



GELF

THIS ISN'T PAY TO PLAY • IT'S PLAY TO GET PAID

A DECENTRALISED GAMING PLATFORM
WHERE PLAYERS, HOSTS AND DEVELOPERS
ALL GET RICHER



INTRODUCTION

The emergence of micro-transactions and DLC in games, has bastardized the relationship between game developers and players. Players are often faced with a stream of micro-transactions to progress at a reasonable pace, or the content of a game is split over multiple expansions, costing the player extortionate fees to unlock. Modern-day games are cleverly designed to appeal to our most primitive urges of instant gratification. They capitalise on these urges to siphon as much money as possible from you, the player.

Modern day game developers, particularly in the mobile gaming industry, have shifted their focus. Their main focus is no longer developing games that are fun and exciting, but instead, creating addictive games that are frustrating or restrictive for non-paying players. This coercive tactic very effectively maximises revenue, while providing a limited gaming experience.

Video gaming has become a multibillion dollar industry, with over \$35 billion dollars of revenue in 2016. Gaming popularity has grown at an awesome rate in recent years, due to the popularity of mobile gaming, and the widespread availability of low-cost and powerful computers.

The lifeblood of any game is its user base. GELF is revolutionising video gaming, by rewarding its users with a real world currency for completing in-game content, hosting or developing content for the platform. Starting by building a captivating

multiplayer game, we strive to develop an independent API where developers can implement their own games on the platform. Players, hosts and developers of any level can earn themselves a cryptocurrency called PIXI, by using the GELF platform. PIXI is designed to be easily tradeable on major cryptocurrency exchanges, and is completely free-moving. We strive to revolutionise the gaming industry, by establishing PIXI as the default payment method for games. Players can use their earned PIXI to buy games, in-game upgrades and expansions.

Players, hosts and developers can all benefit from contributing on the GELF platform. The host of those games mine PIXI for players, themselves and the developers as they play, similar to the Bitcoin mining process. The developers can charge the players in PIXI to buy their games, or they can take a slice of the PIXI that hosts mine in-game.

GELF will change multiplayer games forever, by introducing “play to get paid” blockchain gaming. The key idea is that the players don’t have to pay to play, instead they can accumulate PIXI while playing. Everyone who contributes in a recognisable way is rewarded with PIXI, be it by playing, hosting, development or community contributions. The wealth within the community grows with the health of the community. Much like regular start ups, the coin is allocated as a share of wealth to those involved.





INTRODUCTION

GELF values community contributions, and rewards ideas and innovation within the platform. The GELF platform is as open source as possible. There is great incentive for developers to participate in all areas of the community. New developments create interest and excitement, while an open source approach ensures new features are thoroughly reviewed and tested.

Simply playing the GELF game, or any game on the platform, creates a positive contribution. Players receive PIXI for completing in-game content which they can use to increase the ability of their character, trade with other players or cash in on exchanges.

Blockchain Technology

Blockchain technology is a powerful tool for facilitating decentralised applications. Blockchains are being used to securely and instantaneously transact currency, without the threat of interference from a central authority, such as a bank or government.

Between November 2015 and November 2017, the market cap of all cryptocurrencies rose from under \$7 billion to over \$280 billion, and shows no signs of slowing down. A blockchain is the perfect foundation for a gaming economy, providing a way for everyone to generate a currency with real-world value. It is secure, instantaneous and scalable. GELF enables developers who create

compelling and exciting games to be greatly rewarded. Players can purchase the currency on exchanges, or earn it by playing the games.

The earning potential of video games should be based on how compelling and engaging they are, not how well they can manipulate the player into spending money. With blockchain technology, developers don't have to resort to micro-transactions or DLC to make money. They can earn substantially, based on the level of engagement of their players.

The GELF blockchain will retain the robust features of the famous bitcoin blockchain, and give birth to a brand new gaming economy. The awesome power of the blockchain has presented a new opportunity to improve the gaming industry for everyone.



ETHEREUM ICO

Ethereum

Ethereum has become the standard platform for crowd-funding innovative ideas, based on decentralisation and blockchain technology. It provides a means for people to safely and securely invest into new innovation, and rest assured that their investment is highly secure and transparent to everyone involved.

Ethereum is the second biggest cryptocurrency by market cap, surpassed only by bitcoin. As of November 2017, Ethereum's total value exceeded \$44 billion.

Smart Contracts

Ethereum provides smart contracts, which are an immutable promise to investors, written in code, into the Ethereum blockchain. GELF has chosen to use an Ethereum smart contract for funding due to the security, transparency and immutability it provides. Smart contracts are absolutely unchangeable after they are launched, and are publicly viewable.

There are over 17,000 Ethereum smart contracts as of November 2017, and the number continues to grow.



THE COINS



GELF ICO Token (EAV)

EAV (Early Adopter Value) token is an ERC20 smart contract on the Ethereum blockchain. Investors in the ICO token will receive a share of 25% of GELF's profit. The smart contract was written using the Solidity programming language. It provides a number of functions:

- Account Recovery (Metamask)
- Ethereum network
- ICAP routing
- Contract allowances
- High security

This coin will be tradeable on exchanges and its share in GELF's profit is held by the new owner. Owners of EAV will receive their earnings on a quarterly basis.



THE COINS



GELF Coin (PIXI)

PIXI is supported by GELF's official blockchain. It represents the tradeable currency earned by players, hosts and developers that will be listed on major cryptocurrency exchanges. Transactions using this coin are handled by the GELF blockchain. Small transaction fees are paid to GELF game hosts, who verify transactions. This coin can be exchanged in-game for GP (Gold Pixels), or used to purchase powerful upgrades. Each game host is allowed to mine an amount of PIXI per player, per hour. The coin allowance is dependent on the popularity and power of the server. These coins are released into the game world. Players and hosts receive a portion of these coins.

Receiving PIXI as a reward is a less common occurrence than being rewarded with GP.

When a user wishes to exchange their PIXI and trade it elsewhere, they simply use GELF's software. A small transaction fee is paid for trading earned coins, to support the GELF blockchain. Implementing a separate in-game token that doesn't require validation makes having a scalable and low fee blockchain possible.



THE COINS



In-Game GELF Coin (GP)

GP (Gold Pixels) is designed purely to enhance the gaming experience and minimise transactions on the GELF blockchain. One can think of GP as gold coins in any multiplayer game. These coins are used exclusively to upgrade a player's character, and provide a fun means of trading and staking in-game.

Completing challenges within the game is rewarded with in-game GP. The amount varies with the progress required to complete the challenge. Developers who implement the GELF API will be under strict guidelines on the amount of coins they are able to distribute. The API is implemented in such a way that unfair coin generation will be impossible. Players can increase the power of their characters by spending their GP on upgrades, empowering them to conquer content with greater rewards.



THE COINS



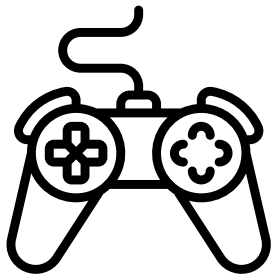
GELF Wallet

The user has the option to choose whether GELF's account recovery database remembers the private key of their wallet, in case they ever lose it. Otherwise, the GELF wallet private key will be known only by the user.



STRUCTURE

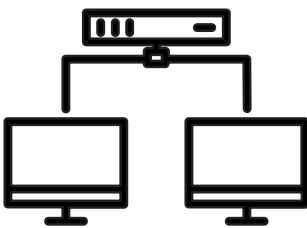
PLAYERS



GP and PIXI is earned by playing games on the platform, and much like any other in-game currency, it is used to upgrade the player's equipment or skills. This will unlock higher level content with greater rewards. Spending time completing content in-game will improve rewards, granting the opportunity to complete more valuable end-game content. The PIXI earned will be exchangeable on currency exchanges, used to purchase new games, expansions and in-game upgrades.

Players earn GP and PIXI differently, depending on the genre of the game. For example, in a first-person shooting game, players may earn tokens by defeating other players. In a single player puzzle game, the player may earn the reward for completing a level.

HOSTS



Hosts provide game-servers for players. They have the choice to host any game which is compatible with the GELF platform. They will be allowed to mine a certain amount of PIXI, based on the popularity of their game-server, and their capacity to verify the PIXI earned by players. Hosts with few players will only be able to mine a small amount of PIXI. Verifying PIXI on the blockchain requires computational power. Game-servers able to facilitate a large number of players are able to earn more PIXI. The host cannot directly mine PIXI or GP for themselves, instead they earn a portion of the PIXI their players earn in-game.

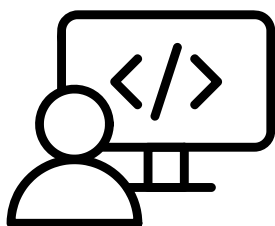
Anyone with a computer and internet connection can host a game, but hosts who are able to support more players will earn more PIXI. The mining difficulty of PIXI will reflect the computational power of the network. It will be difficult enough, so that the



STRUCTURE

blockchain cannot be unpicked by an attacker, but easy enough for hosts to cost-effectively host games while mining.

Game-servers are a single point in a network of hosts that secure each other. The amount of PIXI a host can earn is proportional to its power, and the incentive to game on it. Hosts will have to maintain a stable and fast internet connection, be reliable and honest to retain a good reputation. Hosts with a great track record are more favourable to players, and will have the opportunity to host large game worlds.



DEVELOPERS

Developers can use the GELF API to implement new games on the platform. The API will contain a set of guidelines that developers will follow, so that players, developers and hosts will all receive a fair share of the PIXI earned from the game.

Developers can choose to charge the player a one-time fee for the game, in PIXI. Alternatively, developers can earn a portion of PIXI generated by the hosts who run the game. The division of PIXI earned from the game will be made transparent to hosts and players.

The GELF API will be available in a number of industry standard programming languages, and will be compatible with major game engines. The GELF API is open source. Developers are encouraged to extend the API. A portion of the PIXI pre-mine will be dedicated to rewarding open source contributors.

Developers can list their games on the GELF online store, or make them available for purchase on other platforms.



STRUCTURE



*25%
profit
share.*

ICO TOKENS

The ICO token represents a 25% stake in spent tokens. Players dissolve their PIXI to upgrade their character, or exchange it for GP. Those who participated in the ICO will receive a 25% share of the spent tokens.

The ICO token is traded on major cryptocurrency exchanges as a general purpose financial instrument, as is PIXI. PIXI and EAV are designed to be as unrestricted as possible; users can send an unlimited amount of these tokens between accounts, and transactions are validated quickly. Currencies with fewer restrictions have a stronger utility, since they can be used easily and effectively. EAV and PIXI adopt the robust security features of a blockchain.



A network diagram background consisting of a complex web of interconnected nodes and lines, with some nodes highlighted in red and blue. The diagram is positioned at the top of the page, partially overlapping a red banner.

HOSTS AND PLAYERS

Hosts have a close relationship with players. The hosts benefit by receiving PIXI as a reward for hosting game servers. The coin incentive to host a server is directly proportional to the number of players that can use the game world. Hosting an instance of the game is rewarded according to how many players it can support. For example when a player completes a challenge, which is rewarded with PIXI, the server host receives a percentage of the reward. Players can come together on powerful nodes and cooperate on team oriented tasks with increased reward, much like a mining pool.

Hosts willing to expend a lot of computing power can run servers that will support a large number of players. They can expect to receive a large amount of PIXI from users interacting with their node. Facilitating this gameplay will earn hosts PIXI, and hence the reward for expending large amounts of computing power will be very high.

Rewarding hosts, players and developers in a similar fashion allows everyone to benefit from the system in a fair way. A user receives PIXI by hosting a game world, playing the game or by receiving them from another player. They can choose to stake their coins against other players, play the games and earn more, or trade them on an exchange. Although players have the option to purchase PIXI on exchanges, they are never forced to spend money on the system to progress in the games. Players must be well progressed in the games to unlock expensive upgrades that cost larger amounts of PIXI or GP. This is NOT pay to

win. A new player cannot use the best and most expensive equipment.

Despite users being able to receive an advantage in-game by purchasing extra PIXI, those who do not wish to spend money are still able to attain power and wealth in the games by playing and earning rewards. Players will level up their character in-game. The most powerful and valuable items will require players to be of a certain progression to utilize them, effectively stopping a 'pay to win' scenario.

The health of any cryptocurrency is proportional to its facility and the incentive to use it. The excitement of staking a few coins against another player, buying a new game, or being awarded with coins for completing a challenge are all compelling incentives. Hosting or developing further content for GELF strengthens the utility and value of the platform. As loyalty in the community and the use of coins grows within any cryptosystem, so does the demand for its tokens. The play incentive keeps players playing and as they do, they are increasing the demand for PIXI.



WHAT MAKES GELF UNIQUE?

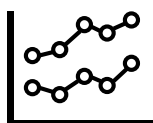


WHAT MAKES GELF UNIQUE?



Play to get paid

GELF is the “play to get paid” platform. This means new players can join and earn PIXI, which can be traded on popular exchanges on day one. Play involves many different actions in-game. Whether it be playing against the game environment or other players, achievements are rewarded in PIXI. As the player advances through the game, their ability to gain PIXI increases to reward their progress. As in any other game, players strive to achieve higher levels for increased rewards.



Stable economy

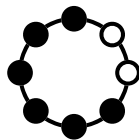
The flow of currency between the player community ensures the stability of the GELF economy. The ease of transfer will ensure that the flow of currency will reflect the health of the community. Meeting the interests of the community is key in securing stability and continuation of growth. Coins that are easy to move quickly have greater utility as general purpose coins. The user-friendliness of the coin strengthens its stability. The supply of PIXI will be regulated by the price of upgrades in GP. If the supply of PIXI gets too high, the price of items will increase, and vice versa. As PIXI is converted into GP, a portion of those coins will be reintroduced into the game as player and host rewards. The remaining coins are distributed between ICO token holders, and used for maintenance and innovation within the GELF organisation.



WHAT MAKES GELF UNIQUE?

The open source aspect of the platform ensures its economic growth is met by an equally robust set of utilities and innovation. The community will have an incentive to develop excellent software that GELF can use to improve its utility and scope. Growing the platform increases its value and demand as a financial instrument. Opening the door to all levels of developers, from at-home projects to industry giants on the GELF platform gives way to a new era of games, all strengthened by blockchain technology.

PIXI gives developers of all levels an opportunity to release their game on an equal playing field. As popular games emerge, earning their players PIXI, the demand for the token increases.



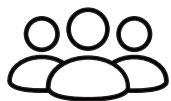
Replayability and engagement of the GELF game

Those who are the most active in-game will be rewarded the most. Engagement in-game empowers players to grow their wealth. As they play the game and level up, their increased power and wealth unlocks new opportunities and content within the game.

Progression within GELF's original game will be comparable to the levelling structure of other games, where users become more powerful in a logarithmic levelling scale, as they gain experience through completing in-game content. Players of the game have access to a large array of play styles, enabling users to replay the same content numerous times, and experience a new kind of gameplay.



WHAT MAKES GELF UNIQUE?



Community

Community cohesion and reward is GELF's key value. Through the development and dispatch of software and ideas, GELF's developers adopt the input of the community, rewarding the ideas that are adopted. The decision to license GELF as open source is propelled by the idea that a talented and vibrant community with a drive to contribute is far more valuable than a large financial investment. GELF is dedicated to putting a large sum of investment back into the community to promote new innovation on the platform.



Incentive based reward

The incentive to play, host or develop GELF games is PIXI. The amount scales with the level of the contribution.

Higher level contributions are rewarded with more PIXI, but even small contributions are rewarded. Content creators receive PIXI for their contributions directly to their in-game wallets, which can be traded on exchanges. Players earn PIXI by playing the game, and hosts earn it through hosting game-servers. A finite amount of PIXI will be distributed to the community over a 5 year period by which time PIXI will be a longstanding and popular financial instrument, available on major cryptocurrency exchanges.



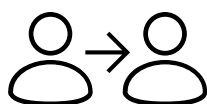
WHAT MAKES GELF UNIQUE?



Gamification

Blockchain technology provides a great platform for a thriving gaming community. In-game currency translates cleanly to a token stake in the economy and provides a friendly experience for the user.

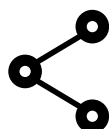
Reducing computational expense on the GELF blockchain by separating PIXI and GP, solves the scalability problem that many popular blockchains encounter. Minimising the number of transactions on the GELF blockchain improves its cost effectiveness and performance as a financial instrument.



P2P Exchange

P2P exchange on the blockchain provides a number of valuable assurances.

- Discreet transactions
- Fast coin transfer between accounts
- Accounts cannot be frozen, seized or destroyed by governments or other institutions
- Highly secure against hackers and attacks



Spending PIXI

EAV and PIXI can be traded on major currency exchanges. PIXI and GP are spent in-game. The tokens spent in-game are split into two types, to minimize transaction fees on the GELF blockchain.



GLOBAL CURRENCY

Global gaming currency

GELF is a platform designed by developers and gamers for developers and gamers. It provides a currency to be used for an entirely new platform of online games, irrespective of device. The GELF platform encourages games development in all areas. GELF's API can be used to facilitate in-app purchases, monthly subscriptions and more. GELF aims to establish PIXI as the default currency for gaming transactions around the world.

Enabling developers to implement GELF's technology into their applications, strengthens the economic power of GELF. Developers using the GELF platform can be remunerated without direct cost to their players. Instead of charging their players a monthly subscription, or using microtransactions, developers can choose to be remunerated with a percentage of their game hosts's PIXI earnings. GELF also offers a safe and easy form of payment for organisations to transact with their users on a blockchain.

API

GELF transactions are easily implemented through a robust and well-documented API. The API is available in a number of programming languages, and integrates well with a number of popular engines and frameworks. Any developer who wishes to implement an easy and secure payment system for in app purchases, monthly

subscriptions, expansions and more, will be pleasantly surprised by the effectiveness of the GELF API.

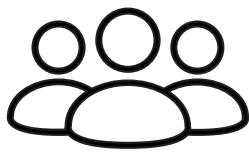
The API enables users to convert fiat currencies and major cryptocurrencies into PIXI, and use their existing PIXI to make purchases in-game. The GELF API offers a secure and fast means of payment between game producers and users.

Users can earn and use PIXI in all games on the platform, and developers of the games receive a portion of the PIXI their games earn. Alternatively, game producers can charge a one-time purchase fee for access to their game. The potential for earning PIXI in a particular game is implemented under strict guidelines, to ensure security and eliminate abuse to the system.



TARGET AUDIENCE

Target Audience



Public interest in Blockchain technology has increased awesomely over the past few years, with the influx of mainstream media coverage. As a result, the utility of cryptocurrencies has greatly increased, and the number of people around the world who are invested in cryptocurrencies continues to grow.

High quality games appeal to a wide audience. A platform for developers to share their ideas and develop new games creates a haven of innovation. Anyone with an interest in gaming, decentralised applications or cryptocurrency will find GELF to be a rewarding experience. With the growth of GELF-powered applications, the interest in decentralised gaming will further broaden.

Not only does GELF offer an interesting and exciting opportunity for crypto-enthusiasts, it also appeals to a much broader audience. GELF's effective target audience is anyone who has an interest in gaming, software and games development, or an interest in cryptocurrencies and decentralised systems.

There is no financial or technical barrier to entry when joining the GELF community. Almost anyone with a computer and internet connection can participate, contribute and benefit!



ROADMAP

\$5
Million

Fully functioning multiplayer game with monetary system.

Distributed game hosting.

P2P play, PvP, PvE and Staking gameplay.

Transactions and player to player trading.

Team of developers, marketing and legal.

Community grants to promote growth and contributions.

Game Store

Online moderated GELF forum with regular updates, announcements and discussion by the game moderators.

\$10
Million

European marketing campaign.

Added physical office location in United Kingdom.

API for creating games on the GELF platform.

\$7.5
Million

United States office location.

Increased regular updates and patches.

Dedicated nodes worldwide for faster international gameplay.

Expanded customer support with 24/7 ticket response service and live-chat functionality.

Increased marketing budget to increase the popularity and community of the game.

GELF ecommerce store and in-app purchases.



ROADMAP

\$20
Million

Greater security measures.

Mobile interface implementation for
Android and iOS devices.

Dedicated Asian nodes and Asia
marketing campaign and expansion.

Greater API functionality.

\$30
Million

Greatly increased developer and
marketing team with faster update
rollouts and more expansive
campaigning.

Greatly increased gameplay
update-expansions and larger
debugging team, more API support,
live-chat.

Increased server-side capacity and
computational power.

\$50
Million

GELF game expansion pack (Large).

Yearly GELF-con convention with live
gameplay for prize money.

Infrastructure upgrade.

Increased backend security and
increased redundancy hardware.

Office location in Singapore
with dedicated developers and
marketing team.



INVESTMENT INCENTIVE

Early adopters and investors of GELF are given an amazing opportunity to receive a portion of GELF's profit.

As users purchase in-game items, skills upgrades or otherwise spend PIXI in-game, they are dissolved back to the ICO holders. Investors with a stake in the ICO receive a share of 25% of these coins. This means that your EAV tokens will continue to pay you for years to come while widespread adoption of the platform will cause a great increase in their value. Investors with these tokens also have the opportunity to sell them as they see fit.

During the pre-ICO, investors receive a 10% bonus of all EAV. EAV represents an ongoing payment when users earn and spend PIXI on the platform. Those who adopt early will reap a massive return on investment on their EAV. This token will only be made available to early adopters and investors in the pre-ICO and ICO stage, but will be freely tradable.



25% profit share



*10% bonus
(first round purchasers)*





WHO ARE WE?

GELF was created by the Financial Guru Clem Chambers, blockchain experts Oscar Chambers and Barney Chambers.

Clem Chambers has over 30 years experience in the financial sector, with more than 15 years experience running the most successful financial marketing company in the UK. Through his regular expert business analysis on global TV networks and columns in international publications, Clem has become one of the world's favourite financial gurus.

Clem was nominated twice for Columnist of the Year (Business Media) in the PPA Awards for his work with E&T Magazine and The Institution Of Engineering & Technology. In 2017, he won silver in the Tabbie Awards for his Money and Markets column in the same publication.

Clem is a frequent co-presenter on CNBC, CNBC Arabia and CNBC Europe. He has been a market commentator on BBC News, Newsnight, BBC One, CNN, Al Jazeera, Sky News, TF1, Working Lunch, China's Phoenix TV, Canada's Business News Network and numerous US radio stations.

Oscar Chambers is a cryptocurrency expert with years of experience in the financial sector as a software engineer. Oscar has developed a number

of mobile applications focused on cryptocurrency, and released a Bitcoin analysis mobile app for iOS and Android in 2017. Oscar has written whitepapers for numerous crypto projects, and acts as an advisor on a number of cryptocurrency startups.

Barney Chambers is an experienced software architect. Before co-founding GELF, he worked in a development team of engineers at a successful mobile tech startup company. With years of experience in the startup and financial sector, Barney has a vast array of managerial and technical knowledge.



TOKEN SALE OVERVIEW

Target token sale amount	\$25,000,000
Min token sale amount (soft cap)	\$5,000,000
Max number of sold tokens (cap)	50,000,000,000
Max number of created tokens (cap)	62,500,000,000
Token price at Token Sale	\$1.000 USD
Payment methods	Bitcoin (BTC), Ethereum (ETH), Litecoin (LTC), Dash (DASH), Monero (XMR)
Presale start date	January 01, 2018, 12:00 PM PDT
Presale end date	February 09, 2018, 12:00 PM PDT
Minimum purchase volume during presale	20 tokens
Maximum purchase volume during presale	No cap
Sales start date	Feb 10, 2018, 12:00 PM PDT
Sales end date	March 31, 2018, 12:00 PM PDT (or before if the cap amount is reached)
Minimum purchase volume per sale	10 tokens
Maximum purchase volume per sale	No cap
Initial token distribution date	April 2st, 2018 12:00PM PDT



CONCLUSION

GELF is an exciting and innovative cryptocurrency platform with a unique vision - to bring the gaming industry back to its former glory.

GELF strives to support gamers, developers and game hosts, by creating a brand new gaming economy where all can thrive. We are implementing a revolutionary gaming system that is accessible to a wide target audience. We are empowering developers of any level, to add their own games on the platform, and leading a new era of gaming.

We look forward to having you on board and cannot wait to see how our cryptocurrency changes the way people game forever!



