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# GLOBAL CRYPTO ALLIANCE

Maker of CALL  
The VERY First Token  
Powered by ERC777

Creator of the  
**GlobalCryptoNews (GCN) Platform**  
a content reward system

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## Who We Are: Global Crypto Alliance

We are the Global Crypto Alliance (GCA): a network of professionals specialized in decentralized business development. The team guiding GCA accumulates years of active professional experience in research and development within the fields of Blockchain technologies and crypto.

We bring expert-level experience to the publishing industry, in strategic incentive marketing through messengers and websites, in applying Neuroscience and Neuromarketing to the analysis of human cognition and behavior, in promotional gifting for various industries, in Social Media Marketing and brand building, developing apps and in providing SaaS as well as in many other fields related to content production and publications.

### 1. Problem We Tackle: The Unsolved User-Rewarding Conundrum

Over the past decade, the publishing industry has suffered dramatically due to technology forcing a major shift to digital content, and along with this so has its readers. In the earlier days, this was compensated with nice gifts from subscriptions; although, as a result, these generosities actually drove fees higher and higher.

Publishers mainly generate revenue by selling advertisements on website articles and ad spaces for banners, pop-ups, etc. Nevertheless, with the

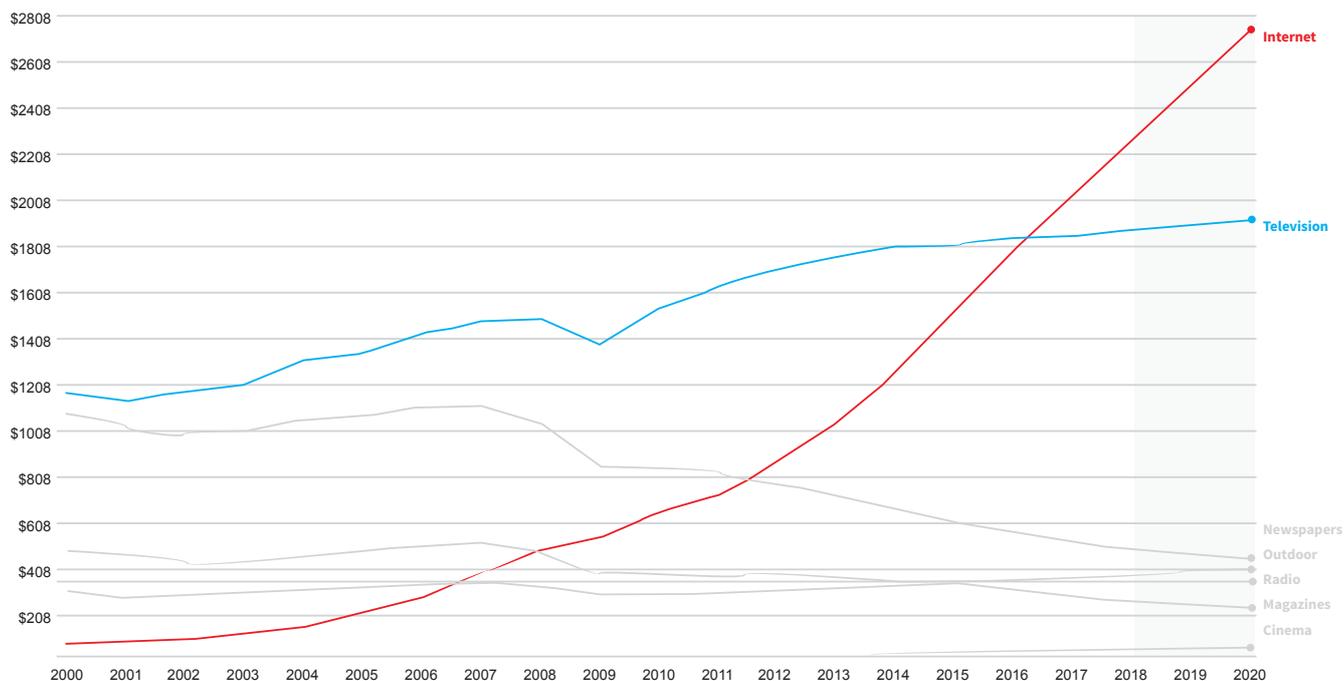
digitalization of content pulling publishers away from print magazines, they've been forced to only provide online content, effectively preventing their customers from being able to get a physical magazine or newspaper in their hands.

As may be imagined, it became increasingly difficult to keep the public paying for content-providing services without handing them a tangible asset like a printed magazine. Digitalization has proven to be a responsible route to help protect the global environment, but we shall not forget how people have been educated and accustomed over decades to highly appreciate the physical asset that they could touch and hold in exchange for a subscription fee.

In this respect, publishers have been subjected to diminishing scopes of which they must fight to not risk irrelevance and inevitable failure. In the beginning of digital content and paywalls, many publishers agreed to not offer any promotional gifts for digital subscriptions.

As time went along, however, these agreements turned out to be ineffective and have actually morphed into various kinds of loyalty programs wherein rewards are given in the form of digital gift cards. A popular scenario being gift cards filled with credits for gas stations and shopping centers. This market is booming as billions of Dollars\* are spent to attract users to websites and engage their interest as readers (source, year).

## Global ad spending by medium



Source: <https://datawrapper.dwcdn.net/zpm7a/2/>

Rewarding regular consumers in order to keep deserving their loyalty is one of the painful aspects of content-providing businesses these days. Many organizations are running out of ideas and options for gifts. Also, the new paradigm of the most valuable good is the user himself, — one of the highest values for Facebook or any other social media platform- is making the space of creativity look very chaotic.

In the span of about one decade, history has changed abruptly as a result of the advent of new electronic information technologies. It seems readers are not payers anymore, but rather have actually been unconsciously led towards being payees. In the past, they were seen as passive clients. Now, they are starting to play an active role of someone who provides a service. We at GCA think these consumers deserve an incentive for such work. Old industry never prepared for such a disruptive shift.

### 2. Our Game-Changing Solution: GCN's Full Reward Model

Usually website owners or social networks get paid for advertisements, banner slots, and for sharing all sorts of graphic content and texts. The user, as the final consumer of this content, nevertheless, does not obtain any gains for the time and energy invested in content-consuming. In essence, then, in the traditional model, the user is simply an „asset“ from whom others make money.

Also, even in platforms where the user does have some kind of incentive, like some credit points to be exchanged later for goods or services, there is no real reward for the time and energy that the user has invested. In these pseudo-reward systems, the user must reward himself. There is no real

reward. Rewards here are a type of refund. If a user wants to benefit from the reward system, usually he has to pay first for some service. Later he can receive a menial reward like miles or points, but never a truly valuable payment.

Basically, there are many reward systems in existence, but the fact is that you first have to spend money to get something out of any. GCN proposes a solution that transcends the current standard. In GCN's Full Reward Model, you earn points/ credits through work you prove that you have performed: the work of actually consuming content. When a user reaches a certain amount of credits in our platform, they can select from a variety of gifts including a free flight or different kinds of payback. GCN's reward system is, therefore, an authentic payment system that estimates a real-world value for a new form of work - actual content consumption - and delivers this value to the consumer in the form of credits or assets.

### 3. Business-Friendly Access: Any Legal Entity Can Use Services

How can regular businesses incorporate crypto tokens to use in their models without complicating their accounting processes? Process turns highly complex if a business wants to even buy or accept cryptocurrencies, especially considering the problem of volatility that still very much exists within the crypto-asset market.

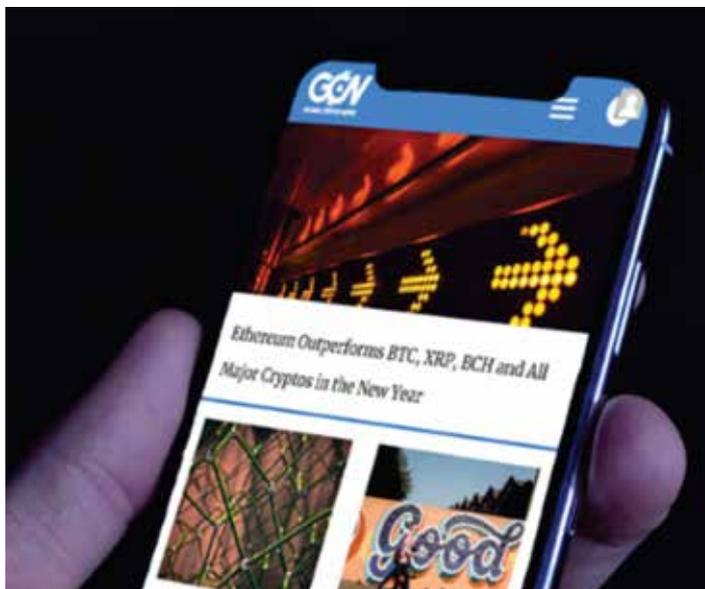
Even those crypto projects that are supposedly ranked in the top 100 by their market capitalization according to CMC, do not have legally accepted accounts tied to a business income, or turnover. In general, there's really just a lot of ideas and hopes that drive prices and speculation. Many lack the

necessary bridge to the traditional world economy of that comprises tangible assets.

GCN's innovative model addresses all these problems with a simple solution that will leverage the transparency provided by the Blockchain to reward all parties involved in news production and publication, as well as in content creation and consumption, in a much more attractive and incentivizing way via an established business model.

## How?

- a. By ensuring creation of content on all trending topics for a global audience through engagement of a large number of authors from all over the world.
- b. By letting authors get rewarded for articles based on the number of readers, thus attracting more users to the platform.
- c. By increasing the number of readers/visitors/page impressions while rewarding users for reading articles, engaging community, and sharing in social media channels, etc.
- d. By allowing publishers, or anyone who needs to reach large communities with an article, with advertisements, or with any kind of content, to execute payments efficiently towards a wide audience through a valuable crypto token. This will be done by enabling them to pay Party A with Fiat (USD, EUR or others). Party A (Bridge) then exchanges fiat into credits with Party B (Seller). These credits will then be deposited to the publishers' accounts to be disbursed as necessary.
- e. By implementing a simple system to move between Fiat and Crypto: credits will be sold for a fixed price according to a price list.
- f. By enabling publishers to decide how many credits they are willing to pay each reader to watch an ad, read an article, or consume a content..
- g. By displaying articles and content in an APP available for iOS and Android. Publishers' paid articles will be displayed from their website, so no need for special



- content (time consuming) and the additional traffic will reflect in their website statistics i.e. more page views and income through their existing ad campaigns.
- h. By keeping clear the goal of establishing a self-balanced and self-paying system (for the publisher).
- i. By rewarding consumer even for signing up! Upon initial registration, users will receive X amount of credits, from which they will have to spend 50% before they can claim the rest. They must spend them to reward authors for articles. This will help the launch and get the credits circulating.
- j. By making it very easy and highly attractive for readers/users to benefit from sponsored content as they will have the ability to collect credits from what they will read, watch or share without spending anything other than time.
- k. By converting credits to cryptocurrency on a monthly basis! Once a month, credits will be converted into CALL tokens as per conversion ratio and be distributed to users' wallets - an action CALLED PAYDAY!
- l. By making it possible for all users, since first stage, to trade the CALL tokens for other cryptocurrencies.
- m. By making it possible, since the second stage to use CALL token as a currency to purchase goods and services from various affiliated partner stores.
- n. By evolving in the direction of being able, since the third stage, to partner with one of the upcoming credit card projects (like MCO). As soon as this stage is reached, users will be able to utilize their collected CALL tokens as a medium of exchange in order to purchase real world goods or services.



#### **4.GCN Model's Unique Advantages**

- a. Publishers will easily expand their scope of audience.
- b. Users will benefit/ get a share for consuming without spending any money.
- c. Authors will easily get rewarded for their work and will also be part of the GCN Network.
- d. CALL tokens are an auditable kind of currency which is trackable through many kinds of Ethereum explorers as ETHERSCAN.io. Absolutely all CALL transactions will be validated and recorded on a secure Blockchain. This converts our reward system into a fully transparent value-processing mechanism that fuels communication networks: Users, Publishers, Graphic Designers, Authors and others.
- e. The CALL token will have fixed pricing due to the advertising price list for publishers and another one for sponsored articles. CALL token's appreciative value will be benefited by a positive upward price action generated by the fixed fee system of our platform. Fixed fees will translate into incentives that will emerge from the advertising price lists issued for publishers and for sponsored content clients.
- f. With scaling, extended reach and increasing exposure, GCN's ads and sponsored articles will naturally rise in value, by virtue of higher demand, what will automatically be reflected also in a higher value of CALL token.

#### **5.Benefits for Participating Parties:**

GCN's content development platform will be integrated, at least, by three kinds of active users who promote, produce and consume content: content creators, consumers and publishers. Each one of these parties will be benefited highly by using our platform.

#### **i.BENEFITS FOR CONTENT CREATORS / AUTHORS**

Authors can easily earn credits and later exchange them for CALL tokens inside GCN's platform. Since every registered user will receive free credits and, in order to be able to be granted to cash these out, they have to spend at least 50% of the credits in rewards for content creators. Authors can extend their scope and prominence with publishing in the GCN Network.

#### **ii.BENEFITS FOR CONTENT CONSUMERS / READERS**

Users/Readers can easily earn and collect credits with simple actions as reading, forwarding, and recommending, as with other actions. They can earn valuable rewards without spending any money on our platform. Also, user data remain anonymous. In our platform, users are not a merchandise, but the most important ally. User work actively in our platform and earn payment instead of being exploited. Through GCN, they acquire active participation in one of the biggest global markets that has ever existed. Collecting credits, which can be turned into CALL tokens on PAYDAY, is also an easy and simple gateway to the crypto industry.

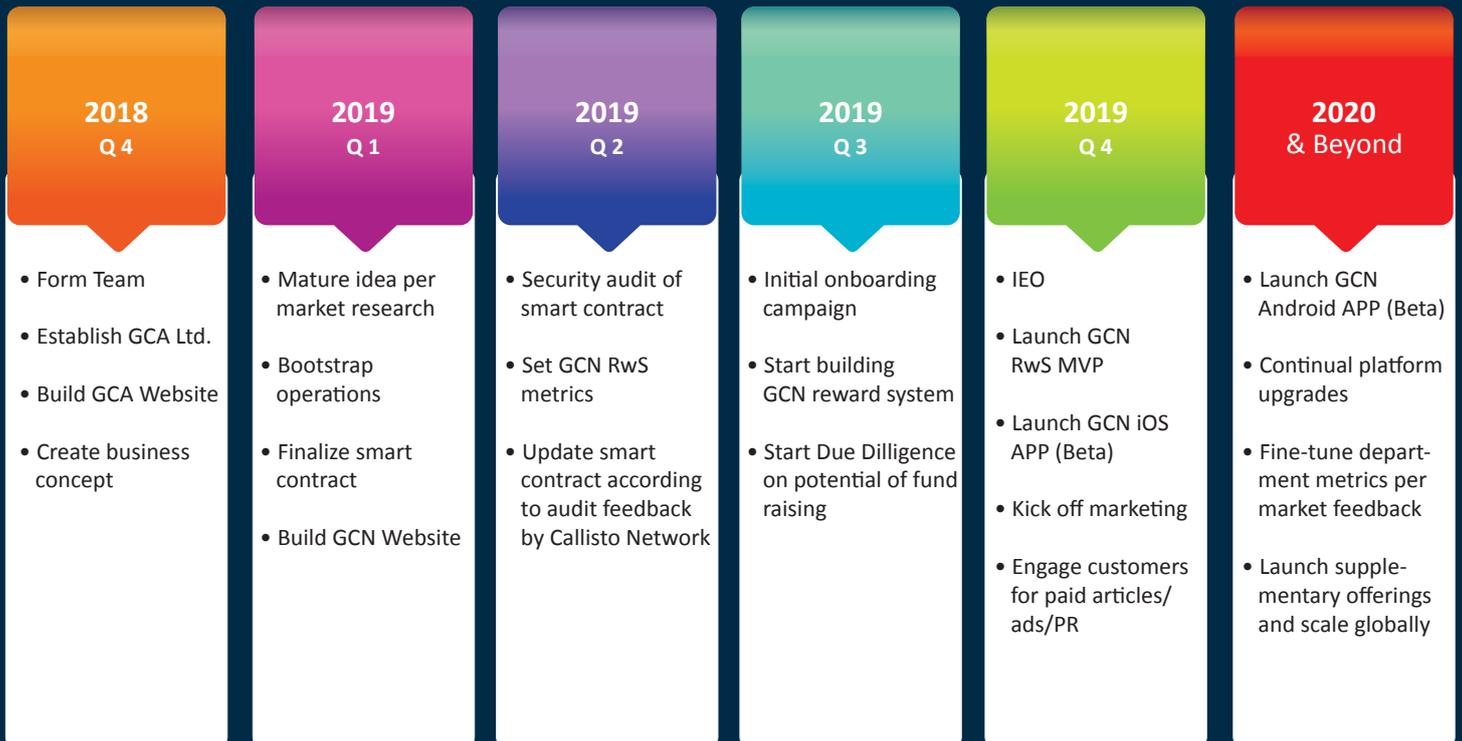
#### **iii.BENEFITS FOR PUBLISHERS OR ADVERTISERS**

Publishers/Advertisers can easily surpass the limits of their present business scope and reach a whole new universe of different types of readers. They can extend their page views and the number of visitors due to the architecture of GCN's Full Reward System (App calls publishers' websites - including on site adds etc.). In order to purchase services through GCN's platform, publishers and advertisers do not need to buy any crypto asset or to transact in cryptocurrency if they find it inconvenient. Instead, businesses can buy "credits" and, therefore, face no regulations or accounting issues.

# THE CALL TOKEN ECO SYSTEM



## ROADMAP



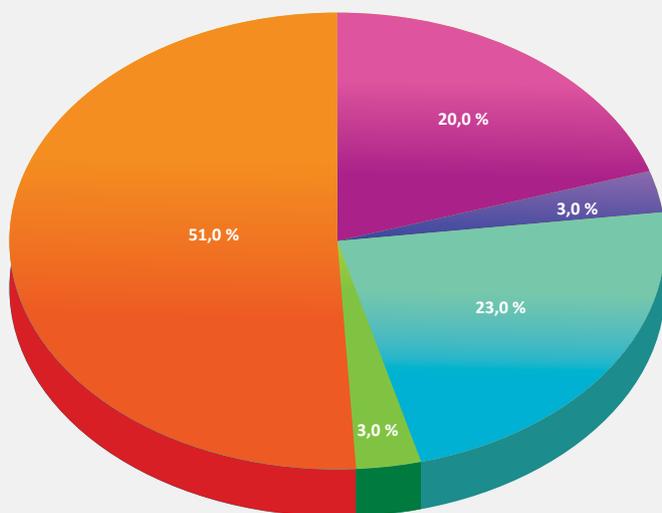
\*RwS = Reward System

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## TOKENOMICS

est. Market Cap Max supply	19,425,000.00 € 777,000,000	Value per CALL * Circulating supply	0.025 € 54%
SPLIT/ALLOCATIONS	Percentage	Amount	Approx. Value
Team	20.00%	155,400,000	3,885,000.00 €
Legal	3.00%	23,310,000	582,750.00 €
Development	20.00%	155,400,000	3,885,000.00 €
Operating costs (servers, GAS)	3.00%	23,310,000	582,750.00 €
Early Stage Investors (optional)	3.00%	23,310,000	582,750.00 €
Incentives/Airdrops/Marketing	51.00%	396,270,000	9,906,750.00 €
	100.00%	777,000,000	19,425,000.00 €

\*will be fixed on launch only by official pricelist of services as well "buy-back-mechanism"



### Token Distribution

- Team
- Legal
- Development/Operating costs
- Early Stage Investors
- Rewards/ Airdrops/ Marketing

### TOKEN USAGE

Team Tokens - cover the team salaries, which so far bootstrapped

Legal - cover for legal clarifications, documents, legal opinion

Development - cover for further development and developers to extend the platform

Early Stage - benefit early stage investors who helped to bootstrap

Rewards/Airdrop/Marketing - Rewards for users and authors, airdrop & marketing to engage users for extending user base

## CALL Token Specifications

Token Name	CALL
Token Type	Ethereum ERC777 (Backwards compatible with all ERC20)
Contract Address	0xbbe761ea1447a20b75aa485b7bcad4837415d7d7
ENS	gcalliance.eth
Etherscan	<a href="https://etherscan.io/token/0xbbe761ea1447a20b75aa485b7bcad4837415d7d7">https://etherscan.io/token/0xbbe761ea1447a20b75aa485b7bcad4837415d7d7</a>
Decimals/ Granularity	18 / 0.01
Total Supply/Max Supply	777 000 000 / 777 000 000



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