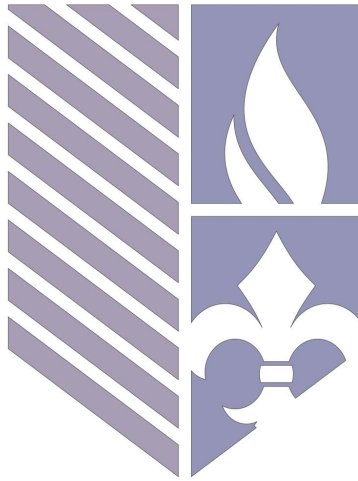
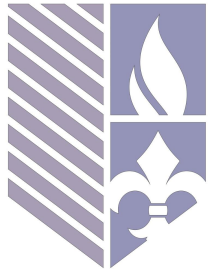


GX Coin

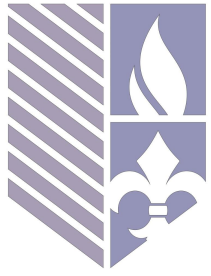
The Future of Venture Capital





LET'S START WITH SOME USEFUL DEFINITIONS

1. **Definition**
 2. History
 3. Principles
 4. People
 5. Fundraiser
 6. Planning
 7. Goals
 8. Stay in touch
 9. Appendix
- [BLOCKCHAIN](#)
 - [CRYPTOCURRENCY](#)
 - [BITCOIN](#)
 - [ETHEREUM](#)
 - [SMART CONTRACT](#)
 - [ICO](#)
 - [BANCOR](#)



HISTORY

1. Definition

2. **History**

3. Principles

4. People

5. Fundraiser

6. Planning

7. Goals

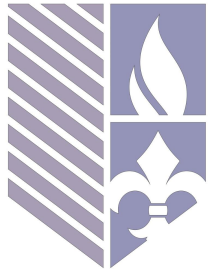
8. Stay in touch

9. Appendix

Founded in 2014 in Singapore, France, and the United States, Genevieve specializes in wealth management and venture capital. The company focuses on merging finance and [blockchain](#) technology to provide new financial services.

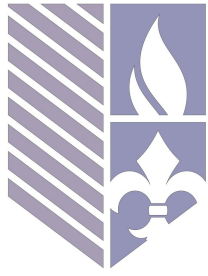
Genevieve partners have managed venture capital operations for more than 26 companies ranging from small businesses to publicly-traded corporations spanning 12 countries and 4 continents.

Genevieve has issued and pre-launched its cryptocurrency GxCoin, geared toward small businesses and their communities. The [ICO](#) is scheduled for August 25th, 2017.



PRINCIPLES OF GxCOIN 1/7

1. Definition
 2. History
 3. **Principles**
 4. People
 5. Fundraiser
 6. Planning
 7. Goals
 8. Stay in touch
 9. Appendix
- After recognizing the opportunity for small businesses to connect with a growing currency system, Genevieve Co. has brought [cryptocurrency](#) to small businesses and their communities in the form of GxCoin, a currency that better fits their specific needs.
- GxCOIN FOR EVERYONE**
- Barriers to small businesses using cryptocurrency often include limited time and resources needed to implement a new technology, limited familiarity with new and existing financial systems and concerns about price volatility. GxCoin bridges the gap between complex cryptocurrency systems and small business owners interested in using FinTech to increase funding, accept new forms of payment, expand their customer base while avoiding lengthy transaction processes, fees, interest, and commissions associated with traditional banking and payment systems.
- GxCOIN SERVES PEOPLE AND THEIR COMMUNITIES**
- With GxCoin, the community shares resources, knowledge, ideas, and provides real-time feedback to participating businesses. This decentralization empowers businesses to be more active and aware, facilitating contributions directly to the local economy and empowering anyone to own part of these small businesses.



PRINCIPLES OF THE GxCOIN 2/7

1. Definition
2. History
3. **Principles**
4. People
5. Fundraiser
6. Planning
7. Goals
8. Stay in touch
9. Appendix

GxCOIN ADAPTS TO YOUR NEEDS

Genevieve provides an open selection and audit of small businesses and invests in those businesses that make economic sense, have strong prospective growth and make an impact in the community (ethics, action and interaction). Genevieve also works with business executives to create their own token, prepare a strategic business plan, and create the roadmap necessary to succeed.

Finally, Genevieve creates and releases the appropriate material as well as operates as the platform for each [ICO](#). At each launch, Genevieve will participate from 10-25% depending of the size of the ICO.

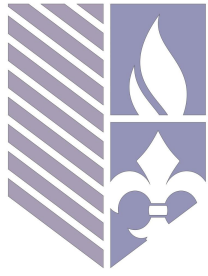
GxCOIN: THE FUTURE IS NOW

The introduction of services based on [smart contracts](#) (such as [Bancor](#)) represents a breakthrough in creating the liquidity and stability necessary to establish trust and catalyze the emergence of new initiatives.

A common concern among cryptocurrency investors has been volatility and inflation. Here lies the greatest advantage for GxCoin. *Small business is, and will always be, a good way to protect token owners against speculation and inflation.*

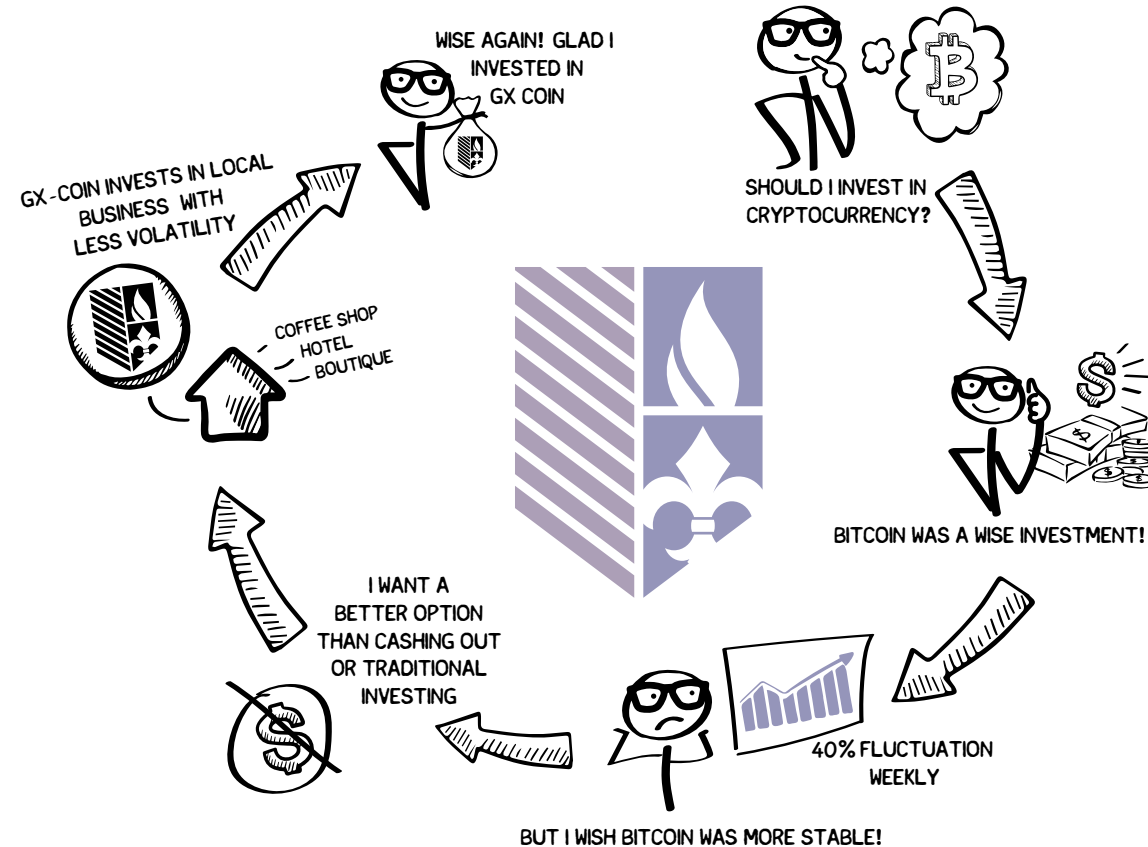
Since its incorporation in 2014, Genevieve Co. has aimed to incorporate wealth into small businesses which need the stability to grow and serve their community. *Small businesses are the true wealth of our society and economy.*

-

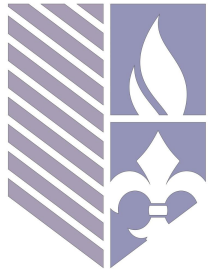


PRINCIPLES OF THE GxCOIN 3/7

1. Definition
2. History
3. **Principles**
4. People
5. Fundraiser
6. Planning
7. Goals
8. Stay in touch
9. Appendix



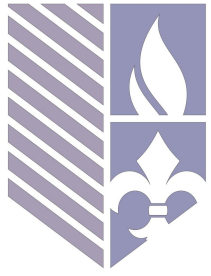
GxCoin is created to be a “stablecoin”. A stablecoin is characterized by price stability that makes it suitable for use as a unit of account and store of value. The US dollar is the best example of a stablecoin in the world of fiat currencies. While USD offers low volatility it doesn’t offer user control. It’s controlled by the Federal Reserve Bank and requires reliance on the US banking system.



PRINCIPLES OF THE GxCOIN 4/7

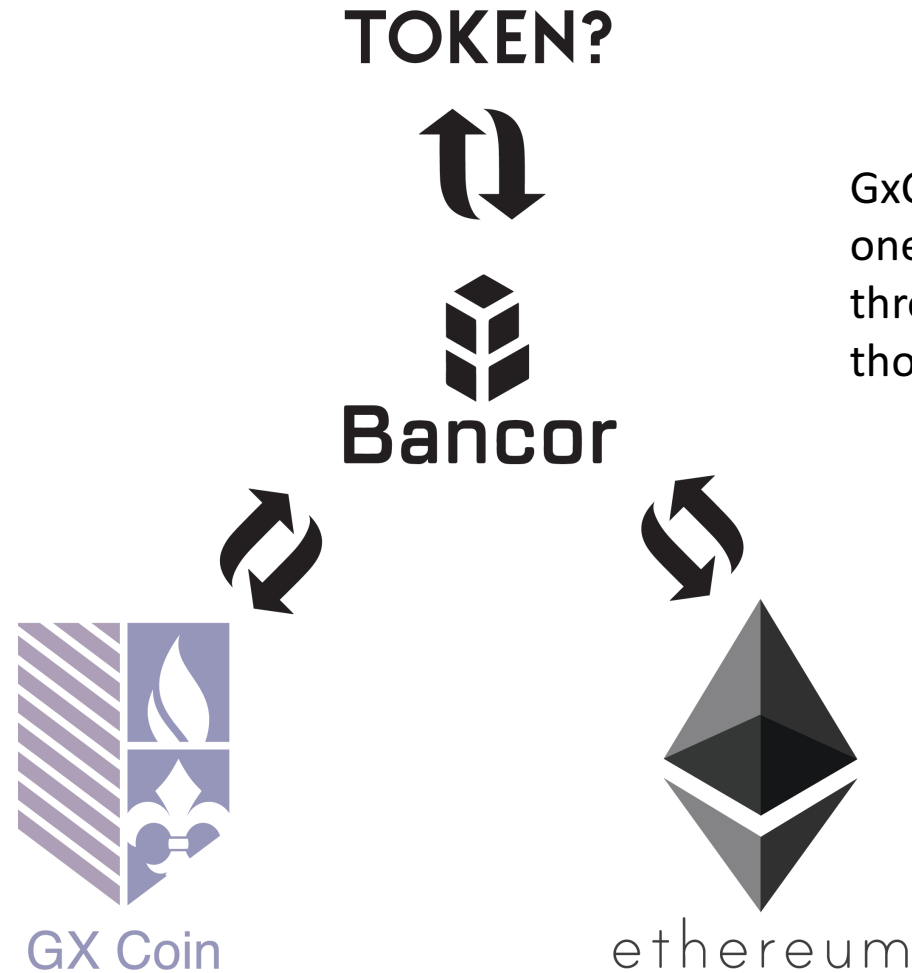
1. Definition
2. History
3. **Principles**
4. People
5. Fundraiser
6. Planning
7. Goals
8. Stay in touch
9. Appendix

- The reserve in the cryptocurrency system creates liquidity, which, in turn, generates wealth in the physical economy.
- GxCoin creates a symbiosis between the small business and its community of token owners. The community forms a decentralized board of advisors which benefits from the appreciation of the token based on the success of the local businesses they have supported.
- The GxCoin community shares resources, knowledge, ideas, and provides real-time feedback to the businesses.
- The funded businesses, in turn, give back to the community by generating growth and creating wealth.
- Smartphone technology ties the community together and makes this symbiotic relationship possible.

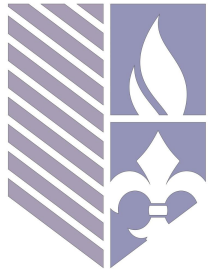


PRINCIPLES OF THE Gx Coin 6/7

1. Definition
2. History
3. **Principles**
4. People
5. Fundraiser
6. Planning
7. Goals
8. Stay in touch
9. Appendix



GxCoin can convert from one to another token through services such as those provided with Bancor.



PRINCIPLES OF THE GxCOIN 7/7

1. Definition
2. History
3. **Principles**
4. People
5. Fundraiser
6. Planning
7. Goals
8. Stay in touch
9. Appendix

Smart contracts

✓ Funding:

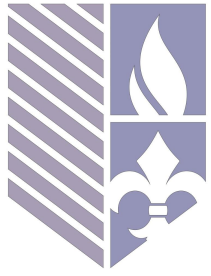
- Collect contributions through smart contracts and issue additional tokens if ICO reaches target.

✓ Exercising Ownership:

- Vote to release funding based on **crowd approval** ($\frac{2}{3}$ majority wins).
- Vote on propositions which may have a major financial impact.
- Vote quarterly on propositions about distribution or capitalization of dividends.

Voting rules:

- $\frac{2}{3}$ approval in the expressed vote, which allows token owners to exercise their ownership, will validate the VC investment proposal.
- The token owner has 72 hours to express his position in accordance with the provisions of the smart contract.



GxCOIN TEAM

1. Definition
2. History
3. Principles
- 4. People**
5. Fundraiser
6. Planning
7. Goals
8. Stay in Touch
9. Appendix

- **The Financial Team**

- ✓ [Duane Kirkpatrick](#)
- ✓ [Fabien Dureuil](#)

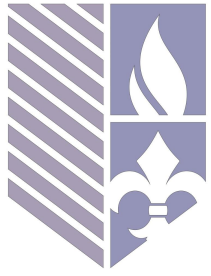
- **The Tech Team**

- ✓ Alex Brunner

- **The Administrative Team**

- ✓ [Stephanie Webb](#)

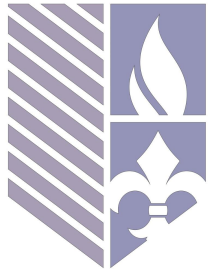
Click on name to access LinkedIn



MARKET FORECAST

1. Definition
2. History
3. Principles
4. People
- 5. Fundraiser**
6. Planning
7. Goals
8. Stay in touch
9. Appendix

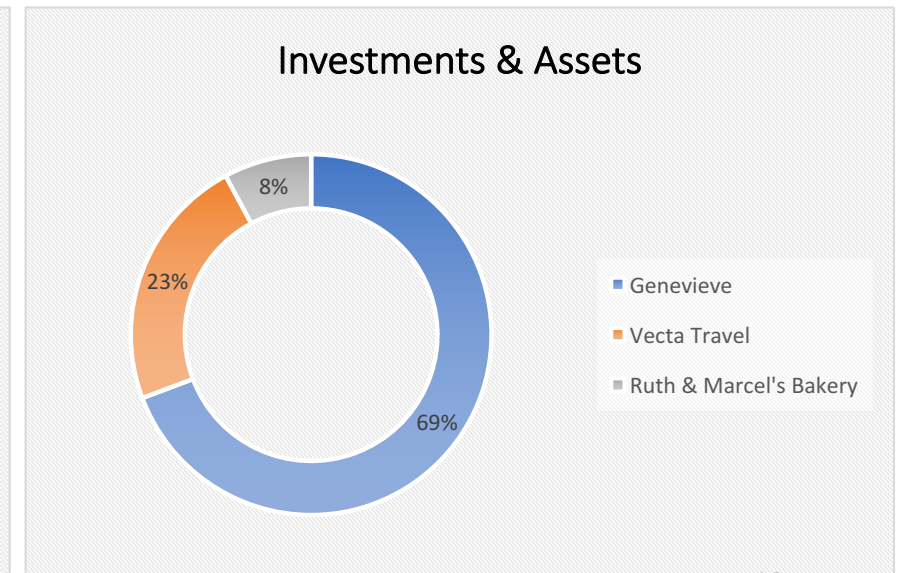
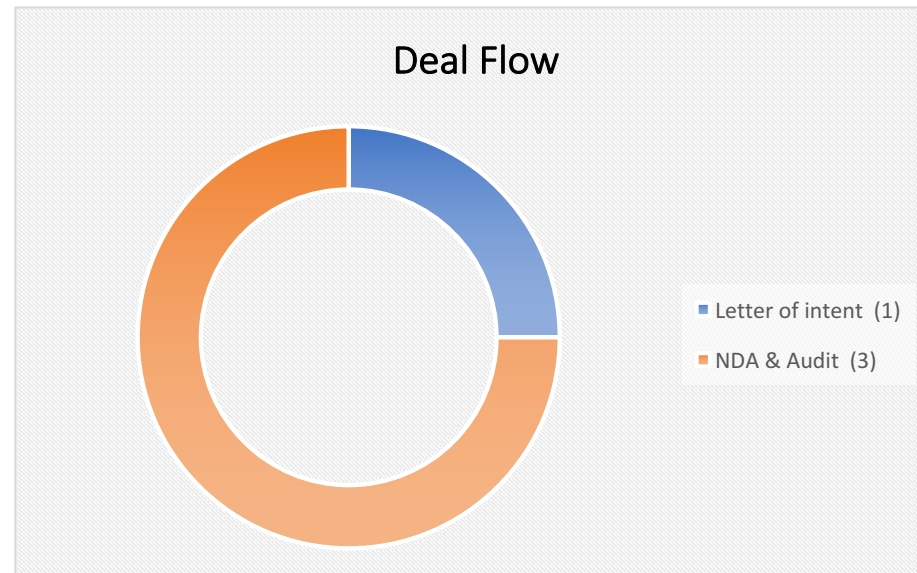
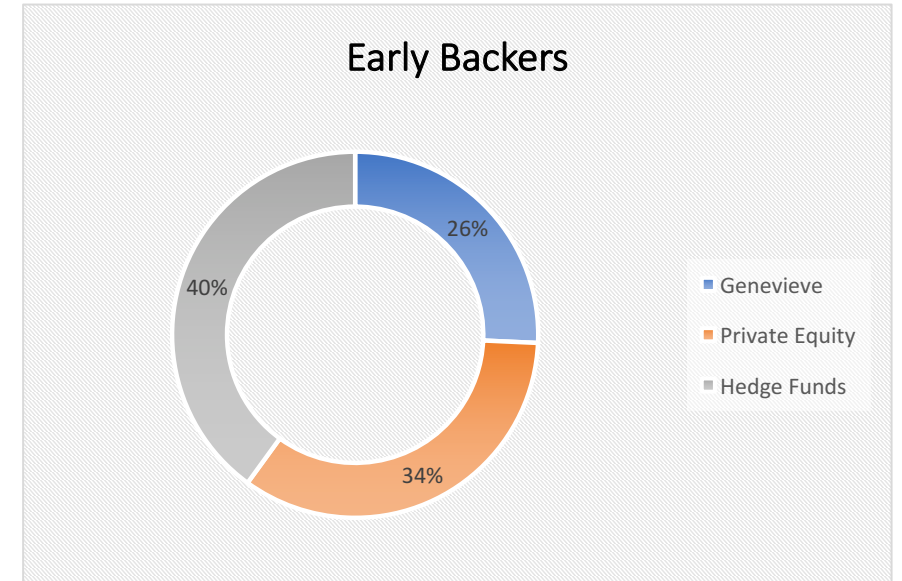
Market Estimation				
	Presale	Post ICO		
		Forecast	Moon Shot	Mars Shot
Market Cap	\$500,000	\$5,000,000	\$7,500,000	\$10,000,000
Token Value	\$0.665	\$1.00	\$1.00	\$1.00
Tokens Released	750,000	3,750,000	6,000,000	8,250,000
Total Tokens Issued	5,000,000	5,000,000	7,500,000	10,000,000

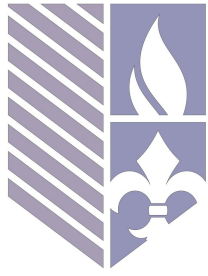


GxCoin Today

1. Definition
2. History
3. Principles
4. People
5. **Fundraiser**
6. Planning
7. Goals
8. Stay in touch
9. Appendix

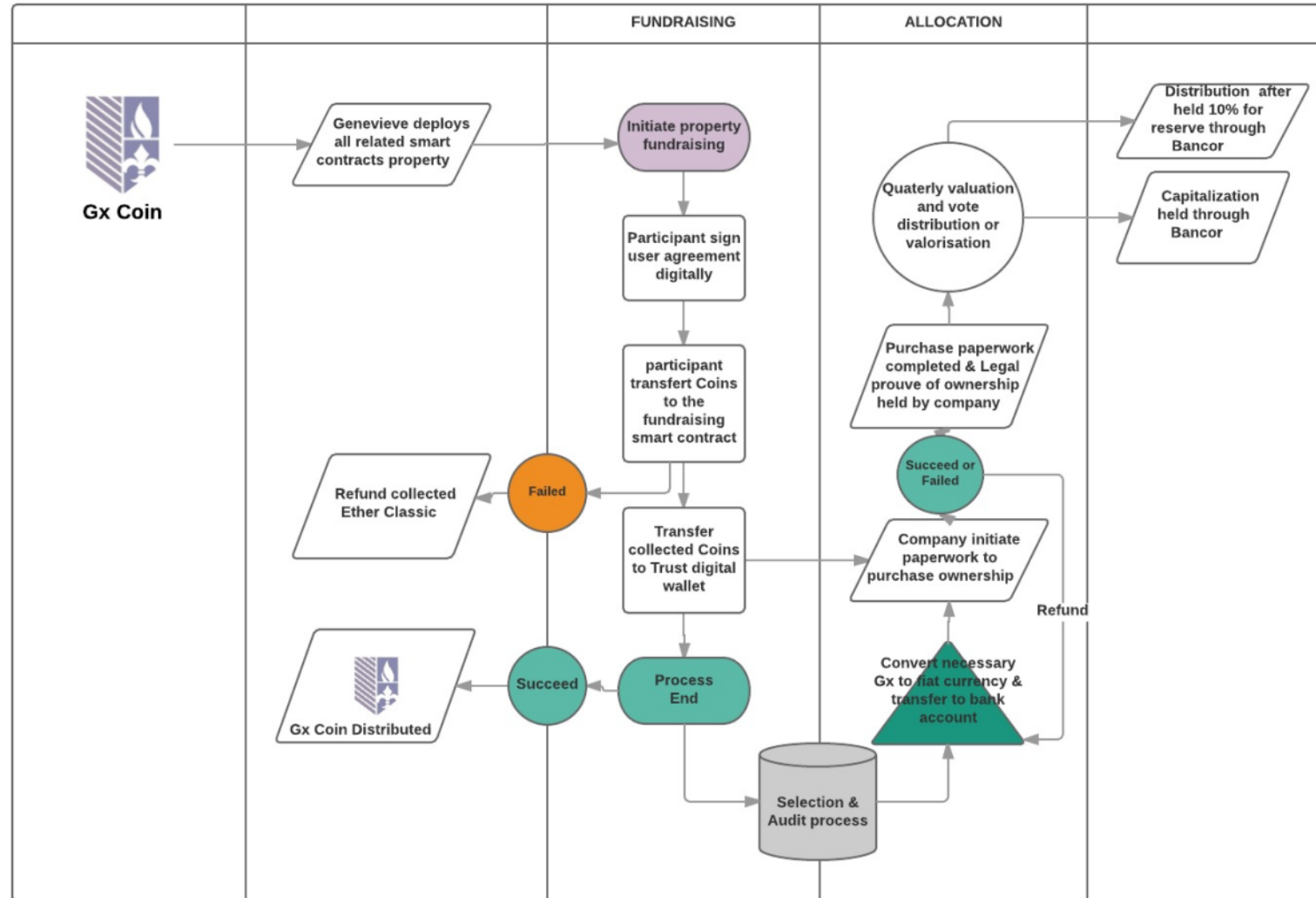
- Early backers invested close to \$500k.
- A portfolio evaluation (including assets after R&D and expenses) estimated at more than \$840k post-money valuation, which will immediately back the tokens issued.

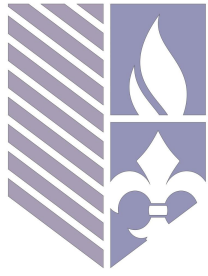




GxCoin ICO Process

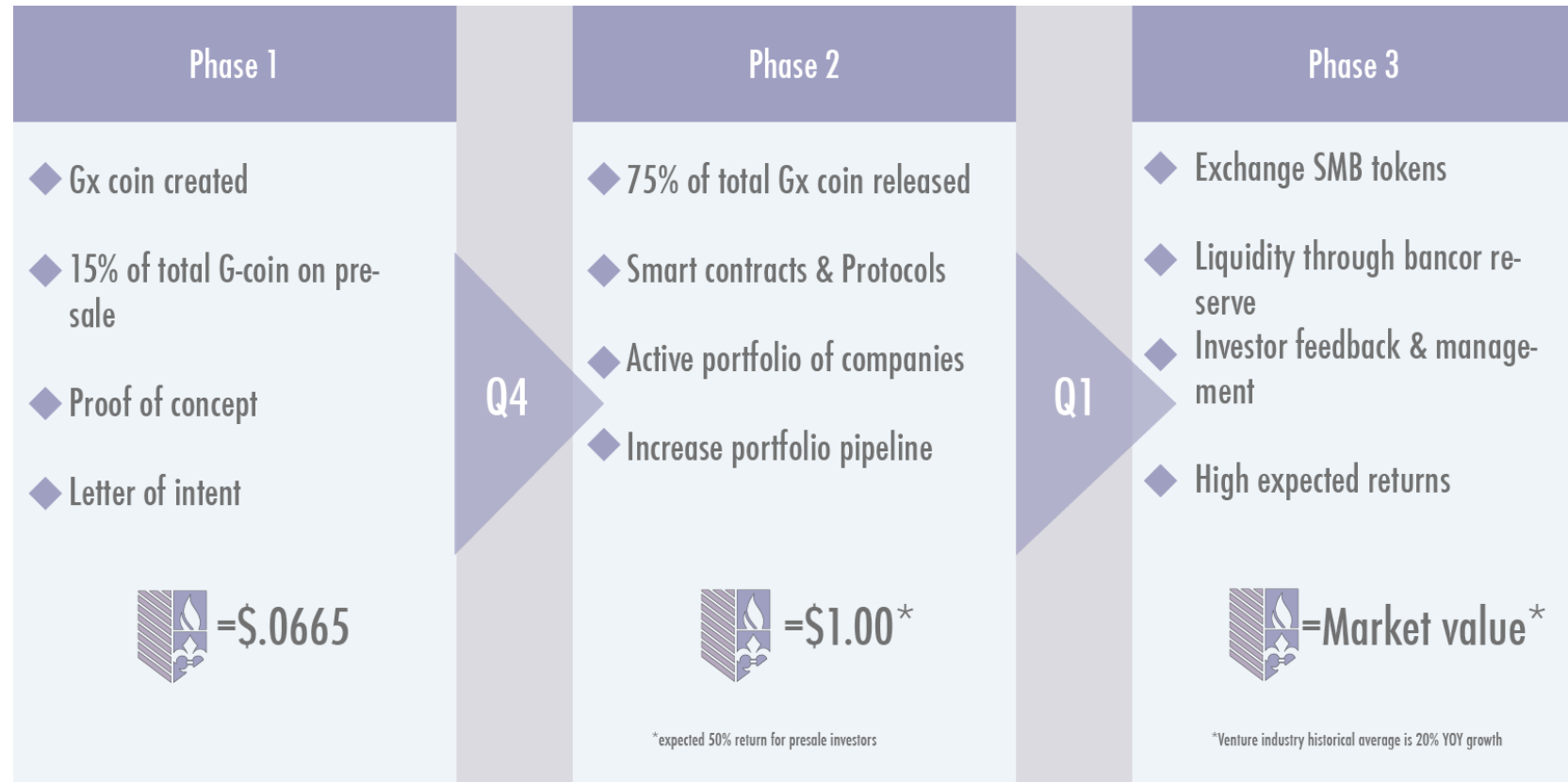
1. Definition
2. History
3. Principles
4. People
5. **Fundraiser**
6. Planning
7. Goals
8. Stay in touch
9. Appendix

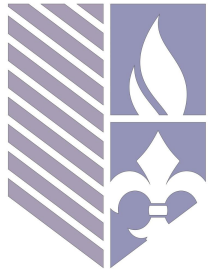




NEXT STEP

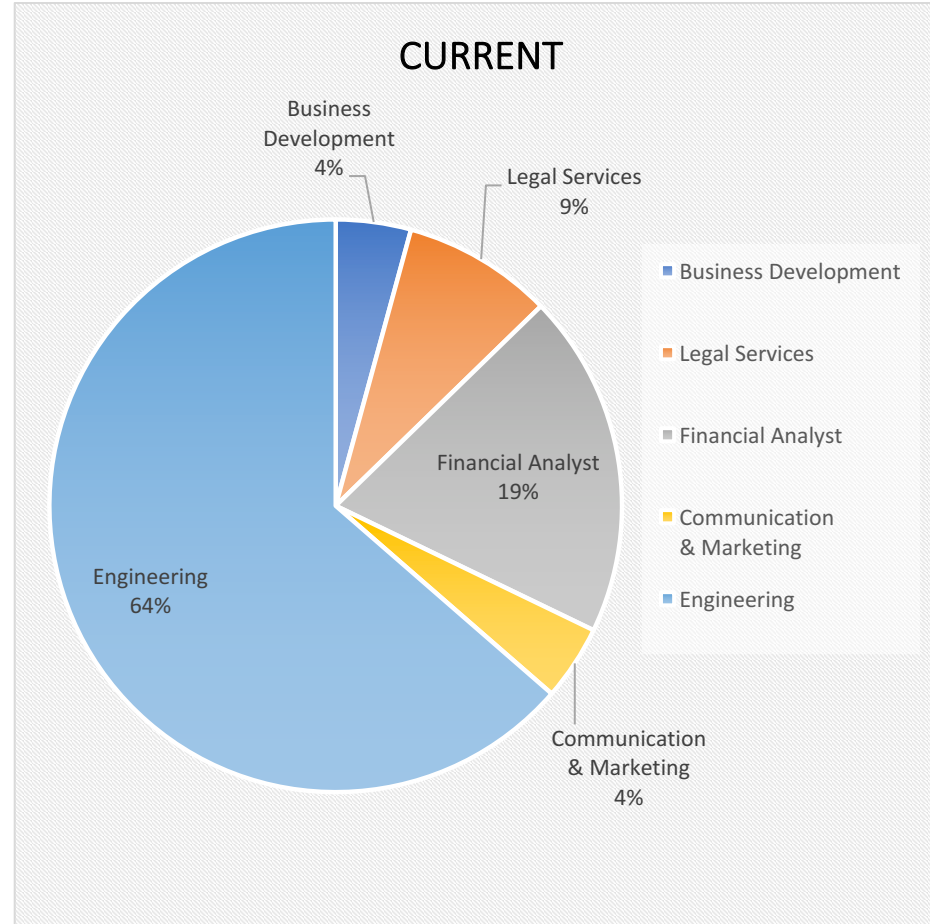
1. Definition
2. History
3. Principles
4. People
5. Fundraiser
6. **Planning**
7. Goals
8. Stay in touch
9. Appendix

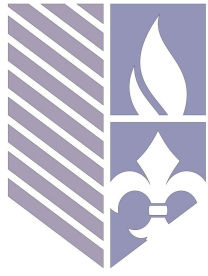




ENDOWED – GxCOIN

1. Definition
2. History
3. Principles
4. People
5. Fundraiser
6. Planning
7. **Goals**
8. Stay in touch
9. Appendix

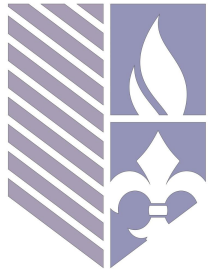




ENDOWED – GENEVIEVE

1. Definition
2. History
3. Principles
4. People
5. Fundraiser
6. Planning
7. Goals
8. Stay in touch
9. Appendix

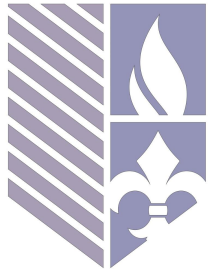
k\$	CURRENT	500	5000	7500	10000
Engineering	Push forward development with our team.	Push forward development with our team and finalize V1	Extend the team and develop analysis script, new smart contracts and interfaces	Extend the team and develop analysis script, new smart contracts and interfaces	Extend the team and develop analysis script, new smart contracts and interfaces
Headcount	2	3	4	5	6
Yearly Rate	180	270	360	450	540
Communication & Marketing	Push forward development with our team.	Push forward development with our team.	Hire a full-time PR to promote our strategy and create quarterly reporting for our token owners.	Hire 2 full-time PR - in order to promote our strategy and create quarterly reporting for our token owners; - in order to help the companies in portfolio to communicate more efficiently.	Hire 2 full-time PR - in order to promote our strategy and create quarterly reporting for our token owners; - in order to help the companies in portfolio to communicate more efficiently.
Headcount	1	1	2	3	3
Yearly Rate	12	12	120	180	180
Financial Analyst	Push forward prospection & analysis with Genevieve partners.	Push forward prospection & analysis with Genevieve partners.	Hire a full-time analyst to ensure the effectiveness of our strategy, manage, monitor and create quarterly reporting for our token owners.	Hire 2 full-time analysts to ensure the effectiveness of our strategy, manage, monitor and create quarterly reporting for our token owners.	Hire 2 full-time analysts to ensure the effectiveness of our strategy, manage, monitor and create quarterly reporting for our token owners.
Headcount	1	1	2	3	4
Yearly Rate	55	55	110	165	220
Legal Services	Legal counsel consultation	Hire a full-time counsel and a paralegal to develop strategy and work on the legal side of innovative products and services around cryptocurrencies.	Hire a full-time counsel and a paralegal to develop strategy and work on the legal side of innovative products and services around cryptocurrencies.	Hire a full-time counsel and a paralegal to develop strategy and work on the legal side of innovative products and services around cryptocurrencies.	Hire a full-time counsel and a paralegal to develop strategy and work on the legal side of innovative products and services around cryptocurrencies.
Headcount	1	1	2	3	3
Yearly Rate	24	120	180	300	300
Business Development	Push forward development with our team.	Push forward development with our team.	Hire a full-time business developer to assist and mentor small businesses in order to increase the success rate and optimize growth.	Hire two full-time business developers to assist and mentor small businesses in order to increase the success rate and optimize growth.	Hire two full-time business developers to assist and mentor small businesses in order to increase the success rate and optimize growth.
Headcount	1	1	2	2	3
Yearly Rate	12	24	110	110	165



ECONOMIC GOALS - PARTICIPATIONS

1. Definition
2. History
3. Principles
4. People
5. Fundraiser
6. Planning
- 7. Goals**
8. Stay in touch
9. Appendix

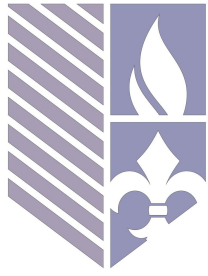
k\$	CURRENT	500	5000	7500	10000
Investment limit per business 5%	-	20	200	300	425
Number of plan acquisition - Assets	3	1	20	30	40
Yearly targeted appreciation	-	15%	16%	17%	17%



ECONOMIC GOALS - VALUATION

1. Definition
2. History
3. Principles
4. People
5. Fundraiser
6. Planning
7. **Goals**
8. Stay in touch
9. Appendix

Initial 1 GxCoin = \$1	Jul-17	Aug-17	2018	2019	2020	2021	2022	2023	2024
Yearly Projected GxCoin Value	0.665	1.000	1.165	1.357	1.580	1.841	2.144	2.498	2.909
US Dollar Projected Value (inflation 2%*)	1	1	0.980	0.96	0.94	0.92	0.90	0.89	0.87
Ether Projected Value	?	?	?	?	?	?	?	?	?
GxCoin Projected Return	0	50%	75%	104%	138%	177%	222%	276%	337%
US Dollar Projected Return	0	0	-2%	-4%	-6%	-8%	-10%	-11%	-13%
Ether Projected Return	?	?	?	?	?	?	?	?	?
* Hypothesis									

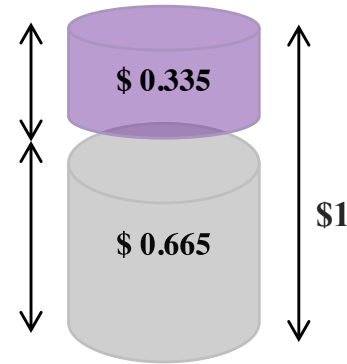


GxCoin Expected Evolution

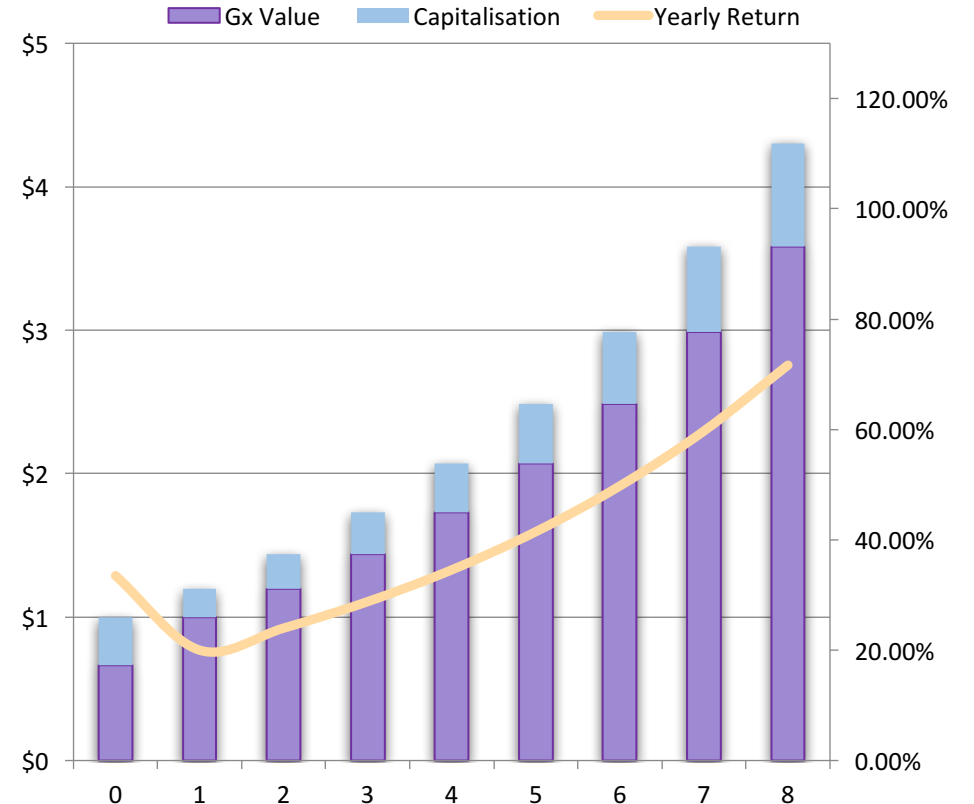
1. Definition
2. History
3. Principles
4. People
5. Fundraiser
6. Planning
7. **Goals**
8. Stay in touch
9. Appendix

Return* of 50%
At the release of the Gx Coin
Gx Coin = \$1

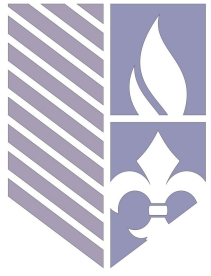
VIP Presale
Gx Coin = \$0,665



This simulation is based on the results and returns of the venture capital industry over the past 10 years with an average yearly return of 20%.

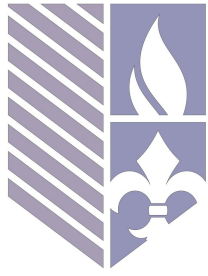


*Projection based on historical performance of venture capital funds the last 10 years
Past performance is not indicative of future results.



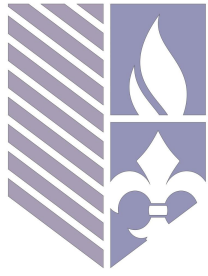
WHAT HAPPENS NEXT?

1. Definition
 2. History
 3. Principles
 4. People
 5. Fundraiser
 6. Planning
 7. **Goals**
 8. Stay in touch
 9. Appendix
- The ICO will be launched at 10PM PST, August 25, 2017 with an initial value of \$1 per GxCoin.
 - After GxCoin reaches funding goal, a small business selection plan will begin.
 - Investors will be presented with potential fundees; voting process will be initiated and selections will be made.



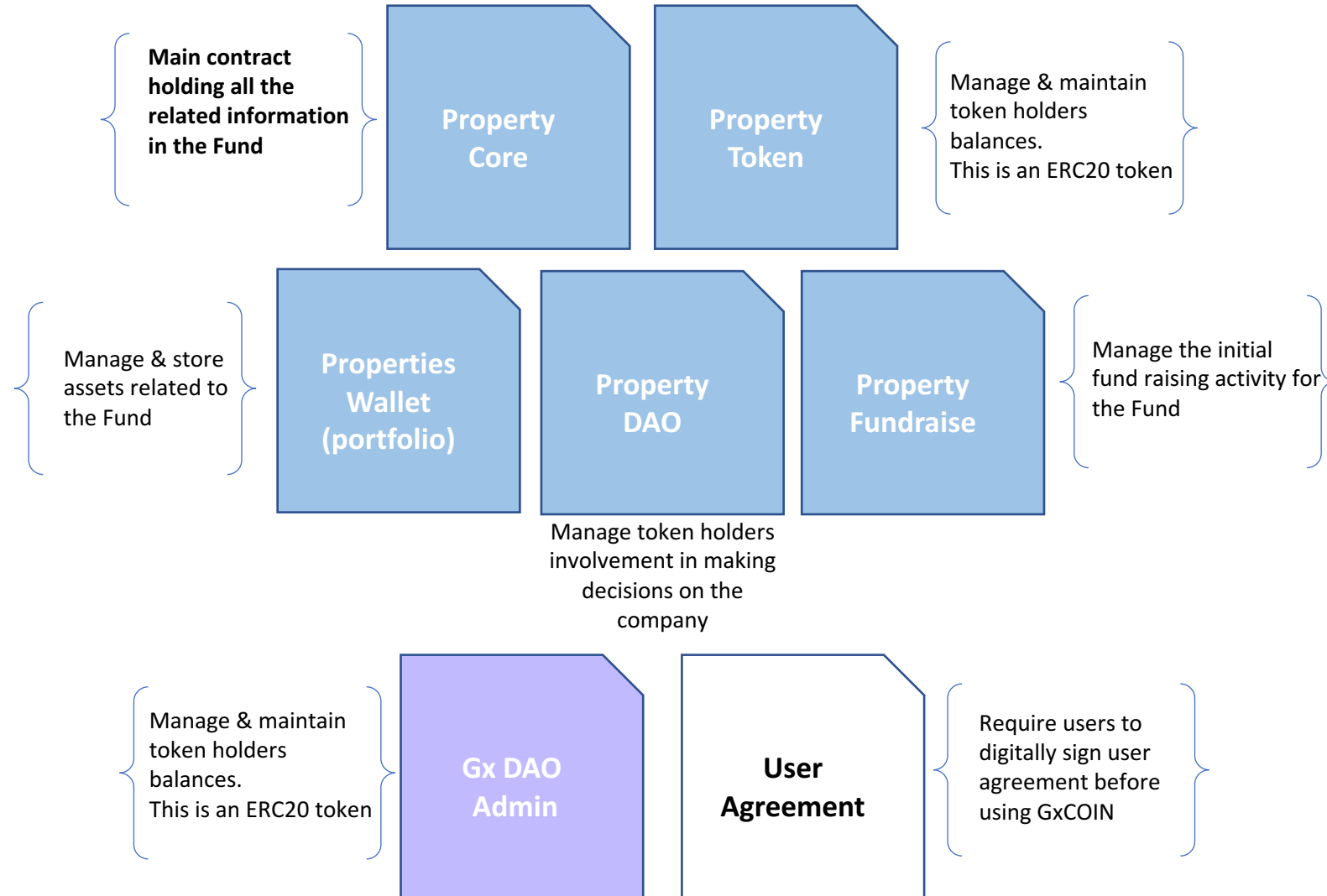
How to stay in touch with us.

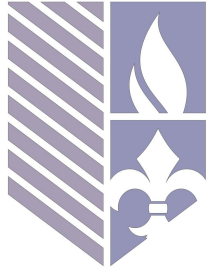
1. Definition
 2. History
 3. Principles
 4. People
 5. Fundraiser
 6. Planning
 7. Goals
 8. **Stay in touch**
 9. Appendix
- **Social Media**
 - ✓ [REDDIT](#)
 - ✓ [SLACK](#)
 - ✓ [GOOGLE HANGOUT](#)
 - ✓ [TWITTER](#)
 - **Website**
 - www.genevieveco.com/gx-coin
 - **News**
 - [Cryptocoinsnews](#)
 - [ICO Alert](#)
 - [Smith + Crown](#)
 - [CoinDesk](#)
 - [CoinTelegraph](#)



Appendix A – Smart Contracts Diagram

1. Definition
2. History
3. Principles
4. People
5. Fundraiser
6. Planning
7. Goals
8. Stay in touch
9. **Appendix**





Appendix B – Company Scoring Sheet Example

1. Definition
2. History
3. Principles
4. People
5. Fundraiser
6. Planning
7. Goals
8. Stay in touch
9. **Appendix**

Basic Company Documents and History		10
Company Ecosystem and Community (metrics and perception)		10
Market Research (Sector, Geographic)		10
Security Matters, Insiders		5
Documents Relating to Indebtedness, Contracts and Commitments		10
Litigation and Claims		5
Tangible and Intangible properties		5
Income Statement		10
Balance Sheet		10
Sales & Outbound Marketing		10
R&D		5
Human Resources		10
Facilities		5
Executives Personality		A - D
Total (70 & B required to pass)		100