

PROJECT DESCRIPTION

GAWOONI is an international game developer and game publisher with a special focus on emerging digital markets like Asia-Pacific, India and South America.

GAWOONI is following the key trends in the international games market and concentrates on mobile and online gaming including eSports.

GAWOONI GAMES ECOSHPERE

The GAWOONI Games Ecosphere is an online portal developed by GAWOONI for a gaming community from all over the world. The Games Ecosphere is a place where gamers can play the games themselves or participate in tournaments. At the same time game developers, publishers and advertisers can get access to a huge gaming community from emerging markets.



GAMES PUBLISHING

- **GAWOONI developers**
GAWOONI develops its own games and publishes them on the GAWOONI Games Platform as well as on Smart Phones and Tablets.
- **3rd party developers**
International game developers who wants to publish their games via the GAWOONI Gaming Platform. GAWOONI has access to more than 300 international developers.

GAWOONI ONLINE GAMING AND COMMUNITY PORTAL

Main section of GAWOONI Ecosphere. This is place where gamers can play online games, cooperate with other gamers through Gaming Hub (forum) and trade in virtual goods at GAWOONI Marketplace.

GAWOONI GAME DOWNLOAD PORTAL AND GAWOONI MOBILE APP STORE

- GAWOONI offers opportunity to play not only online games, but also PC games (which needed to be reinstalled) and Mobile games.
- GAWOONI provides gamers with possibility to manage all games on all platforms (PC, online browser games and Mobile games) through one account!

REWARD SYSTEM

The GAWOONI Ecosphere provides opportunities for gamers to be rewarded for playing games. The reward system for gamers ensures that gamers get the best entertainment possible and thus it is supporting the fact that we get as much registered gamers as possible. Play AdGames, achieve good results and get your reward!

ADVERTISING

- **Sponsoring partners**
Sponsoring tournaments and gaming events on our GAWOONI Gaming Platform
- **Whitelabel services**
We will be able to Whitelabel or Co-Brand our Services to Mobile Net Operator or Successful Web Portals.
- **Marketing research**
We can develop special games for marketing research purposes.
- **Advertising agencies**
Sponsoring tournaments and gaming events on our GAWOONI Gaming Platform
- **Brand companies**
We will be able to Whitelabel or Co-Brand our Services to Mobile Net Operator or Successful Web Portals.
- **Payment providers**
We can develop special games for marketing research purposes.

TEAM



Frank Holz
Director / Member Of The Board

Frank Holz is a qualified economic engineer and a long serving consultant for companies such as Daimler-Benz, Mercedes-Benz and Mannesmann (today Vodafone).

Since 1996 Frank Holz has been working in the games industry. He was Marketing Director of well-known, international game publishers such as Infogames and Atari.

In 2008 he founded IEM Consulting, an internationally operating management consultancy focusing on the games industry. Frank Holz advises game developers, game publishers, multimedia entrepreneurs, branded insurers, investors, banks and governmental agencies worldwide.

He has a very strong strategical background and stable international network within the gaming industry. Due to his numerous consulting projects for governmental agencies and game developers in Asia, Frank Holz has a huge business network in Korea, Japan, Hong Kong, China, Taiwan, Thailand and Singapore.

Credentials Publishing:

More than one thousand games published on an international level including well known brands such as: Alone In The Dark, Civilization, Unreal, Unreal Tournament, Rollercoaster Tycoon, Driver, GTR, GT Legends, Neverwinter Nights, Transformers, Mission Impossible, Matrix, Terminator, Digimon, One Piece.

Games for brand companies:

Games as an interactive communication tool for well known brands and their products such as FERRERO, BMW, BOSCH.



Michael H. Beekmann
Director / Member Of The Board

Michael Beekmann is an acknowledged financial expert. In 1997 he started his career at one of the biggest travel agencies in Germany. There, he worked in the field of purchasing and successfully established the company's international hotel network.

In 2001 Michael Beekmann moved to the center of finance, Switzerland, where he worked for well-known finance companies, developing their business in Asia, especially in Hong Kong and Singapore.

Since 2008 Michael Beekmann worked as a financial consultant for startups and companies in the New Economy with a focus on financing, internationalization, investor relations and IPO.



Martin Szymanski
Head of Publishing

Martin Szymanski worked for over 20 years in the games industry. He was marketing manager at renowned international games publishers such as Infogrames, Atari, Sunflowers and Just A Game.

Martin Szymanski is an expert on mobile and online games, and has very solid experience in the international marketing of games.

At GAWOONI he is responsible for the complete gaming portfolio of own and licensed games. In addition, he coordinates the international marketing of all GAWOONI games.

TOKEN MODEL

During ICO GAWOONI will launch its utility token called GWON.

Total of 40 million GWON tokens will be issued on the Ethereum blockchain as a standard ERC-20 token.

The GWON is the in-project utility token, which is used by main actors like a payment instrument:

- Gamers can buy GWON coins to use them in any game published on Online Gaming Portal
- 3rd Party Developers can pay for additional marketing opportunities for their games
- Developers and Publishers can reward gamers for playing AdGames

Token Mechanics

Token Name	GWON
Price per Token	0.001 ETH
Min Cap (GAWOONI Tokens)	1 000 000
Hard Cap (GAWOONI Tokens)	22 000 000
Token Sale Target	3 500 000
Free Float	55%
Token Privileges	In-platform utility token

Token Allocation

Token Sale	55%
Bounties	3%
Management & Team	13%
Reserve for Game Developers, Publishers and Gamers Reward pool	19%
Legal & Advisory	10%

Usage of Proceeds

Ecosphere development and launch	17%
Games development	15%
User acquisition	30%
Local Marketing	20%
IT team & Infrastructure	4%
External Legal Services	3%
Administration	11%

Total amount of Tokens: 40.000.000 GWON

Tokens available for sale: 22.000.000 GWON

SPECIAL OFFER

The basic price for GWON Token during ICO is **1 USD**.
For early investors there are special conditions. If you want to participate in closed presale, please contact us via presale@GAWOONI.com