The brief explanation of Gese investment attractiveness


The stage of the Gese project in the venture market can be characterized as a project at the seed stage, which investments will be launched not for product development, but for project development and market development.

The project is based on proven technologies, as well as founders with experience in the market and weight in the community, which will enable rapid entry and expansion of the market.

The economic model at the moment consists of:
1. Blockchain component (label-based security system)
2. Loyalty system based on cryptocurrency (comm offer is provided)
3. The system of user blogs http://mvp.gese.io/

Each of these areas creates demand for a project token, which will affect the exchange rate
1 - to purchase labels the manufacturer needs to create a personal cabinet and enter the catalog of goods, after which he pays for the project's internal currency (which is bought for token presale with a restriction on the reverse output). The global volume in Europe alone is 53 billion pcs.
2 - loyalty system of the project allows manufacturers to conduct marketing programs, implement loyalty systems, and also issue cashback for purchases in the cryptocurrency. To do this, manufacturers need to constantly purchase a certain number of tokens (see above production volumes).
3 - system of blogs. At the moment the project attracts more than 10 thousand users a month (the first test month of work), in the future it is planned to increase the pace. To work in the platform and earn money on it, the user needs to write comments and reviews about products, but at the base 0 level of the account, the user does not earn much, and besides, his posts quickly leave the tape because of the frequent addition of new posts. Thus, to work on the platform, it is recommended to use the VIP accounts for the user, as well as to pay for his promotion with each new post (the more he pays, the higher his post in the tape), which forces users to spend tokens on the domestic currency with which they earn more tokens, and consequently spend it more.



How does the project token work?
1. The project Gese Token is created in the etherium, some of it is for sale, and some (10 percent) is left in the reserve system for the gateway. The task of the gateway is the input and output of platform tokens to the etherium and back (and from there to the exchanges). Users buy tokens on a tokensale or exchange and can deposit them on their accounts, and also exchange them on the platform. The number of tokens outside is always equal to the number of tokens within the platform cannot exceed the number of tokensale tokens. At a time when the number of tokens in the gateway's reserve is reduced to 5 percent or less, the platform will buy tokens into the gateway on the foreign exchange at the current exchange rate.
2. Project tokens are necessary for manufacturers for marking, loyalty programs, and marketing. They can buy them either on their own at the exchange, or simplified at the gateway of the project, the gateway buys tokens from exchanges for producers and adds them to the platform accounts.

This creates a constant and steady demand for tokens, which allows the rate of the token to constantly grow, according to our estimates, the token rate should be at the moment of 2-3 months after the withdrawal to the stock exchange of at least $1. This will be ensured by putting large manufacturers on the platform, for which the gateway will buy large lots of platform tokens.

| date | Gese (USD) | users | factors affecting the cost | manufacturers' entrance | listing on stock exchanges | the fall as a result of the sale of buyers who bought for a short time | buy token gateway for new users | withdrawal of internal tokens as a result of exchange |
|---|---|---|---|---|---|---|---|---|
| 1 неделя | 1 | 50 000 | | | 1 | | | |
| 2 неделя | 0.1 | 55 000 | | | | | 1 | |
| 3 неделя | 0.1 | 60 000 | | | | | | |
| 4 неделя | 0.1 | 65 000 | | | | | | |
| 5 неделя | 0.3 | 70 000 | | 1 | | | | |
| 6 неделя | 0.5 | 75 000 | | | | | | |
| 7 неделя | 0.6 | 80 000 | | | | | | |
| 8 неделя | 1 | 85 000 | | | 1 | | | |
| 9 неделя | 1 | 90 000 | | | | | | |
| 10 неделя | 1.2 | 95 000 | | 1 | | | | |
| 11 неделя | 1.2 | 100 000 | | | | | | |
| 12 неделя | 0.6 | 105 000 | | | | | | 1 |
| 13 неделя | 0.5 | 110 000 | | | | | | |
| 14 неделя | 0.6 | 115 000 | | | | | | |
| 15 неделя | 1 | 120 000 | | 1 | 1 | | | |
| 16 неделя | 1.2 | 125 000 | | | | | | |
| 17 неделя | 1.3 | 130 000 | | | | | | |
| 18 неделя | 1.3 | 135 000 | | | | | | |
| 19 неделя | 1.3 | 140 000 | | | | | | |
| 20 неделя | 1.5 | 145 000 | | 1 | | | | |
| 21 неделя | 1.8 | 150 000 | | | | | 1 | |
| 22 неделя | 2 | 155 000 | | | | | | |
| 23 неделя | 2 | 160 000 | | | | | | |
| 24 неделя | 0.8 | 165 000 | | | | | | |
| 25 неделя | 1 | 170 000 | | 1 | | | | |
| 26 неделя | 1.2 | 175 000 | | | | | | |
| 27 неделя | 1.3 | 180 000 | | | | | | |
| 28 неделя | 1.3 | 185 000 | | | | | | |
| 29 неделя | 1.3 | 190 000 | | | | | | |
| 30 неделя | 1.5 | 195 000 | | 1 | | | | |
| 31 неделя | 1.6 | 200 000 | | | | | | |
| 32 неделя | 1.6 | 205 000 | | | | | | |
| 33 неделя | 1.6 | 210 000 | | | | | | |
| 34 неделя | 1.6 | 215 000 | | | | | | |
| 35 неделя | 1.8 | 220 000 | | 1 | | | | |
| 36 неделя | 1.8 | 225 000 | | | | | | |
| 37 неделя | 1.8 | 230 000 | | | | | | |
| 38 неделя | 1.8 | 235 000 | | | | | | |
| 39 неделя | 1.8 | 240 000 | | | | | | |
| 40 неделя | 2 | 245 000 | | 1 | | | | |
| 41 неделя | 2.2 | 250 000 | | | | | 1 | |
| 42 неделя | 2.3 | 255 000 | | | | | | |
| 43 неделя | 2.3 | 260 000 | | | | | | |
| 44 неделя | 2.3 | 265 000 | | | | | | |
| 45 неделя | 2.5 | 270 000 | | 1 | | | | |
| 46 неделя | 2.5 | 275 000 | | | | | | |
| 47 неделя | 2.5 | 280 000 | | | | | | |
| 48 неделя | 2.5 | 285 000 | | | | | | |