

# The Future of gamified marketing

Whitepaper 1



# Table of content

<b>INTRODUCTION</b>	<b>1</b>	<b>TECHNOLOGY</b>	<b>22</b>
Geddit's history	2	Blockchain	22
Road-map	3	Standalone blockchain	22
<b>MISSION STATEMENT</b>	<b>5</b>	Proof of staked authority	23
<b>MARKET CONDITIONS</b>	<b>6</b>	Cryptocurrencies	23
Major consumer shifts	6	Augmented Reality	24
The state of marketing	7	Drivers of augmented reality technology	24
Gamification marketing	8	Mobile technology	25
Businesses are moving towards gamified marketing	8	Web & backend technology	26
Social media spending is increasing	9	<b>SECURITY</b>	<b>27</b>
M&M's – a tale of gamified marketing	11	<b>TOKENOMICS</b>	<b>28</b>
Pokémon GO – a global phenomenon	12	Coin distribution	29
Gaming market in Europe	13	<b>THE COMPANY AND KEY MEMBERS</b>	<b>31</b>
Elements of the European Commission's blockchain strategy	14	<b>DISCLAIMER</b>	<b>33</b>
<b>OUR PRODUCT</b>	<b>15</b>	<b>SOURCES</b>	<b>33</b>
Geddit Play	17		
Hybrid mobile app	17		
Admin panel	17		
Business logic	17		
The app	17		
Minigames	17		
Depth	18		
Chests & Loot	18		
Health benefits	18		
Guilds	19		
Point of interest	19		
Collectibles	19		
Resources	19		
Durability & deflation	19		
Auctions & fixed bid	20		
Macroeconomics stabilizer	21		
The marketing platform	21		
The marketplace	21		



# Geddit aims to make marketing interactive, fun, and rewarding

Geddit is a Norwegian company which has been working with gamified marketing since its launch in 2016. Along the way, the company has attracted several of high-profile investors, entrepreneurs and crypto-experts. Since its launch, the team has been focusing heavily on developing, and testing a robust MVP. Through testing in several countries, and in a multitude of social settings, we are ready to further develop our product by entering the crypto-world. We see this as a natural step for the company, and it will allow us to further develop our product to the state it deserves to be in.

Geddit will be entering two main markets in several steps, namely; the mobile game consumer market, and the business marketing-and-advertising market. By focusing on developing an entertaining and rewarding mobile game powered by the Binance Smart Chain blockchain technology, we aim to grow our userbase. This will again help the company penetrate the marketing and advertising markets at a later stage.

The Geddit product suite will consist of several product packages, where the Geddit mobile game will be the first to launch. Using elements such as blockchain, augmented reality and a mini-game structure, it will capture the imagination of the masses and reward players in a whole new way. Not only will the game be built on all best-practices from the game development industry, but Geddit is also combining this with the coin and staking

features of the blockchain community to add a multi-dimensional gaming experience. Once Geddit's userbase reaches critical mass, we aim to expand into both the advertising sector and the financial sector with several synergistic products, including an advertising platform for the B2B market.

Geddit will be developing their own native currency, to be used as the transaction medium of the ecosystem. This coin will be made available to the public for purchase in a limited time period in 2021-2022, after the sale the only way of acquiring tokens will be through public exchange services. This whitepaper outlines the goals, milestones and ambitions for the project, as well as a technological and conceptual breakdown of the key elements. Nothing in this whitepaper shall be considered investment advice, and are subject to change.

Best regards,

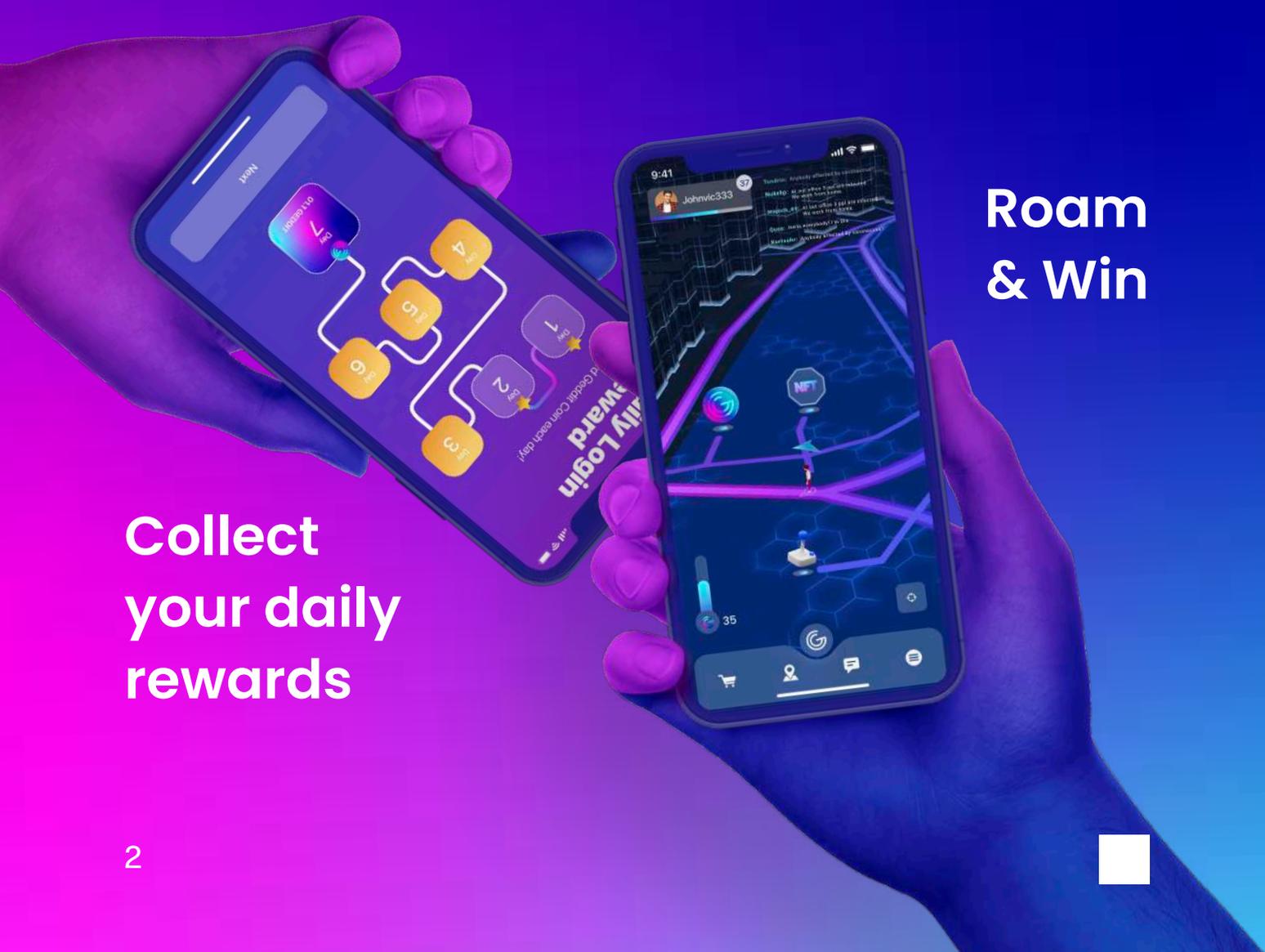
*The Geddit Crew*



# A robust MVP already readily available at both Play Store and App Store

Geddit has delivered a lot of success in the past, with a robust MVP already available at both Play Store and App Store. Building on the findings we made in our MVP phase, we are gearing up towards a launch into the world of crypto. Our team is hard at work to develop a new and improved version of the Geddit mobile application, which will be launching Q4 2021 – Q1 2022.

Our dedicated team is focusing on developing and releasing our entertainment suite throughout 2022. To capture our target market at a defensible rate, we need to expand geographically and obtain a critical network of partners. Geddit already maintains a robust network of partners in key markets and plans to expand on this foundation. The company is actively hiring skilled personnel to fill key roles to handle the expansion.



**Collect  
your daily  
rewards**

**Roam  
& Win**



# The past, present and near future – Part 1

## Geddit AS Founded

Q4 2016

The company Geddit AS is established in Norway

## Market validation

Q2 2018

Testing MVP in several regions, uncluding Barnsley football club

## Development and testing Geddit 2.0

Q1-Q4 2019

Testing the current version of Geddit play

## Geddit 3.0

Q1 2022

Planned launch of version 3.0 of Geddit play

## Development of MVP

Q4 2017

We built an MVP to test the market conditions

## Establish global partnerships

Q3-Q4 2018

Partners established in Asia, Africa and the nordic countries

## Covid handling

2020

The company were severely hit by the pandemic and decided to manage the crisis

## Main Sale

Q1/Q2 2022

Planned launch of the main sale of geddit tokens



# The past, present and near future – Part 2



## Shape the future with us



**Join our community**  
<https://t.me/gedditcoin>



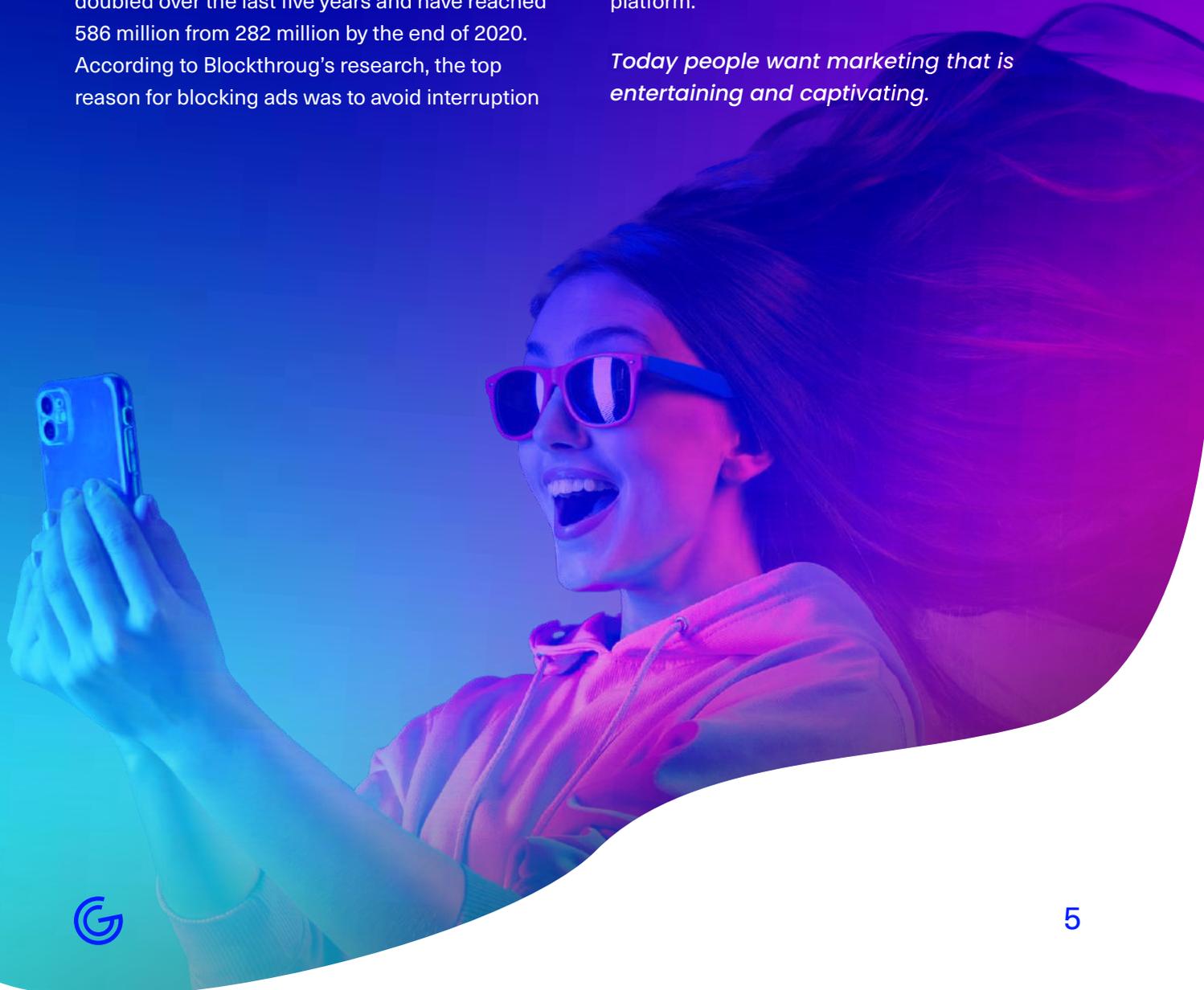
# We want to make marketing interactive, fun, and rewarding

Traditional marketing is intrusive and often has adverse effects on brands or products. Let's face it – most people prefer to not watch a 20-second ad on YouTube or get interrupted with unskippable 5-second ads while tapping through stories on Snapchat. In 2021, 42.7% of internet users worldwide use an ad blocker (Hootsuite data). The number of people using ad blockers has remained chiefly level on personal computers. However, when you look at mobile devices, this is where ad blocking has been increasing. The numbers have doubled over the last five years and have reached 586 million from 282 million by the end of 2020. According to Blockthroug's research, the top reason for blocking ads was to avoid interruption

and annoyance, with 81% of survey respondents selecting that as a motivation. The second-place reason was protection against malware, at 62%. The third place, at 58%, was privacy. Traditional marketing is not working like it used to, and we are offering a better solution.

Geddit connects brands to consumers through gamified marketing. We are offering increased attention and interaction for your brand, by creating a fun and rewarding interactive gaming platform.

*Today people want marketing that is entertaining and captivating.*



# Major consumer shifts

Ever since the industrial revolution, the world has experienced a more rapidly changing society every year. Technological breakthrough and rapid sharing of information have made new opportunities readily available at our fingertips. Imagine trying to explain to the average 1850s person how photographing your Starbucks coffee and displaying it on a magical art gallery, Instagram, powered by magic airwaves called the internet.

Today, mobility is the name of the game. With over 61% of the global population owning a smartphone, services are turning mobile at a backbreaking pace. Mobile media usage is transforming the digital landscape. Every year global mobile data traffic experiences double-digit growth rates, a trend that is fueled by the rapid increase in mobile media usage. In 2020 video apps accounted for more than 66 percent of the global data volume. Subscription Video on Demand is expected to make up 40 percent of the global subscriber count by 2025, highlighting the significant impact of mobile technologies on global media consumption today. In addition to visual media, smartphones have also become the most widely used device for audio entertainment, in which Spotify being the most downloaded music and audio app worldwide.

Not only are services available on these devices, but we are also traveling more as a species than ever before in human history. Both these trends put stress on the traditional business models and perhaps no other 21<sup>st</sup>-century technology has introduced as much pressure as blockchain. All these things form a shift in consumer habits and needs towards a more mobile, rapid product- and service design industry.

As with any other shift, this one comes with both challenges and opportunities. Studies suggest that the average person today consumes more entertainment products than previous generations. The ever-increasing needs to be online and available in which it does not allow us to rest our brains like before. Researchers found that people today are feeling more stress than they generally did 30 years ago. As a result, people are consuming entertainment and games at an increased rate. Global studios such as EA, Ubisoft and Blizzard are pumping out billion-dollar-budget AAA games, while we have seen other, smaller games capture the imagination of millions. The global phenomenon Pokemon Go proved that mobile games and technologies such as augmented reality is here to stay.

Finally, with the emergence of blockchain technology, financial innovation is at an all-time high. The financial industry has been operation from about the same business model since its founding. This business model is not coming under increased pressure as new and innovative decentralized alternatives are emerging. This wave of change brings with it tremendous opportunity not only for financial innovation but also for reaching non-consumers of existing banking services. It also allows companies like Geddit to create and utilize their own form of currency and governance, through the use of cryptocurrencies.

Geddit has in the past five years been developing new technology and strategies for the global marketing industry by utilizing mobile platforms. We are currently implementing blockchain technology and gamified concepts to improve our products. To prove our concepts along the way, we have already conducted several real-life pilots and have acquired key partners in several countries.

# The state of marketing

## GAMIFIED MARKETING

As one of the main goals of marketing is to increase customer engagement and loyalty by persuading and motivating them to participate, gamification has excellent potential for e-marketing. Internet users now make up 57% of the global population. Digital marketing offers more customer engagement, performance tracking, accurate audience targeting. Comparing traditional with digital marketing on benefit-cost ratio, digital marketing provides better value for money spent on each ad. Within digital marketing, gamified marketing or gamification is emerging as the future of digital marketing. Carrying a sense of competition, gamification triggers excitement, encouraging people to get eager for achievements and rewards.

## DIGITAL & SOCIAL AD SPENDING

As of 2020, the internet was considered the most important medium for advertisers, accounting for 51% of total media ad spending. The digital advertising spending worldwide was calculated and resulted to more than 378 billion US Dollars (USD) in 2020. Internet advertisement expenditures are projected to record a growth of 15.4% in 2021. This figure is forecast to constantly increase in the coming years, reaching a total of 646 billion USD by 2024. Mobile internet advertising is a heavily invested sub-sector of the digital advertising industry. Mobile internet advertising spending is forecast to increase from 276 billion U.S. dollars in 2020 to nearly 495 billion U.S. dollars in 2024.

Gaming has a multi-generational appeal. The global gamification market had worth of \$5.5 billion in 2018. Whereas, in 2020 had a global value of \$9.1 billion which is projected to grow to \$30.7 billion by 2025, at a compound annual growth rate (CAGR)

of 27.4%. When a business these days is looking forward to appeal to consumers of all age-groups, gaming is said to be the most accessible marketing stream for such a wide range of demographics. To establish why mobile gaming is so lucrative, let's have a look at the statistics. 80% of smartphone users play games of their phone, about 50% of these play games almost every day for approximately one to two hours. The demographics here between males and females are equally split; there are 48% female gamers and 52% male gamers with the average age group falling around 36 years. On average, 60% of people like to be more interactive with gamified marketing/advertisements and more likely to buy or change their decision when integrated with gamified advertisements.

These statistics reveal that the market is not only vast, but also appeals to all generations. When you marry those figures up with the integration of smart devices into daily life, it becomes quite evident that whichever target market a business aims for is well within the reach of Gamification. Geddit has identified the potential in this industry and brought a solution to all the businesses. It is obvious that many businesses are moving towards gamification marketing. Geddit will be one of the pioneers to offer gamification marketing services combined with cryptocurrency.



# Businesses moving towards Gamification Marketing

Market players including Microsoft, SAP, and Gamifier have adopted various growth strategies, such as partnerships with other brands and new service launches to expand their presence further in the gamification market and broaden their customer base. It's been reported that nearly seventy percent of companies around the world will be using gamification in banner ads and presentations in the year 2022. And that almost half of all companies want to use gamification in their marketing and HR practices. Few of the many reasons why businesses are shifting their marketing campaigns to gamification marketing are mentioned below:

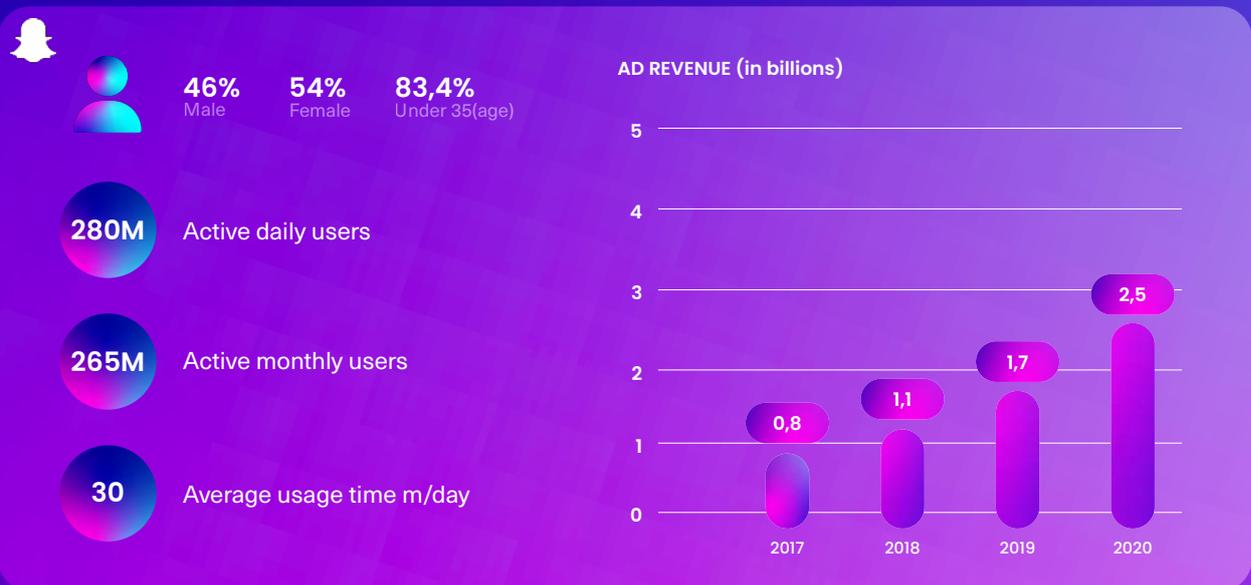
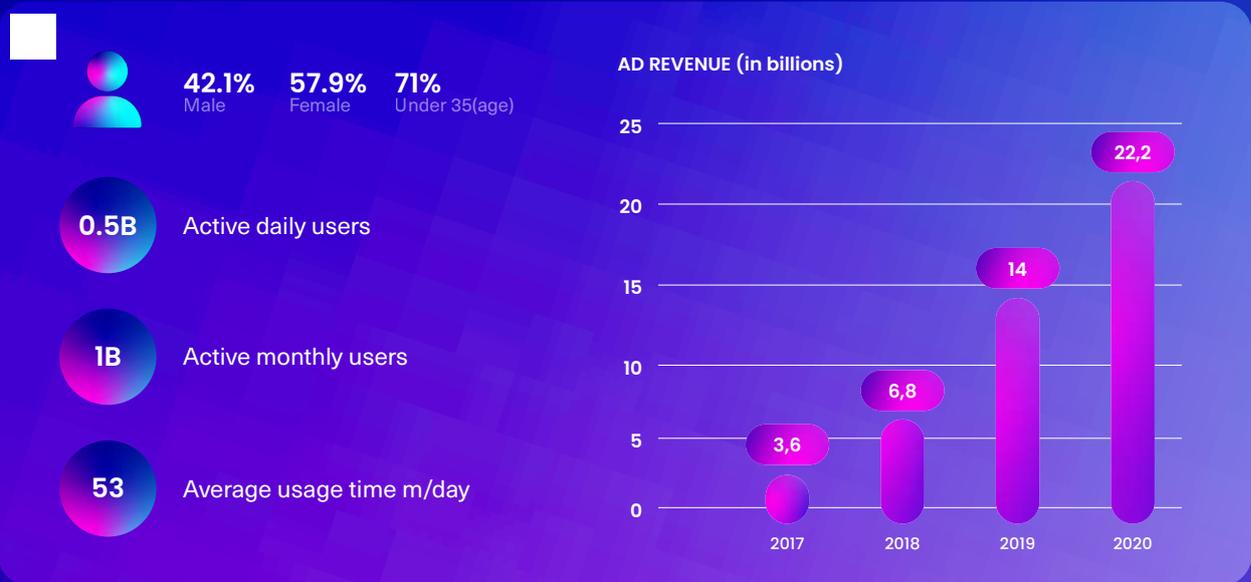
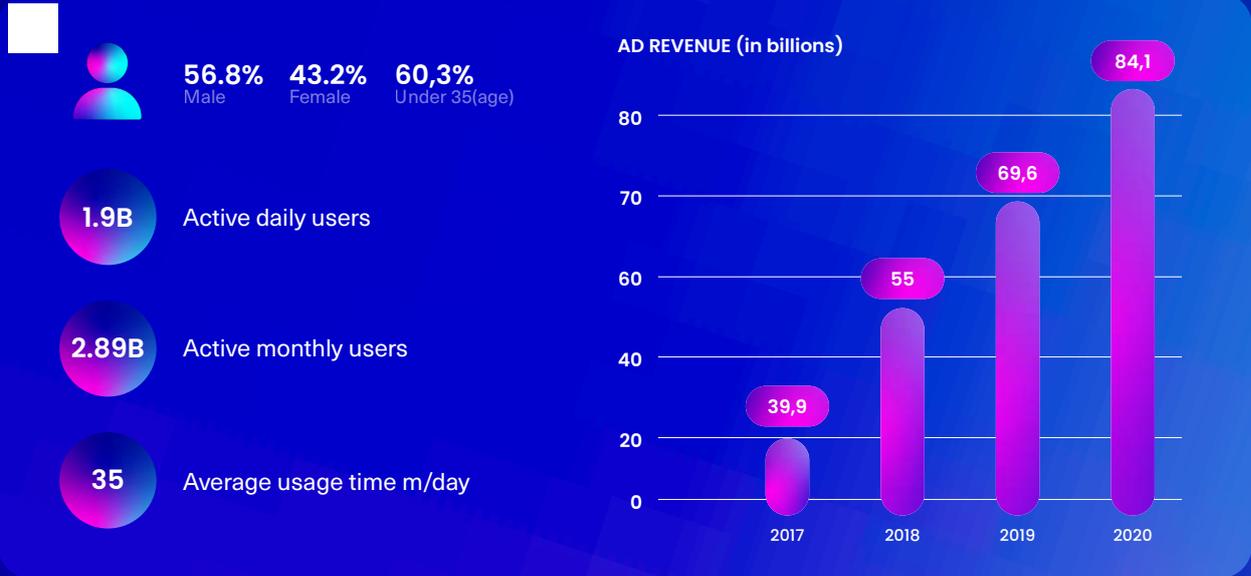
When it comes to High Engagement with customers, gamified marketing campaigns have successfully achieved an average of around 85-90% higher engagement with their audience. If a company wants to promote its product or brand through gamification marketing, they can expect to see an increase in brand association, sales, and consumer database. If the game is interesting, fun, and engaging with strong promotional marketing, it can cultivate the generation of Good Conversion

Rates, repeat customers and organic social shares. Marketing can be both expensive and time-consuming. Large amounts of marketing budgets not only go into the production of such campaigns but also the resources regarding tracking analytics, purchasing airtime and so on. Due to continuous technological advancement in the last decade, Multiplatform conversion of branded mini-games is an important element for any gamification marketing. Designing such mini-games are compatible of performing on any platform and suitable for all kind of business campaigns. Due to the highly visual nature of gamification and games in general, they also make a good use-case for social media. Its competitive elements are also suited for organic growth within social groups. Users can challenge their friends in competitions, or show their achievements within the game. The best marketing for any company is a happy customer who shares their joys with other people. Consumers are found to be much more receptive to feedback from other consumers over branded promotion.

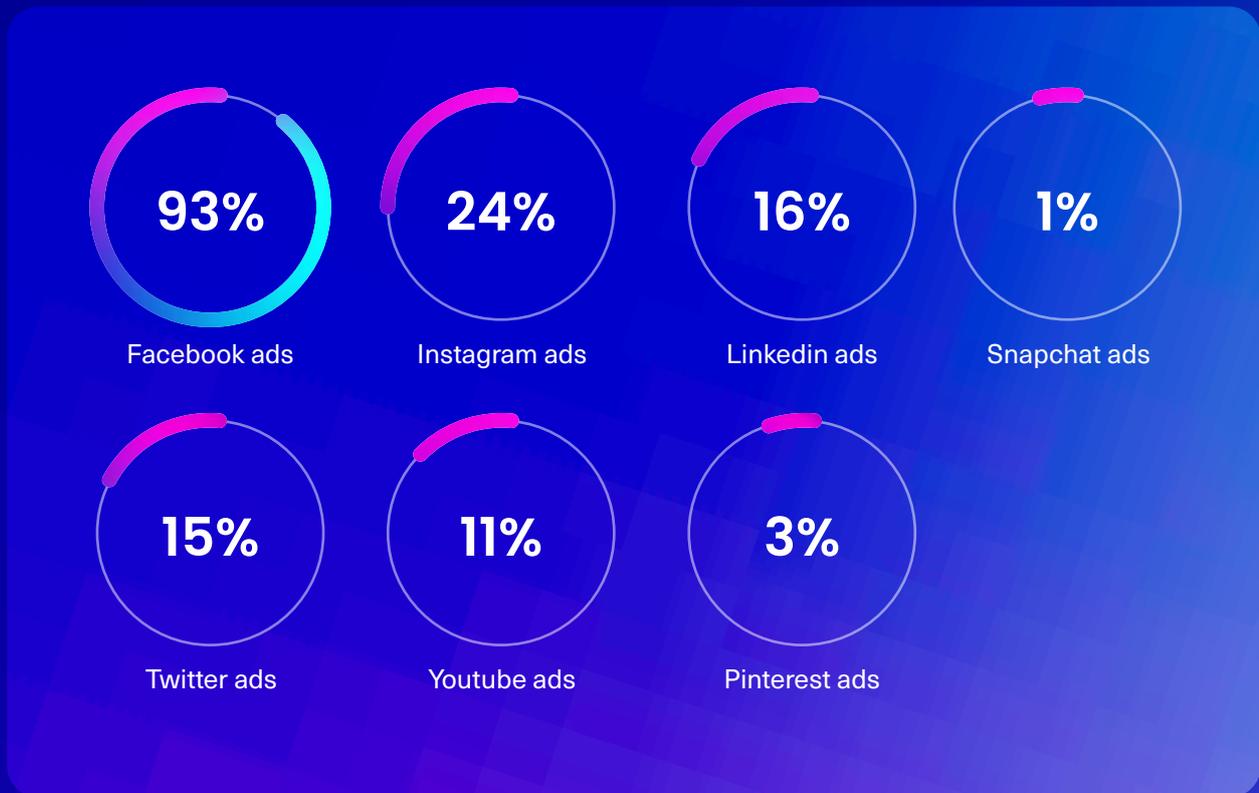
Digital Marketing		Gamification Marketing	
Poor digital marketing strategy	✗	Average website session time	✓
Low budget	✗	Average time spent reading an email	✓
Marketing and Sales Methodology	✗	Email OR, CTR and RPME	✓
Non-interactive Content	✗	Customer engagement	✓
Evolving Marketing and Sales Technology	✗	Social media sharing	✓
Unavailability Digital Marketing Expertise	✗	Helps collect customer data	✓



# Social media spending is increasing



## Percent of Social Media Marketers using paid aids



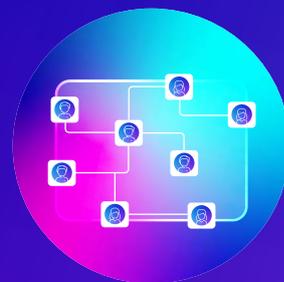
**29%**

Websites with gamification experience a 29% increase in action



**13%**

Gamification increases commenting by 13%



**22%**

Gamification increases social sharing by 22%



**68%**

Gamification amplifies content discovery, increasing activity engagement by 68%



# The gamification of product advertising has resulted in a new form of audience engagement

## | M&M'S – A TALE OF GAMIFIED MARKETING

Social media was one of the first platforms to employ wide use of content gamification. The reason for that is more flexible system of interaction with the audience that's based on instant response. You don't have to run A/B testing or complex research to see what post may be the most successful: likes, shares and comments instantly provide all the necessary stats.

Moreover, social media publications don't require much technology skills or programming knowledge: a short piece of catchy text, eye-catching banner or image design are enough to make a high-converting post.

The gamification of product advertising has resulted in a new form of audience engagement. Many companies have started using gamification years ago, and some marketing campaigns have become recognizable gamification case studies. And the most iconic example is the Eye-Spy Pretzel by M&M's. In 2010 M&M's launched a pretzel-flavored version of its popular confectionery brand. Three years after the initial launch the brand wanted to further promote the flavor. To promote M&M's pretzel products, the company launched a huge marketing campaign which included a successful eye spy game.

To overcome this challenge, M&M's designed a gamification campaign to increase audience engagement. This gamification campaign gave M&M's the exposure that no traditional advertisement could have offered. M&M's incorporated an inexpensive but highly valuable game into the campaign promoting M&M's pretzel products. The simple cost-effective game consisted of an image of M&M's and one small pretzel which users had to find.

As a result, the simple game brought tangible benefits to the campaign, including fostering user engagement with the brand. As well as it brought massive gains to M&M's including 26,000 new likes on the brand's Facebook page as well as 6,200 shares and 11,000 comments. The game provided a fun way for fans to engage with the brand and spread the word on social media. The gamification of advertisements therefore overcomes these limitations of traditional advertising methods.



### POKÉMON GO – A GLOBAL PHENOMENON

Pokemon GO, the immensely popular location-based mobile game launched in 2016 and has managed to stay relevant since. In 2020 alone, players spent upwards of 916 million USD worldwide and are still expanding its playerbase, especially in the Asia-pacific region. Built on the freemium business model, its main source for revenue comes from in-app purchases.

Given the similarities in structure and model, Geddit will learn a lot from the success of Pokemon. The combination of AR technology, social engagement and physical presence in the user's day-to-day environment allowed the game to rapidly achieve local dominance. AR technology also offers visually pleasing stimuli to the users and opens a whole new level of immersion than what has ever been possible. Geddit will be using this concept to create immersive and interesting gaming experiences for our users. To fully utilize this opportunity, we will tie AR objects with the social interaction between players and connect them through blockchain technology. This allows players not only to view pre-made objects in the augmented world, but also influence and interact with it.



Pokemon Go also achieved to do something which is considered one of the hardest tasks in gaming industry, spanning over several gamer generations. By introducing physical locations to the game, they were able to reach a broader spectrum of player age groups. While the younger generation enjoyed the game elements, and the entertainment it provided, older players could appreciate the connection and the physical exercise which came with playing the game. This concept will also be key to Geddit's success. Introducing movement in the real-world lowers' resistance to playtime with the older generation, and creates intrinsic motivation for usage. The physical exercise will be perceived as an easy way of staying active, while at the same time allowing parents to spend time with their kids through a shared interest. The second, but equally important effect of this is that Geddit will be visible in non-consumers daily life. By placing games and rewards in the real world, non-consumers will suddenly see all these people moving about doing something which they are not a part of. Curiosity and peer pressure are both powerful motivators in the human mind. By perceiving to miss out on the next big thing, non-consumers will seek out Geddit to join the crowd. This theory was proved by Pokemon GO and helped them grow into a global movement.

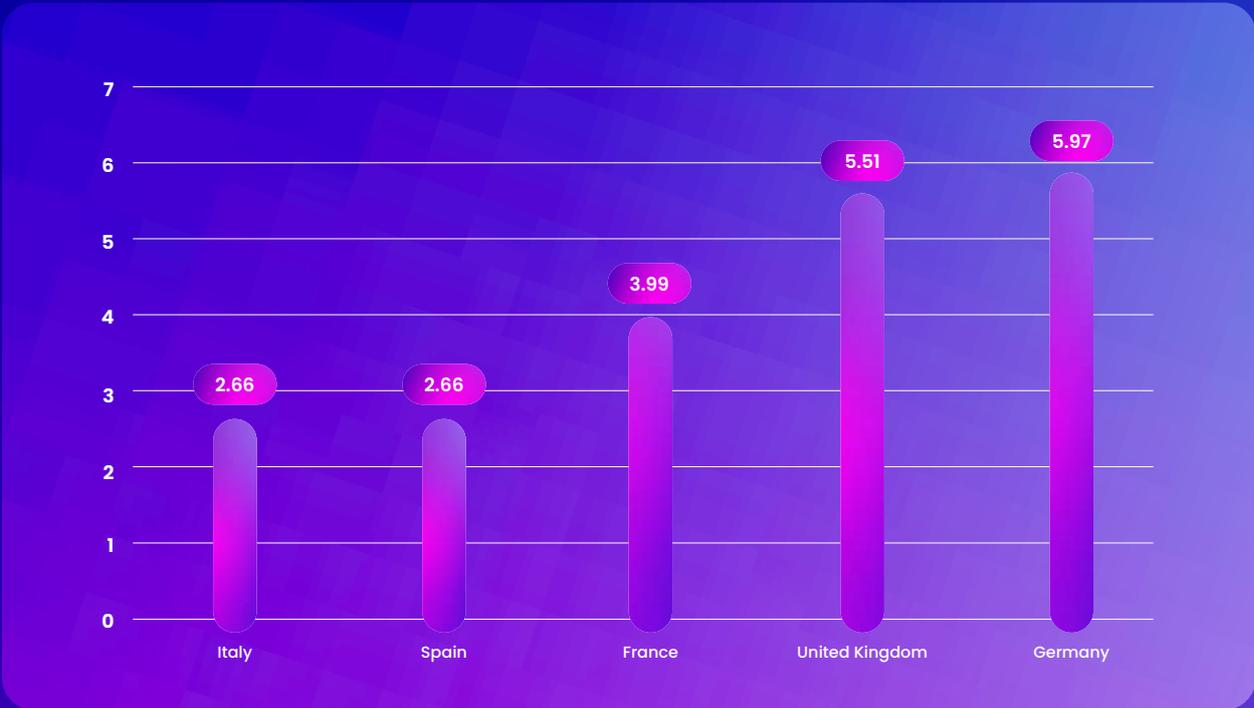


### GAMING MARKET IN EUROPE

Europe is one of the most lucrative markets for video game consumption in the world, ranking behind North America and the Asia Pacific in terms of revenue share in the global games market. Western European countries such as Germany, UK, France and Italy majorly acquired the European games market. With more than 90% penetration of smartphones in Europe, more than 30% population of Europe plays games online on their smartphones. In the United Kingdom, more than 2000 gaming firms range from micro-studios that are developing games for the escalating mobile market to internationally respected independent studios and international publishers. In the last five years, more than 60% of all gaming companies

in Europe had registered and boosted by the Smartphone Revolution. Goldstein Market Intelligence analysts forecast the Europe Games Market to expand at a compound annual growth rate (CAGR) of 5.0% during the forecast period 2017-2030. Further, the market is anticipated to reach USD 34.9 billion by the end of the forecast period.

The European gaming market is expected to register a compound annual growth rate of 15% over the forecast period 2021 to 2026. The European gaming industry is currently a separate entity apart from the conventional gaming industry but is influenced by the growing demand for games in the region.



Leading video game markets in Western Europe in 2020, by revenue (in billion US dollars)

Because of the aforementioned reasons, Geddit aims to target the European markets first. Not only is this where the team has the most experience with the legal frameworks, it's also a natural place to start in terms of technology and smartphone penetration. Geddit as a company has also operated in these markets from its founding and already have several partners in place to help up penetrate these markets. As market and technology conditions change rapidly, the company will constantly review strategies to expand into other markets.



# Elements of the European Commission's blockchain strategy

Regulatory changes have the ability to impact every business model, and new technology is known to push regulatory boundaries. Having a stable regulatory environment provides freedom to operate and is a key factor for growth. Geddit is based in Norway, one of the most politically stable countries on earth. It is one of the world's most predictable and regulative stable countries in the world. Norway has been a self-governing entity since 1814, with its own constitution. Norway is not an EU member state but an EEA; European Economic Area member since 1994.

Therefore, Norway is an equal partner in the internal market, on the same terms as the EU member states. Norway also has delegates on the European commission and adapts its laws and foreign policy accordingly. For this reason the European union heavily influences financial regulations. The European Commission strongly supports blockchain on the policy, legal and regulatory fronts. They have published a blockchain strategy which includes several interesting parts for Geddit:

A pan-European public services blockchain: The European public sector plays a trailblazing role in blockchain by building its blockchain infrastructure. Over time, this will include interoperability with private sector platforms—this joint effort of all 27 EU countries, Norway, Liechtenstein, and the European Commission. (EBSI).

Promoting legal certainty: The Commission recognizes the importance of legal certainty and a transparent regulatory regime in areas relating to blockchain-based applications. It is currently developing a pro-innovation legal framework in digital assets (tokenization) and smart contracts that protect consumers and provide legal certainty for businesses. The Commission strongly supports a pan-European framework and hopes to avoid legal and regulatory fragmentation.

Increasing funding for research and innovation: The EU provides funding for blockchain research and innovation through grants and investments.

Supporting blockchain skills development: Planned initiatives have been put in place to focus on skill development for individuals.



# Our product

Geddit is developing its own innovative, blockchain-powered marketing platform. We are planning to release multiple suites of products, which will all tie together different aspects of entertainment, marketing, and finance. Our main focus to begin with will be the entertainment suite with Geddit play. By combining entertaining gaming experiences, interesting rewards and social- and health benefits we aim to build a valuable consumer base. This consumer base will not only help us reach new markets, but also provide invaluable feedback in our ongoing and new product development cycles.

The second suite in development will be the Marketing suite. This will focus on building a revenue-generating product suite for Geddit. It will be built on a B2B business model. It will include the ability to interact with the entertainment suite directly through the marketing platform, as well as set up unique rewards, games, points of interests etc.

Finally, we aim to develop a finance suite of products and services. This will be part of our long-term plan, and the details for this product suite will be researched, tested and implemented at a later point in time.



## MARKETING SUITE

- Gamified marketing
- Point of interest
- NFT collections



## ENTERTAINMENT SUITE

- Games
- Rewards
- Social & Health benefits



## FINANCE SUITE

- Coin based services
- NFT based services
- Staking

The Geddit ecosystem creates value for all parties involved in a symbiotic relationship:



Players play games and completes challenges for the entertainment value and get rewarded.



Companies gain brand awareness and increased sales by getting access to prizes, Geddit Coins or NFT's



Coin holders get access to services such as staking, liquidity providing and trading to increase their financial earnings and fee rewards



# Geddit PLAY

There are three core components to the Geddit play entertainment product:



## HYBRID MOBILE APP

This consumer-facing application grants access to the virtual world of Geddit and all its content. It allows the players to wander the physical world, collect resources, complete challenges, and play games.



## ADMIN PANEL

The company-facing interface where Geddit can interact with features and players, create new games, update rewards etc. It will also play an important role when developing the marketing suite products and granting in roles- as well as managing permissions.



## BUSINESS LOGIC

This is where all the magic happens – the logic layer enables us to write balanced, interactive and rewarding game features and then connect them to all the other product suites.

# The app

## MINIGAMES – REPLAY ABILITY

Minigames is a key aspect of the design philosophy of Geddit. Not only do they allow us to output large quantities of content, which again helps us experiment with different strategies, it also increases the playability of the game overall. With its wide variety of themes, challenges, and goals they allow different users to find multiple games they can enjoy. Aside from single-player minigames in which players compete against AI-driven challenges, we will introduce multiplayer games. Here the players can challenge each other to 1:1 or 2:2 matches. Through reaching high scores, completing challenges and continuing to participate, players are rewarded with Geddit coin. Minigames can be located at any point of interest within the game.



## GEDDIT PLAY

### DEPTH

Game depth includes the features mainly responsible for player interactions over time. The features that trigger players to stay, once they are past the initial testing phase. To accommodate for this, we are developing both a vast variety of games, and are adding more time-stretching features. One of these is territorial expansion. By allowing players to expand a territory through resource collection and building, we provide depth and a sense of progress. To further drive this point, the entire world of cryptocurrency-holdings will be made available to Gedditi players, which also adds another layer of game depth.

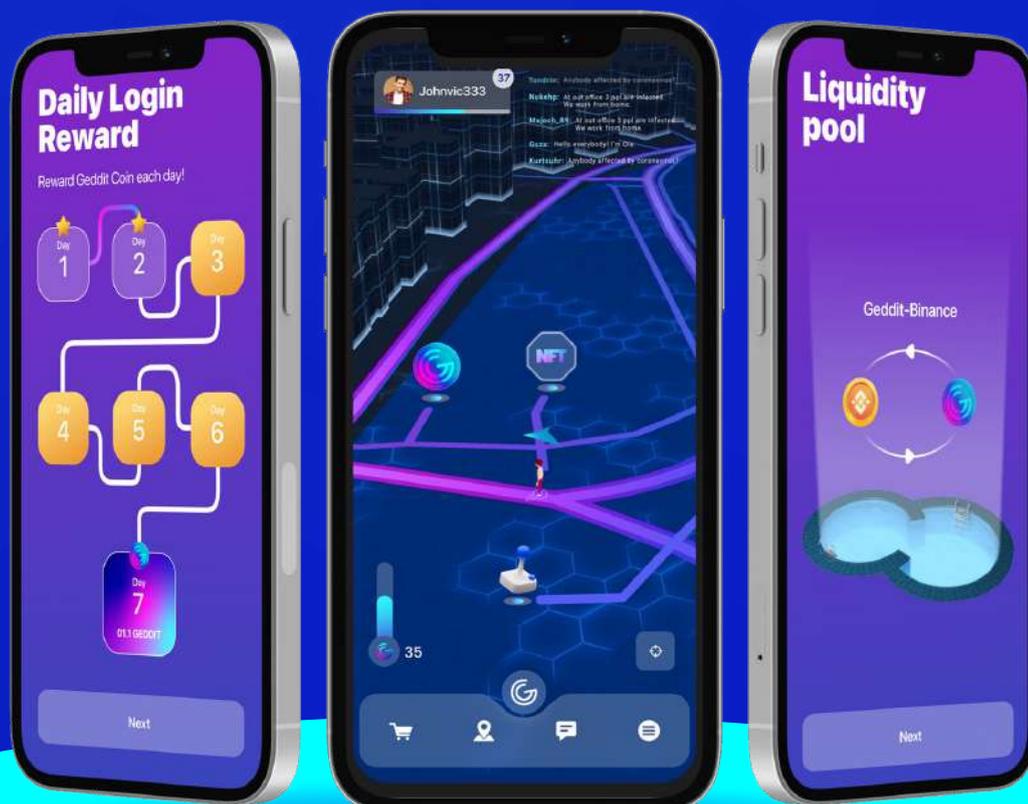
### CHESTS & LOOT

The chests and loot system introduces new collectibles into the game environment. They can either be collected through challenges or picked up in hidden chests around the world. The loot will exist in several rarity levels, which will be connected to drop chance and other parameters.

The loot itself is trackable and tradable through non-fungible tokens(NFT's). Loot can take many forms in the game such as clothes, vehicles or avatars. Systems such as random reward functions will be implemented to draw on the psychological power of such features. Random reward functions are known from psychology to influence us to use the product more, and hence it will help Gedditi retain players over time.

### HEALTH BENEFITS

Contrary to most games, Gedditi's natural environment of play is outside the home. To fulfill their goals, players can walk the streets, looking for points of interests. By encouraging players to stay more active, we not only draw in the fitness-conscious users but also creates incentives to interact across generational gaps. By utilizing the friendly and fun interface of Gedditi play, staying active will seem a lot less intimidating for those of us trying to stay more active in our day-to-day life.



## GEDDIT PLAY

### GUILDS

This is an essential part of the gameplay. They are formed as a group of players, which are interested in chatting and playing together. Guilds have their tasks and missions – completing them benefits the guild members with small bonuses in gameplay. Players have the freedom to play as guild member or solo – both styles of play are beneficial and fulfills individual needs of the players.

### POINT OF INTEREST

Points of interest (POIs) are where something interesting happens – players can enjoy a new minigame, contest, loot box, etc. Some of them are placed by the game itself in auto-generated locations, but customers can also put them in the carefully chosen spots. The POI is one of the main features of the ecosystem as it both physically moves streams of people around the physical world, it also introduces loot into the system. It's also the main areas where players can play games and interact with other items. By strategically placing POIs, businesses can direct people to a location of their choosing, increasing revenue or exposure.

### COLLECTIBLES

The game will provide players with a wide variety of different items presented in single and unique copy (based on NFT technology). It means that the player can accumulate valuable items (e.g., avatar clothes or game skins) which are distinctive for him only, as no other player have a copy of them. It means that these collectibles can reach high prices in Geddit coins on the internal game market (they are sellable through game stores).

### RESOURCES

Resources are unique items that players can collect while exploring the game world. Resources are used to unlock abilities. Each Ability gives the player a tiny bonus to the various game aspects (e.g., reaching more points in the minigames). As opening each next Ability costs more and more resources, getting them creates the next long-time goal for the player.

### DURABILITY & DEFLATION

Inflation, is in many settings, described as the invisible thief of any economy. Therefore, Geddit is adding the durability mechanics as a deflationary measure to the economic element of Geddit. Each collectible NFT in the game will be assigned a durability score of 100% upon minting. This score will slowly deteriorate over time, simulating wear and tear until it reaches 0%. At that point, it will be considered destroyed, and you will no longer be able to use it within the Geddit economy. Once the item is destroyed, it can be traded in at the marketplace for a recycling value. Technically, the NFT will be sent to a burn contract. The durability mechanic opens the world to different states as the items around the player deteriorate over time and helps create a sense of urgency. Furthermore, it incentivizes the users to change the things they regularly use, creating a new player environment.



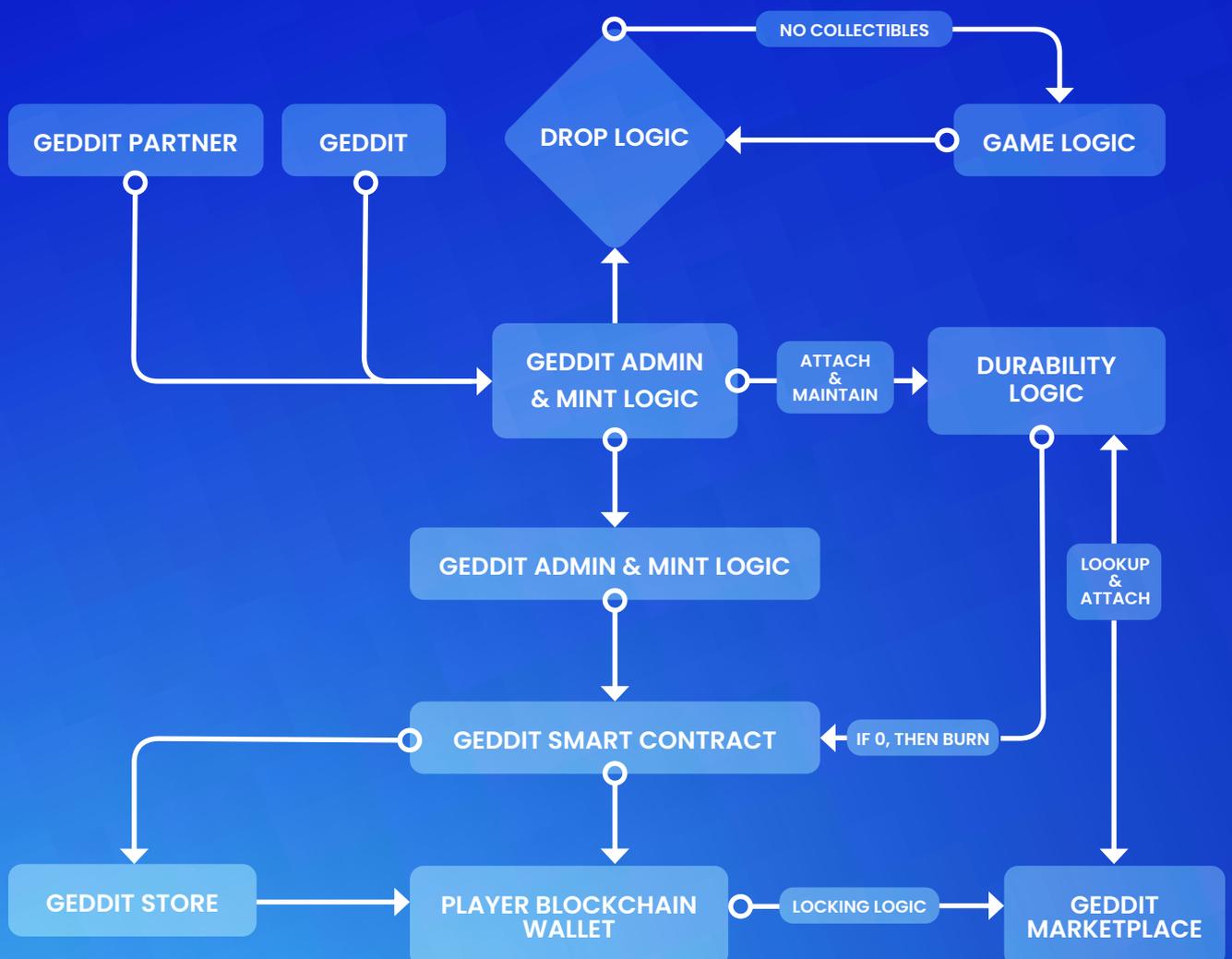
## AUCTIONS & FIXED BID

The marketplace will facilitate two types of transactions, namely Dutch auction, and fixed bid offers. The fixed bid-offer provides stability and certainty for both seller and buyer. The seller simply sets the fixed price they are willing to accept for the item, and the order will be published to the platform. Using the fixed bid strategy, although stable, might increase the time to sell. As the price isn't dynamic, the equilibrium of supply and demand might have shifted, leaving the offer outdated in the process.

The auction method of sales offers a rapid and dynamic form of sales strategy. The user simply selects the minimum amount to start the auction and posts the offer to the platform. The minimum amount could be as low as 0 or significantly higher depending on the item being auctioned. Once the auction offer is posted, there will be a maturity

period before the auction opens for bids. This is to allow information about the proposal to propagate to all interested parties properly. After the auction opens for bids, there will be a minimum increase set by the seller and a minimum "counter" period after each bid. Only this counter period can extend the auction once the time limit has been reached for auction. The auction will end upon the expiry of the last counter period, and the coins and items will be swapped between the users.

For both the fixed bid and the auction sales process, the item in question will be locked from use and trade for the whole duration of the trade to avoid loss of durability of double-spend attempts by the seller. The item will be unlocked for further use and trade by discontinuing the offer or completing the trade.



## GEDDIT PLAY

### MACROECONOMIC STABILIZER

The marketplace is also acting as an important, stabilizing factor to the Gedditi ecosystem. It will add new collectibles to the system once purchased by businesses or produced and introduced by Gedditi. In the same fashion, it will be a place where players can hand in their broken collectibles for recycling value.

Since Gedditi will use the marketplace to introduce new collectibles to the system, it can also be used as a stabilizing factor for the pricing for different items. Rare items will be few and far between and might therefore be difficult for users to price correctly. Historical prices for similar items will be available to the user in the marketplace to help the decision. Furthermore, the existing listed items in the marketplace will help guide the price levels for the different rarity levels.

The marketplace will only accept Gedditi coins, further increasing the incentive to acquire the native currency of the Gedditi ecosystem. No exchange services will be included in the marketplace, but we aim to list the Gedditi coin on several exchanges at strategically timed moments in time.

### THE MARKETPLACE PLATFORM

Gedditi will develop a web-based marketing platform for those who wish to create a marketing campaign on Gedditi. This either as a licensed country/region operator or a B2B client. Here advertising companies and Social Media Marketing Agency will be able to create campaigns directly into the player's global map. The goal is to make it possible for the clients to create custom points of interest in different categories, deploy custom NFT series, customized games for an entire target audience. Furthermore, create challenges, activities that engage Gedditi's players. This kind of engagement can be both for single players and multi-players. The client will also be able to create their custom Augmented reality (AR) objects, link to their e-commerce website, and bring the player to the client's closest venue/store.

### THE MARKETPLACE

The Gedditi marketplace is a player-driven marketplace for exchanging Gedditi Coins and collectibles. Users wanting to get their hands on resources or collectibles can purchase them from other players willing to part with the items.

The Gedditi store serves two purposes in the concept. Firstly, it will input new collectibles into the Gedditi economy, adding excitement and diversity to the experience. Secondly, it will establish expected price ranges for new and existing collectibles. The store will hold a wide range of collectibles and will accept Gedditi coins as payment for these. Gedditi will set the pricing for each collectible or rarity group. Gedditi operates the store, and it will act as an essential source of income to the company. Furthermore, it will connect to the ad platform to allow businesses to launch and sell their unique collectibles. Gedditi will refrain from influencing the marketplace, except in cases of suspected fraud or other illegal activity.



# Blockchain

Widely known for its association with cryptocurrencies such as Bitcoin. Blockchain technology is simply an electronic list of connected and verified data records. This list is called a ledger and is stored in a transparent and immutable way. Some of the benefits of this electronic “ledger” are that it is tamper-evident and can be efficiently updated online due to its nature as a decentralized network across many devices. These features make the technology perfect for data validation, data access, and data integrity, which serve as blockchain's most common use cases. Enterprises worldwide have begun to adopt private blockchain for internal purposes such as record keeping and intra-company transactions, as well as a public blockchain like Bitcoins in their payment processes.

Given the potential of the technology and the widespread business interest in the capabilities, it can provide. Blockchain has become a massive market, even at this relatively early stage of the technology's development. Promising blockchain startup companies regularly accumulate hundreds of millions of dollars of investment in their initial offerings, with particularly successful ones such as EOS raising billions.

In 2021, global spending on blockchain solutions is projected to reach 6.6 billion dollars. Forecasts suggest that spending on blockchain solutions will continue to grow in the coming years, reaching almost 19 billion U.S. dollars by 2024. The Gedit ecosystem consists of several technologies across multiple platforms. The economic elements such as collectibles and the Gedit Coin will be built on the blockchain technology Binance Smart Chain (BSC). BSC is a blockchain network built for running innovative smart contract-based applications. BSC runs in parallel with Binance's native Binance Chain (BC), which allows users to get the best of both worlds: the high transaction capacity of BC and the smart contract functionality of BSC.

While it runs in parallel with BC, Binance Smart Chain is a standalone blockchain. This means that even if BC stops operating, BSC will continue to run its technical and business functions. Smart contracts, which are Ethereum-compatible, are supported by BSC. Developers can build or migrate decentralized applications (Dapps), tools, and other ecosystem components on the BSC network through this feature without much friction.

## STANDALONE BLOCKCHAIN

Technically, BSC is a standalone blockchain instead of a layer solution. Most BSC fundamental technical and business functions should be self-contained to run well even if the BC stopped for a short period.

**Ethereum Compatibility:** The first practical and widely used Smart Contract platform is Ethereum. To take advantage of the relatively mature applications and community, BSC chooses to be compatible with the existing Ethereum mainnet. This means most of the DAPPS, ecosystem components, and tooling will work with BSC and require zero or minimum changes; BSC nodes will require similar (or a bit higher) hardware specifications and skills to run and operate. The implementation should leave room for BSC to catch up with further Ethereum upgrades.

**Staking Involved Consensus and Governance:** Staking-based consensus is more environmentally friendly and leaves more flexible options to the community governance. Expectedly, this consensus should enable better network performance over full proof-of-work, i.e., faster blocking time and higher transaction capacity.



## TECHNOLOGY

### | PROOF OF STAKED AUTHORITY

Although Proof-of-Work (PoW) has been approved as a practical mechanism to implement a decentralized network, it is not friendly to the environment. It requires many participants to maintain security.

Ethereum and some other networks, such as MATIC Bor, TOMOChain, GoChain, xDAI, use Proof-of-Authority (PoA) or its variants in different scenarios, including both testnet and mainnet. PoA provides some defense to 51% attack, with improved efficiency and tolerance to certain levels of Byzantine players (malicious or hacked). It serves as an easy choice to pick as the fundamentals.

Meanwhile, the PoA protocol is most criticized for being not as decentralized as PoW, as the validators, i.e., the nodes that take turns to produce blocks, have all the authorities and are prone to corruption and security attacks. Other blockchains, such as EOS and Cosmos, introduce different types of Deputy Proof of Stake (DPoS) to allow the token holders to vote and elect the validator set. It increases decentralization and favors community governance.

BSC here proposes to combine DPoS and PoA for consensus, so that:

1. A limited set of validators produces blocks
2. Validators take turns to produce blocks in a PoA manner, like Ethereum's Clique consensus engine
3. Validator sets are elected in and out based on staking-based governance.

# Cryptocurrencies

One important use of blockchain technology that has garnered perhaps the most attention is cryptocurrencies, with the most prominent name among these being Bitcoin. As of the first quarter of 2021, the Bitcoin blockchain had amounted to around 330 gigabytes in size, and Bitcoin's market cap reached over one trillion U.S. dollars at the same time. Although Bitcoin is undoubtedly the largest, other cryptocurrencies such as Ethereum and Ripple have also carved out significant market shares for themselves.

Cryptocurrencies are digital currencies that owe their credibility to their technology rather than a central bank. Many of the transactions in this statistic involve cryptocurrency exchanges that exchange these coins for other currencies, including traditional currencies such as U.S. dollars or euros. In selected countries, Bitcoin ATMs also dispense the local money in exchange for Bitcoin. The global cryptocurrency market is experiencing a forceful growth as more and more usecases is discovered, and new projects enter the market.



# Augmented reality



## The quiet revolution – Geddit adds value to B2B, brands, retailers, customers, gamers, and the gaming business through 3D technology.

AR overlays digitally created content into the user's real-world environment; features include transparent optics and a viewable environment that makes users aware of their surroundings and themselves. Imagine a future where your customer no longer shops by perusing a catalog of products, but instead they select a product type –be it a pair of pants, a car, or a dining room table - and then interactively dial and swipe their way to achieve the perfect dimensions, color, and style of whatever they are looking for. They could then try on, try out, or interact with it in any environment they might want—all from the comfort of their own homes. This vision is what augmented reality (AR) and 3D technology is turning into reality.

With Geddit we are aiming to connect several of our non-fungible tokens to AR objects in the numerous games. They can be used directly on or around your avatar, as part of a game area or a player-impacted territory. The technology could also be used to create a more immersive gaming experience by enhancing areas with visually interesting elements.

### | DRIVERS OF AUGMENTED REALITY

Augmented reality technology is fairly new; however, the possibilities are immense. In the last few years, numerous manufacturers have introduced augmented reality applications which have presented the gamers with new ways to interact with the real world.

The continuous rise in the number of mobile gamers has created a positive impact on the demand for augmented reality games.



# Mobile Technology

For our mobile application, we are using the Unity game engine. Unity is a cross-platform game engine developed by Unity Technologies, first announced and released in June 2005 at Apple's worldwide developers' conference as a Mac OS X-exclusive game engine. The engine has since been gradually extended to support various desktop, mobile, console, and virtual reality platforms. It is particularly popular for iOS and Android mobile game development and used for games such as Pokémon Go, Monument Valley, Call of Duty: Mobile, Beat Saber, and Cuphead. The engine can be used to create three-dimensional (3D) and two-dimensional (2D) games and interactive simulations, and other experiences. Industries have adopted video gaming engines, such as film, automotive, architecture, engineering, and construction. Several popular games in a wide array of genres has been developed using the Unity engine, such as:

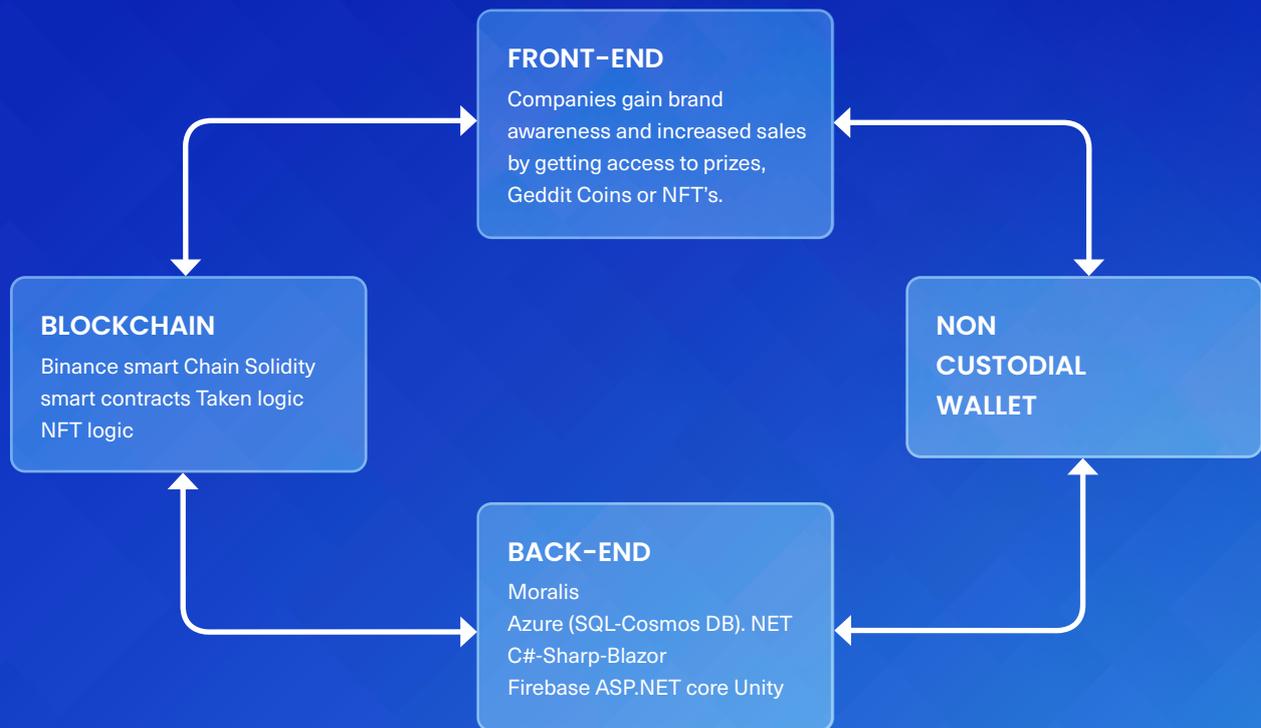


And many others. By using the massive asset library from the unity community, Geddit can maintain development speed while at the same time focusing on critical aspects of Geddit's uniqueness. Unity is specially adapted to working with mobile platforms and has built-in support for technologies like augmented reality.



# Web & Backend Technology

Our web and backend systems will be built on tried and tested technologies such as Azure, Blazor, ASP, .NET Core etc. This allows our development team to maintain a rapid development pace, and allows the company to hire new talent without the need for extensive training. Technology choices are overseen by our software architects and supported by our in-house security engineer. This collaboration makes sure we keep the code base flexible enough to rapidly expand our feature set, but at the same time avoid opening vulnerabilities in our systems.



# Security

Security is an important aspect of any business. Operating within the cyber and technology sector, this is doubly true for Geddit. For this reason, we have hired a dedicated security officer to the team to oversee internal routines and operations. Furthermore, several members of the core team have experience working with security forces and operating within military environments. We aim to uphold the highest security standards both for our users, employees, and partners. Geddit will implement considerable safety measures to keep all important keys, personnel and accesses secure. This will include, but are not limited to storing all funds in cold storage, multi-signature wallets with a minimum of 3 to 5 signature ratio. We can not provide detailed information regarding the measures, due to operational security reasons.

Geddit will never have access to our users' funds, tokens, private keys or other privileged information. Geddit will never contact any users to acquire any such information and any attempt to do so shall be considered unsanctioned. All wallets will be managed by third-party, decentralized wallet applications, or trusted partners.

During development and deployment, we will work closely with our security officer. In order to further increase the security of the development processes and its products, we will conduct an external security audit by an objective third party for all blockchain contracts. The contracts themselves will be based on open-source code, which has been previously audited. The company is also considering conducting one or more bug bounty programs for key elements of our code base.



# Tokenomics

Geddit coin will be the native in-game currency. The coin itself will be used as a transactional value both in peer-to-peer transactions, and in transactions between the company and its users. We will also add certain governance privileges to the token, which will allow holders to perform voting. The voting can be implemented when deciding new features, prioritizing the backlog or making alterations to existing systems. The voting power will be derived from the quantity of tokens held by the voters connected wallet at the time of voting.

Geddit will be listing the Geddit coin on several exchanges in the future to allow second-hand market trading between holders. The process included for acceptance on these exchanges however can be lengthy. Therefore, Geddit aims to list on one or more decentralized exchanges (DEX) to allow for trading between users. As a key part of this, we will provide several currency pairs for increased availability of the coin. Providing the coin on a DEX also opens the possibility for token holders to act as liquidity providers. By providing this service, providers can earn trading fees from each trade. These features will be available both to players of the game, and for other coin holders. As part of the Geddit product portfolio expansion, we aim to include other decentralized finance (DeFi) products. Once this becomes strategically viable, we will consult our community for the specifications and desired, new features. These features will mainly be geared towards holding and increasing the value of the Geddit coin for our holders, and secondary generate increased revenue for the company.

Non-fungible tokens (NFTs) will be utilized in the game. NFTs are game objects or items visible to other players. Players that own NFTs will give the players specific properties. Furthermore, we will attach and develop NFTs that are augmented reality objects. So, the players can see them and

display them in the real world together with other players. All these NFTs will be tradable and exchanged between the players directly. It can also be listed and traded on any NFT marketplace, even third-party NFT markets. Due to the properties of non-fungible token smart contracts on the BSC. This will generate income both for the players and Geddit as a company. NFTs will also be used in several marketing-related features. One example of this is binding the NFT to an augmented reality object within the game, allowing companies to create new, unique objects within the digital world of Geddit. NFTs can also be bound to non-AR objects within the game. Both NFT types can be branded or developed by companies seeking to leverage the marketing opportunities that Geddit brings to the marketplace. If these companies want to avoid utilizing the NFT features, it will also be possible to use the Geddit coin directly as a reward to draw players.

Companies utilizing the marketing platform which Geddit will build will be able to create collectibles, and connect these to augmented reality objects within the game. They will also be able to acquire Geddit coins to use these for rewards within challenges or games. Geddit will also be able to use coins for marketing campaigns such as airdrops, competitions and similar activities.

## COMPANIES THAT USE THE GEDDIT APPLICATION AS A MARKET THING PLATFORM

They can create both augmented reality objects and collectibles NFTs. Players that hold those or display those can be given certain privileges at their E-commerce store or physical store. Marketing companies will be able to grant our players with Geddit coin. This can be done through airdrops, competitions, achievements, or other challenges in the game. Players will hold and collect their NFT's together with their Geddit coin in their game wallet.



## TOKENOMICS

### COIN DISTRIBUTION

Geddit conducted a private seed sale during 2021 through our webpages <https://gedditcoin.com>. The funding was transferred through Stripe as to comply with KYC and AML regulations. Furthermore, the entire sales process was evaluated by our legal partner Schjødt. The funding were secured in order to secure operations in the period leading up to the main sale, as well as ensure a successful sale. The sale was conducted in such a fashion as to ensure no single investor held too big a portion of the coin supply. In order to limit the investors power to impact the market, all tokens sold during the seed sale will be locked up for six months. After the six-month period, 25% of the coins will be released to the investor's wallets every 6 months. This means that it will take a full two years before all coins sold during the presale will be available in the market.

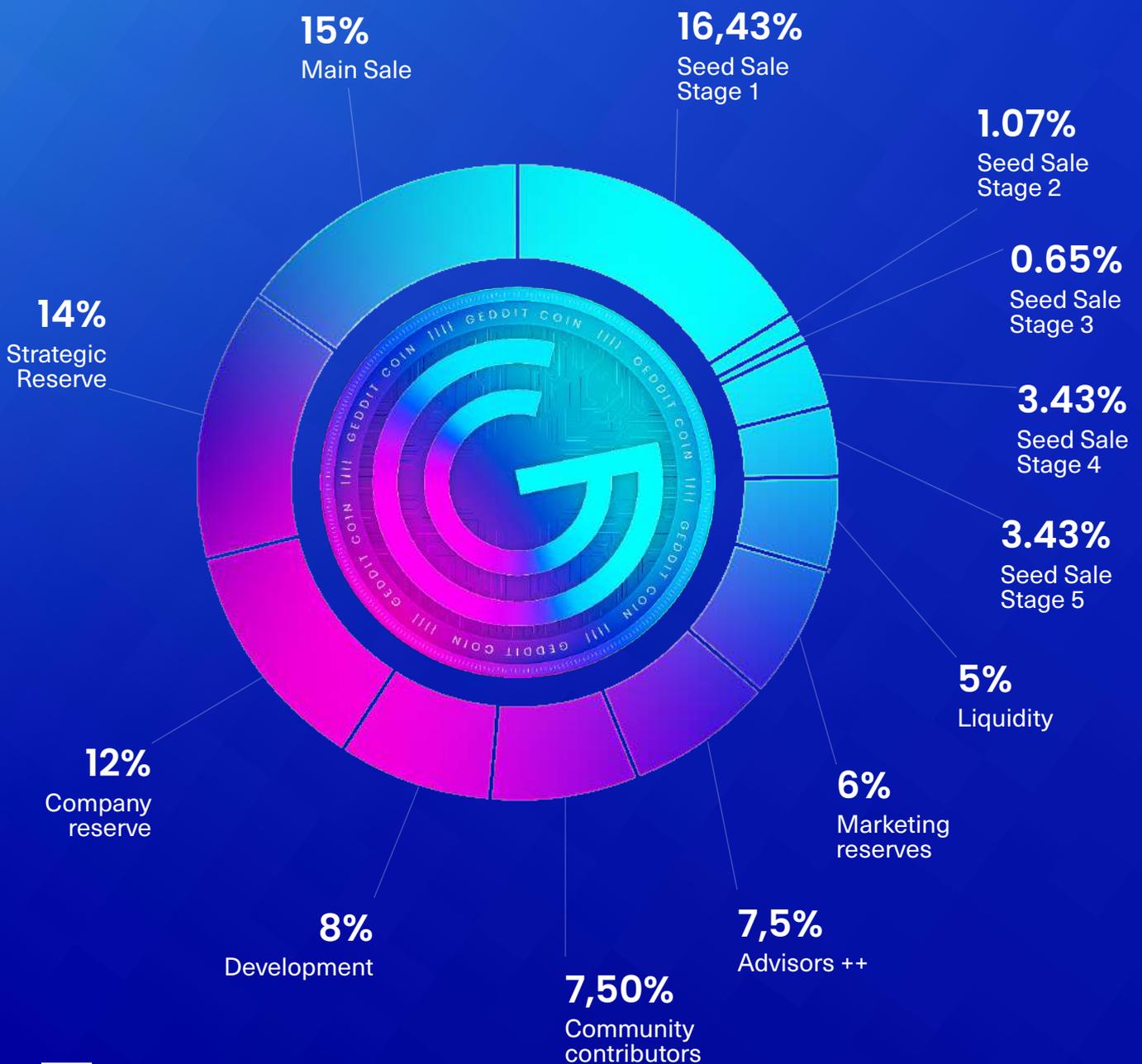
Geddit have made a reservation for 15% of the token supply for advisors, 3rd party partners and contributors. These coins will not be given out, but rather sold OTC at timed moments. Such sales will always be publicly announced through our channels with a fair notice. Tokens within this category, which has not been distributed within 1st of January 2027 will be burned.

To reach our development and growth goals, Geddit is dependent on capital. These reserves will be stored in 4 wallets, acting as escrow accounts for the company. These reserves will be used for activities such as development, acquisitions, marketing, and growth strategies. The coins will be allocated as follows:



# Geddit Coin token supply

## 2 Billion Tokens



# Geddit is a Norwegian Limited Liability Company

Geddit AS is a Norwegian Limited Liability Company founded in October 2016 with the registration No. 917 952 183. Geddit is a wholly owned subsidiary of Digital Group AS, a Norwegian registered company. Geddit is registered with a valid VAT number and State Register of Employers and Employees.

Geddit have been working on gamified marketing since 2016, creating and testing an MVP in several countries, finding the best approach. Now entering the crypto space, marks the next and natural step in Geddit's history.



Svein Johnsen  
CEO



Idar Vollvik  
Marketing &  
Chairman



Harald Heyerdahl  
CPO



Ken Erik Ølmheim  
Community Manager  
/ Crypto Expert



Reidunn Nerheim  
CFO



Laurentiu Ganta  
Tech Lead  
Client Development



Radu Bardeanu  
Tech Lead Backend  
Development



Ketil Kiland  
Tech Lead  
CMS Development



Bjørnar Hansen  
Development  
Backend/CMS



Alex Tymoshchenko  
UI/UX designer



Henrik Holter  
Advisor Blockchain



Raymond Øverlie  
Strategic advisor



and many more



### Partners



#### **Akeo.tech**

Concept and development

Akeo – Concept and technology - Akeo is a software development company who specializes in Fintech and Blockchain technology. They provide development of code and consulting services, as well as concept development. Having worked on several blockchain projects previously, covering multiple blockchain technologies they are the natural partner for us.



#### **RingZero Quality Assurance**

QA Partner

RingZero Game Studio is an international video game development company with many years of experience in game development. We have released more than 30 titles on a variety of platforms. We focus on the development of AA games for consoles (PS4, Xbox One, Nintendo Switch) / PC (Steam) as well as the development of sponsored games for mobile. Our team is comprised of more than 100 professionals coming from 15 different countries.

In addition to production, we also have an internal QA and Live Operations team covering the full development, launch and post-launch cycles.



## DISCLAIMER

The purpose of this White Paper is to present Geddit Coins to potential Coin holders in connection with the upcoming token sale. The information set forth in this whitepaper may not be exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential Coin holders in order for them to determine whether to undertake a thorough analysis of Geddit with the intent of acquiring Geddit Coins.

Nothing in this White Paper shall be deemed to constitute a prospectus of any kind or a solicitation for investment, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction. This document is not composed in accordance with, and is not subject to, laws or regulations of any jurisdiction, which are designed to protect investors.

The product Geddit Coins is not a digital currency (e-money or the similar), or any kind of financial instrument and has not been registered under the Norwegian Securities Trading Act, the securities laws of any state of the United States or the securities laws of any other country, including the securities laws of any jurisdiction in which a Coin holder is a resident.

Geddit Coins cannot be used for any purposes other than as provided in this White Paper, including but not limited to, any investment, speculative or other financial purposes. Geddit Coins confers no other rights in any form, including but not limited to any ownership, distribution (including, but not limited to, profit, redemption, liquidation, property (including all forms of intellectual property), or other financial or legal rights, other than those specifically set forth herein.

Certain statements, estimates and financial information contained herein constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements.

This English language White Paper is the primary official source of information about the Geddit Coins. The information contained herein may from time to time be translated into other languages or used in the course of written or verbal communications with existing and prospective customers, partners, etc. During the course of such translation or communication some of the information contained herein may be lost, corrupted or misrepresented. The accuracy of such alternative communications cannot be guaranteed. In the event of any conflicts or inconsistencies between such translations and communications and this English language White Paper, the provisions of this English language original document shall prevail.

## SOURCES

### MARKETING & MARKET CONDITIONS

<https://www.statista.com>

<https://www.clickz.com>

<https://www.gamify.com>

<https://blog.hootsuite.com>

<https://about.fb.com>

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

<https://unity.com/>

### TECHNOLOGY

<https://docs.binance.org/>

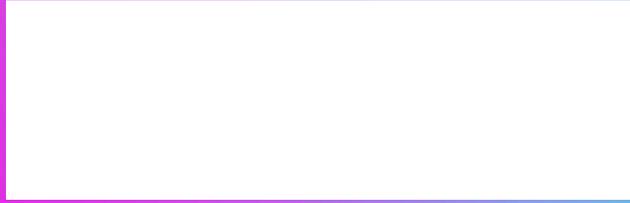
<https://github.com/>

<https://corp.gametize.com/>

<http://www.digitaltrainingacademy.com/>

<https://create.unity.com/>





# Buy Geddit Coins TODAY!

Join our PRE-SALE in just a few clicks

[gedditcoin.com](https://gedditcoin.com)

