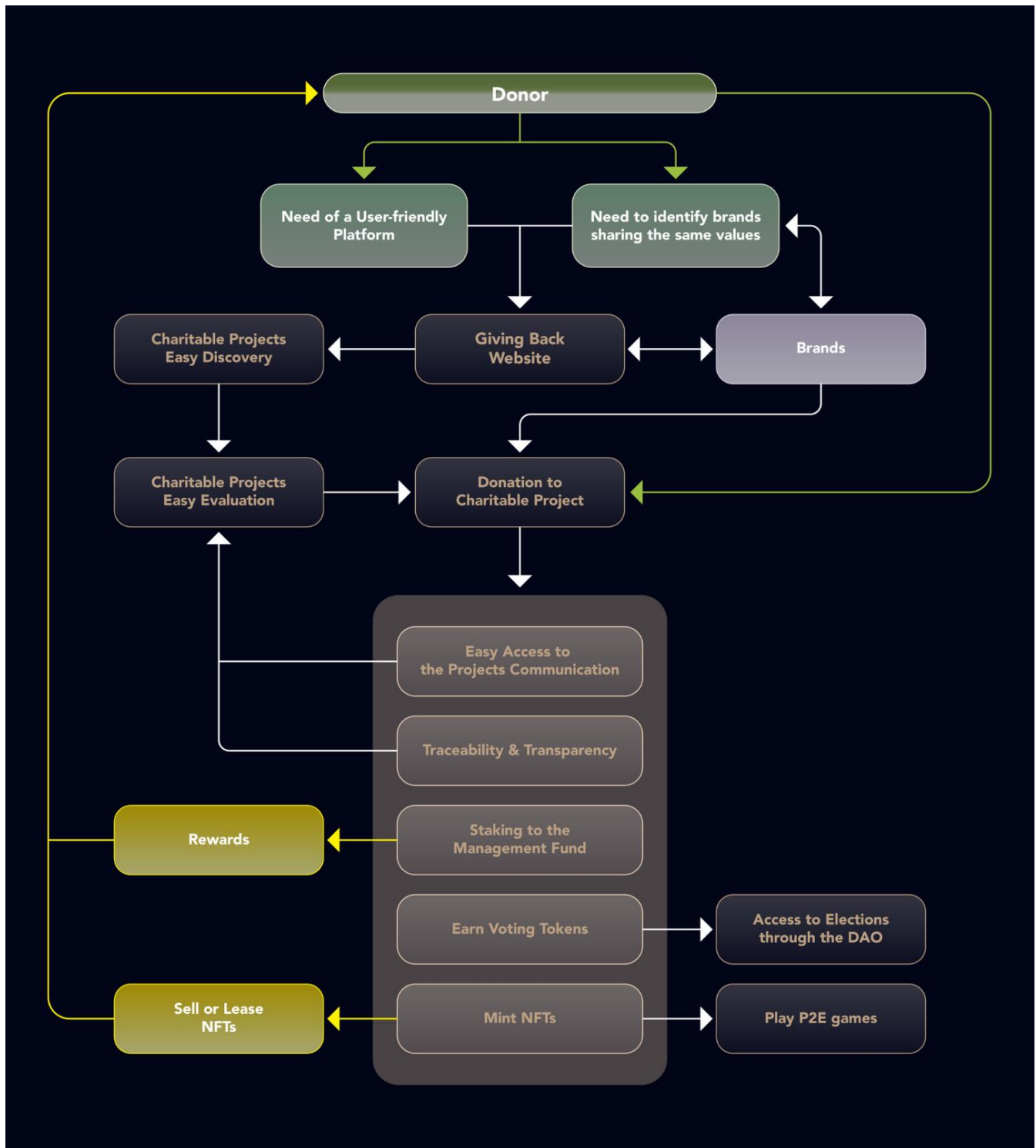
In a world reshaped by advanced technology and mysterious forces, survivors uncover profound changes in humanity and the universe. People with strange powers emerge, androids gain consciousness, and forgotten knowledge resurfaces, sparking new questions about life and existence. Players will form teams of adventurers, each driven by unique goals -whether seeking power, helping others, or uncovering the mysteries of "The Essence."

In Kafka Effect, an immersive Play-to-Earn MMORPG, players' choices shape the fate of a world rising from the ashes of the old. They battle formidable foes, explore ancient secrets, and tackle philosophical dilemmas in a richly evolving world. Their NFTs -characters, gear, and assets- are theirs to trade, rent, or auction, growing in value as they become compatible with future games.

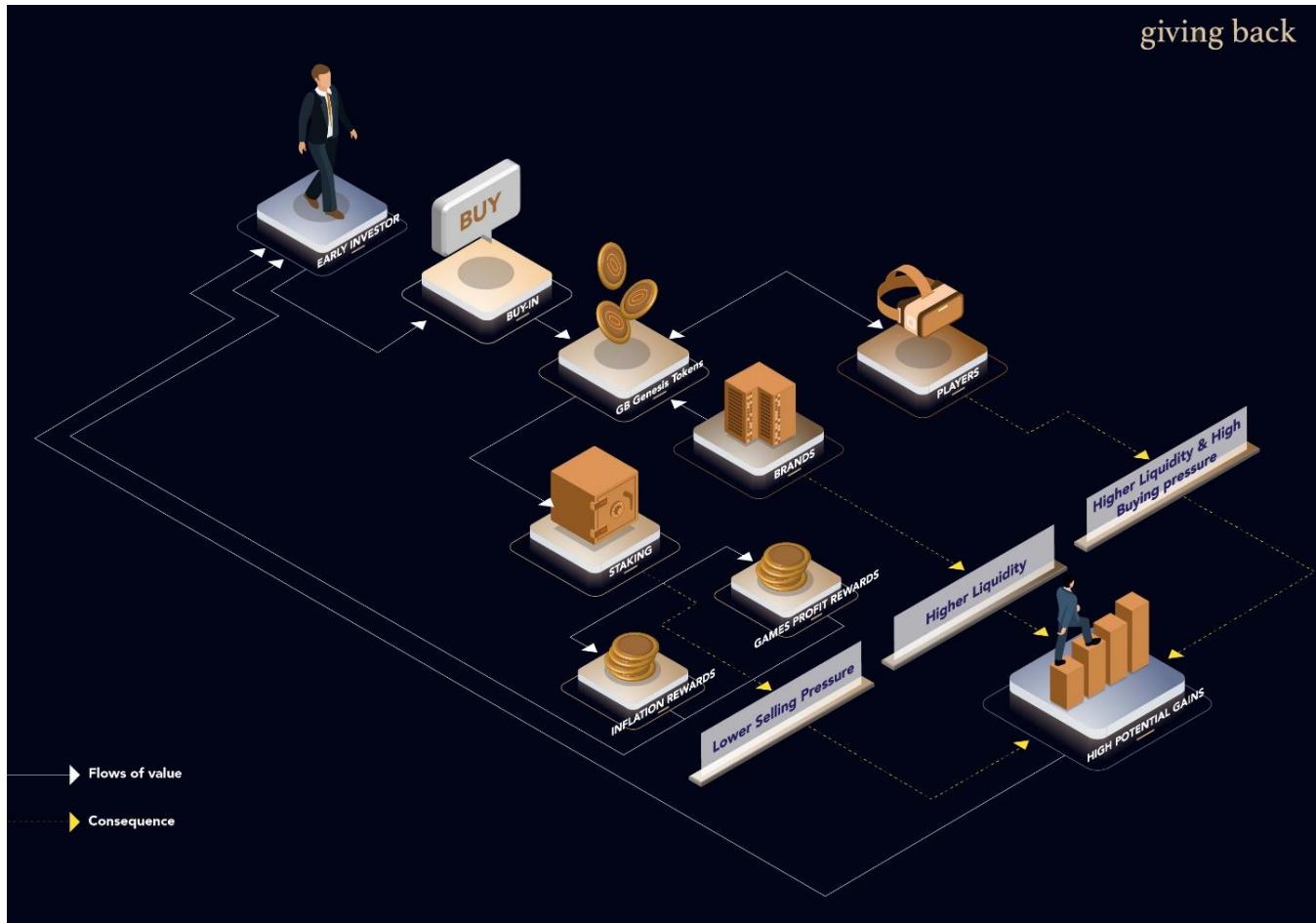
With each new season, the game expands, offering opportunities to build cities, shape economies, and eventually explore outer worlds.

# GIVING BACK LITE PAPER

## 2.3.6 Some Users' Stories



# GIVING BACK LITE PAPER



## 2.3.7 Donating or Investing: *Profitable Charity* Explained

Money invested in GBK is permanent, the token is not exchangeable. Instead, the purchase process is as follows: Donors buy GBKs that they can allocate to charitable projects. Charity donors receive NFTs which strength is proportional to their GBKs. P2E players can buy or hire NFTs to advance, and sponsors wanting visibility and product placement bring value for players to earn their way through the metaverse.

## 3. Tokenomics

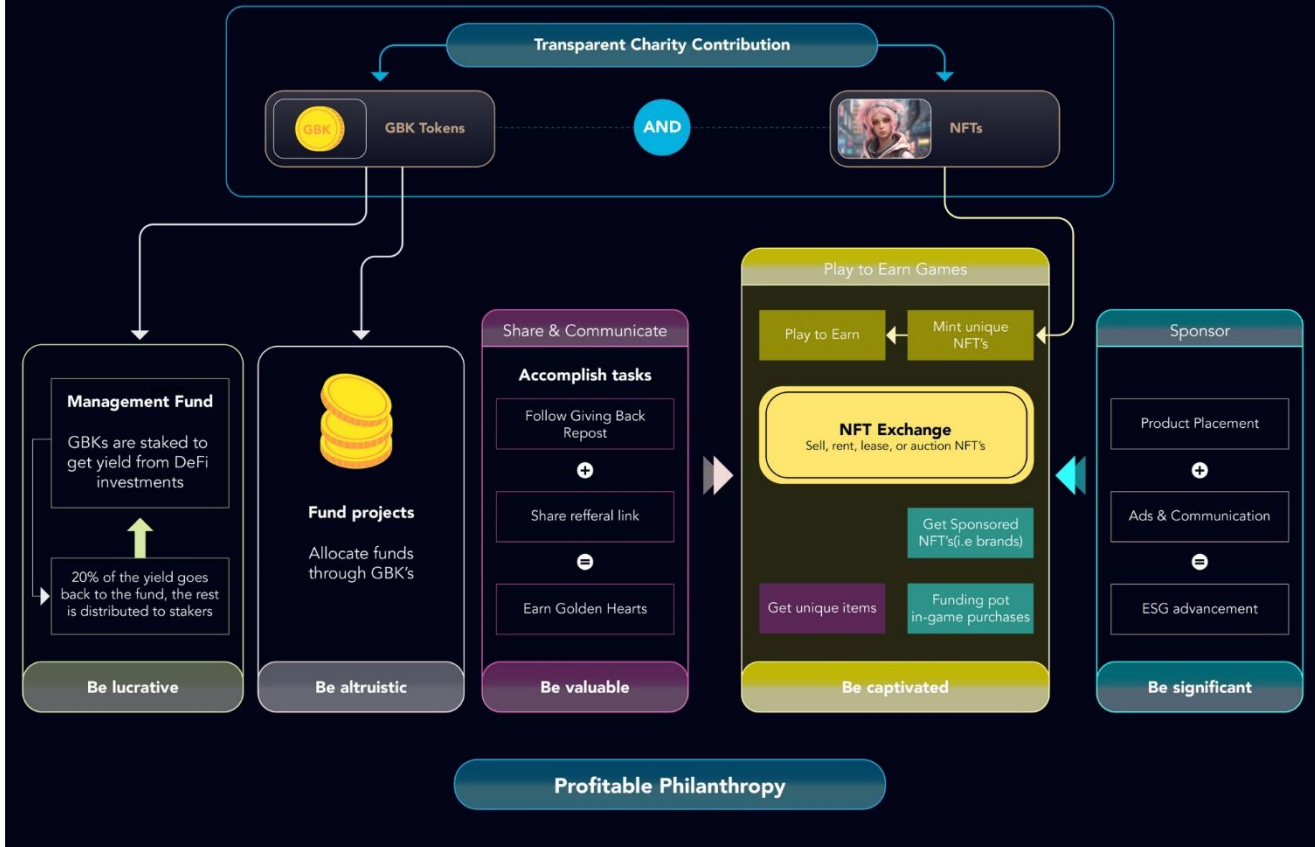
The Giving Back project encourages cost-effective global well-being involvement by introducing the concept of ***Profitable Charity***.

This goal is attained by creating tools that generate more value than is spent on charitable projects thanks to NFTs gaining value in a P2E game developed par Giving Back's partner *Seed Incident*. This system reduces costs through joint marketing and encourage virality through the Golden Hearts program.

# GIVING BACK LITE PAPER

Giving Back >>> Play it Back Ecosystem <<< Seed Incident

## HOW?



### 3.1 Golden Hearts program

Golden Hearts encourage users to share referral links and participate in Giving Back's communication. Used in games for exclusive item auctions, contributed to the community for recognition, spent on a Donors Web page, or used for partner crypto project airdrops. Following the popularity of Facebook and YouTube, a gamification scheme was created to encourage users to earn Golden Hearts and promote the community.



### 3.2 Revelation Tokens

Revelation tokens were created as a monetary tool for Seed Incident. Funds that are transferred from Seed Incident to the rest of the Play it Back ecosystem are denominated in \$Reve, as are the rewards distributed to stakers. The Revelation token is inflationary until the Seed Incident game start making money, then becomes deflationary.

For more information about the tokenomics for the Reveletaion token, please visit the [Seed Incident website](#).



# GIVING BACK LITE PAPER

## 4. Security and Audit

Developing smart contracts induce several potential security issues that will be addressed through 2 audit mechanisms:

- 1) An independent audit firm will be hired to validate each change made to the code.
- 2) A bounty for bug is financed so that independent coders are encouraged to identify potential bugs.

## 5. Governance & Dare Retro DAO

### 5.1 Presentation

To attain best results, a governance system must ensure decision adherence, perceived legitimacy, fairness, stability, community engagement, individual responsibility, favorable decisions, and system confidence. That's why Giving Back's DAO will use quadratic voting based on a specialized token: The Dare Retro.

### 5.2 Quadratic Voting

Quadratic voting is a group decision-making process that gives people more options to express their opinions. It aims to fix majority rules and weighted voting, which might misrepresent a group's diverse viewpoints.

Participants divide their voting credits across options in quadratic voting, with each vote costing quadratically more as more are cast. This method emphasizes strong preferences while enabling voting, balancing majority and minority preferences.

To inquire about quadratic voting: <https://vitalik.ca/general/2019/12/07/quadratic.html>

## 6. Gaming Universe

Giving Back works with Seed Incident for creating games and a gaming world to achieve **Profitable Charity** by adding value to the contribution process through the creation of NFTs with features that vary with donation size. NFTs for P2E games' value are meant to appreciate over time. These games allow players to earn money based on their NFTs. *Seed Incident's* design and conceptualization team is creating an entertaining and distinctive game, while an experienced studio handle technical development.

The project explores game genres, philosophy, storytelling, tokenomics, and opportunities for collaboration with brands, institutions, and crypto projects. The target audience includes gamers, donors, humanitarian projects, NGOs, and charities.



# GIVING BACK LITE PAPER

## 7. Roadmap

