



BITCOIN  
Crypto Coin

White Paper

Gooo. Ugo. Wego.

ON and EARN

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# → ON & EARN

## The Next-Generation of Earn

Numerous apps reward users for daily activities such as "Move to Earn", "Watch to Earn", "Play to Earn". These have achieved tremendous success in assisting individuals. But could there be a more effective approach?

The answer is YES. Gooo introduces a meticulously designed model, "ON and EARN". Unlike the conventional "ACT to earn" frameworks, "ON and earn" enables users to receive supplementary earnings WHILE performing their primary job without the need for extra time or energy.

This model ensures that every task or responsibility undertaken on by an individual is paired with a corresponding reward, above and beyond the standard salary or wage. Instead of waiting for periodic bonuses or increments, participants in the "ONE and EARN" system experience continuous acknowledgment and compensation for their efforts.

This innovation is made possible by addressing the 3 core issues of Users – Methods – Markets, abbreviated as FUI.

F - For Core User Files Only

U - Under-30-Second Conversion Method

I - In Densely Populated Developing Countries





## (For Core User Files Only)

Customarily designed to reward individuals for daily activities while performing their PRIMARY JOB.

And our FIRST CHOICE is people whose job attaches MOVEMENT.

Millions make a living by being constantly on the move, clocking 8, 10 or even more hours daily, much like bees or ants. Delivery teams from e-commerce platforms, employees of transport companies, couriers, post office staff, food delivery workers, passenger transportation services, and taxi drivers represent a vast potential user base that has been overlooked.

Our mission is to provide these individuals – those who must Move to Live and Move to Survive – the opportunity to monetize their daily, 8-hour movement-centric work routines.

Compare a user who engages with an app for non-essential needs for about half an hour, one hour or even two hours a day to someone who uses the platform constantly at least 8 hours daily. Gooo's user community is bound to be much more ACTIVE and COHESIVE.





## → U (Under-30-second Conversion Method) | be MULTIPLE CHOICES

Recent surveys on user perceptions of the current GameFi, DeFi, HealthFi platforms indicate that a primary deterrent to participation is the challenge of converting earned points into TANGIBLE VALUE. Most of these conversion processes demand an intricate understanding of software and cryptocurrency.

As a result, the primary users tend to be tech-savvy individuals, typically from high-income brackets. For them, the perceived value of earned points is negligible, leading to decreased motivation.

In contrast, numerous low-income, less technologically adept, who would place significant value on even a small amount of earn points, are hindered by technological barriers and the complex conversion processes. We believe that this is unfair.

To address this inequity, Gooo has optimized the process of converting "Move value into TANGIBLE value". We streamlined it into THREE distinct levels, ensuring that users of ANY KIND of background can easily participate.

### Level 1 (Under-30-second Method): Technological Simplification.

Users can directly exchange Gooo minted points for e-vouchers available in the Shop section on the app. These e-vouchers can then be readily redeemed for Physical Products<sup>1</sup> at Redeem Centers<sup>2</sup> via a straightforward QR code scanning process, facilitated by GoooScan System<sup>3</sup>, which completes in under 30 seconds.

#### Physical Products <sup>1</sup>

encompass essential daily items such as coke, noodles, toothpaste, shampoo, soap, deodorant, snack, water, and more. These items help users significantly reduce daily living expenses. Additionally, for those accumulating a substantial amount of Gooo points, there are other valuable products available.

## **Redeem Centers <sup>2</sup>**

refer to LOCAL grocery stores and convenience stores that have partnered with Gooo, making the redemption process highly accessible and user-friendly.

## **GoooScan System <sup>3</sup>**

comprising both the GoooScan app and an Inventory Management System, is equipped with QR code scanning capabilities and a user-centric KYC. This ensures the "Product Exchange" process remains swift, convenient, and secure.

## **Level 2 (Convert Gooo Point for UGO Token): Value Appreciation Process.**

Users can choose to convert Gooo minted points into UGO tokens via "Convert Gate". These tokens can then be used within the Gooo – UGO – WeGo ecosystem which can help to rapidly appreciate the value of earned points. (as detailed in the UGO section – page 8)

## **Level 3 (Use UGO tokens on the Wego DeFi Platform): All in One.**

Users utilize UGO tokens to engage with the WeGo - a DeFi platform offering NeoBank/ ATM/ Retail services, P2P payment, Virtual Worldwide Debit Card, Multi-Crypto/ Multi-Currency Digital Wallet and more. This thereby connects users to both cryptocurrency and global finance without the need to navigate intricate financial processes currently in place. (as detailed in the WeGo section – page 10)

Beyond simplifying the process and offering multiple levels to convert "Earned Points" to "Tangible Value" for users, the three-tiered Gooo point system also yields two significant additional values.

**Value 1:** Providing an expansive, qualified customer base for Stores and Brands affiliated with Gooo. This in turn generates a CONSISTENT and VALUABLE revenue stream for the Gooo – UGO – WeGo ecosystem (as detailed in the next section – page 15).

**Value 2:** Facilitating the smooth transition from Web 2.0 to Web 3.0 and reinforcing the foundational tenets of the DAO model (as detailed in the next section – page 11).





## (In Densely Populated Developing Countries)

THE OTHER HALF OF THE WORLD WITH POPULATION OF OVER 4 BILLION.

The fact is that delivery has seen explosive growth in developing countries. It might sound unbelievable, but the fastest deliveries can be achieved in 30 minutes or even less. This efficiency is made possible by the hundreds of millions of trips made daily by countless drivers.

That's why Gooo has set its sight on the developing countries. These nations, including Vietnam, Thailand, and other parts of Asia — especially the two most populous countries, India and China — possess immense untapped potential in the crypto realm.

The user bases in these regions are not only expansive but also deeply engaged, with a strong inclination towards entering the global financial markets. However, these aspirations are currently restrained by technological barriers and the notable absence of DeFi applications tailored to their needs.

Gooo strives to be a dedicated solution for these challenges.





# UGO Token

## **Sustainable Development based on a Vast, Active and Cohesive Community.**

Following the Gooo App, the UGO token is the SECOND phase to deliver greater value to users. It acts as a gateway for low-tech and low-income individuals to step into the world of cryptocurrency. This engaged community is poised to utilize the UGO token frequently, continuously, and fully realize the inherent features of a token. Through this, stability in value and sustainable growth are achieved.

Besides building a strong community, the development team continuously plans and implements many solutions to constantly optimize and increase the value of the UGO token, including but not limited to:

### **Strategy A - measures to help UGO token strongly express its currency nature.**

1. Store of Value
  2. Medium of Exchange (Transfer value)
  3. Unit of Account/Measurement
  4. Standard of Deferred Payment
- Unit of payment for account upgrades, purchasing NFT items, ToolFi, and more.
  - Unit to pay users money earned from sharing data with brands, companies.
  - Payment unit for fees, commissions within the Gooo - UGO - WeGo ecosystem.
  - Payment unit for participation in the Users Network System (The stores, brands use to pay for Membership, In-app Ads Payment, promotion Campaign).



- P2P payment unit using Digital Wallet.
- Unit for voting on development plans.
- And more.

*(as detailed in Tokenomics section)*

**Strategy B - measures to KEEP and APPRECIATE the value of the UGO token.**

1. Increase the number of users, expand the community (**First 1M Holders Plan**).
2. Limit, reduce Total Supply (**Total Supply Limitation & Burning Plan**).

*(as detailed in Tokenomics section)*

**Strategy C - plan to use the UGO token as a voting ticket.**

1. Vote to decide the data collection, processing, and user data usage plan (Web 3.0 - DAO).
2. Vote to decide project development plans.

*(as detailed in the Web 2.0 to Web 3.0 – DAO section)*





# → WeGo

## Digital Wallet + Neo-Bank, Gateway to Cryptocurrency & Global Finance

After the Gooo App and the UGO token, WeGo emerges as the THIRD phase to completely support users in the realms of Cryptocurrency and Global Finance by providing:

**Neo-Bank Services:** Wego aims to offer a suite of modern banking services. These services could include savings and checking accounts, lending and credit facilities, investment options, and more, all accessible through digital channels.

**Multi-Currency Wallet:** Wego intends to provide users with a digital wallet capable of holding multiple fiat currencies and cryptocurrencies. This feature allows users to manage various forms of currency in one place.

**Multi-Crypto Wallet:** In addition to fiat currencies, Wego's wallet would support various cryptocurrencies. This feature caters to the growing interest in digital assets and decentralized finance.

**Worldwide Debit Card:** The availability of a global debit card means that users can access their funds and make transactions internationally, increasing convenience for travelers and global users.

**Retail and ATM Usage:** Users can utilize their Wego debit card at retail establishments for purchases and withdraw cash from ATMs worldwide, making it a versatile financial tool.

By combining these elements, Wego seeks to offer a comprehensive financial solution that bridges the gap between traditional banking and the evolving world of digital currencies and decentralized finance (DeFi). This approach aims to provide users with greater financial flexibility and convenience.



# → Web 2.0 to Web 3.0 – DAO

Your data is your property; therefore, its profit must belong to you. Many have fallen prey to Web 2.0 companies capitalizing on user data. While the data originates from you, the profits unjustly enrich these corporations. We find this arrangement absurd.

It's time to transition to Web 3.0. Our mission is to empower users, returning control and autonomy over your data. We're establishing partnerships with companies and organizations interested in this data - of course, with appropriate purposes and degrees. We commit to helping users monetize their high-potential property - database.

Data points like location, movement patterns, and product preferences are golden mines of information. We passionately believe that these rich data reservoirs should benefit their true creators and owners: YOU.

To sustain and further develop the ecosystem, the DAO might levy a reasonable fee.



# → Earning Plan

## 1. Sign-up in Gooo App.



## 2. Earn

during performing PRIMARY  
job: Driving, Walking.



## 3. Earn More:

- 3.1. Win Target Rewards (Lucky Draw)/ Challenges.
- 3.2. Do Surveys.
- 3.3. Share Data.

## 4. Exchange/ Withdraw

- 4.1. Exchange for Physical Products.
- 4.2. Convert to UGO token, then Cash.
- 4.3. Deposit to Worldwide Debit Card, Virtual Card.

## 5. Earn MUCH more:

- 5.1. Get ToolFi by staking UGO token.
- 5.2. Receive NFTs by staking UGO token.  
(Top 3% of holders)



# → ToolFi

Runner



Harder



Rare 2x

1,000,000

UGO Staking

Epic 3x

5,000,000

UGO Staking

Racer



Smarter



Richer



Chaser



Crazier



Legendary 5x

100,000,000

UGO Staking

# → Tokennomics

## BNB SMART CHAIN (BEP20)

### UGO - GOVERNANCE TOKEN

Total Supply - **10,000,000,000**

Owned by Coverting Gooo points & Investing & Trading.

### GOOO - UTILITY POINT

Total Supply - Unlimited

Minted by Driving & Walking & Other activites on Gooo App




Credited to the internal wallet automatically.

The speed of its accrual depends on the number of minted points.

The more they are minted, the more difficult it is to get a new Gooo points.

Controlled by **Minting Difficulty Map** & **Convert Rate Road Map**

### GOOO - UGO UTILITIES

How to Get	How to Spend
Perform Primary Job (Drive & Walk) (  )	Account upgrade (  ,  )
Do activities on App (  )	NFT, ToolFi (2x, 3x, x5) (  )
Win the Challenges (  )	Donate (  ,  )
Receive Target Rewards, Lucky Draws (  )	Buy in-app Ads (  )
P2P Gift transfers (  ,  )	Pay in-app Purchases (  )
Vote, Do surveys for Brands, Stores (  ,  )	Pay Store Memberships, Brand Promotion Campaigns, Sales Comssion, Surveys (  )
Share data to certified Organizations (  )	Pay P2P (  ,  )
Staking, Convert (  )	Pay Neo-Bank + Digital Wallet services Fees (  )
	Pay Shared Data (  )
	Vote - DAO (  )



# → MONEY STREAM

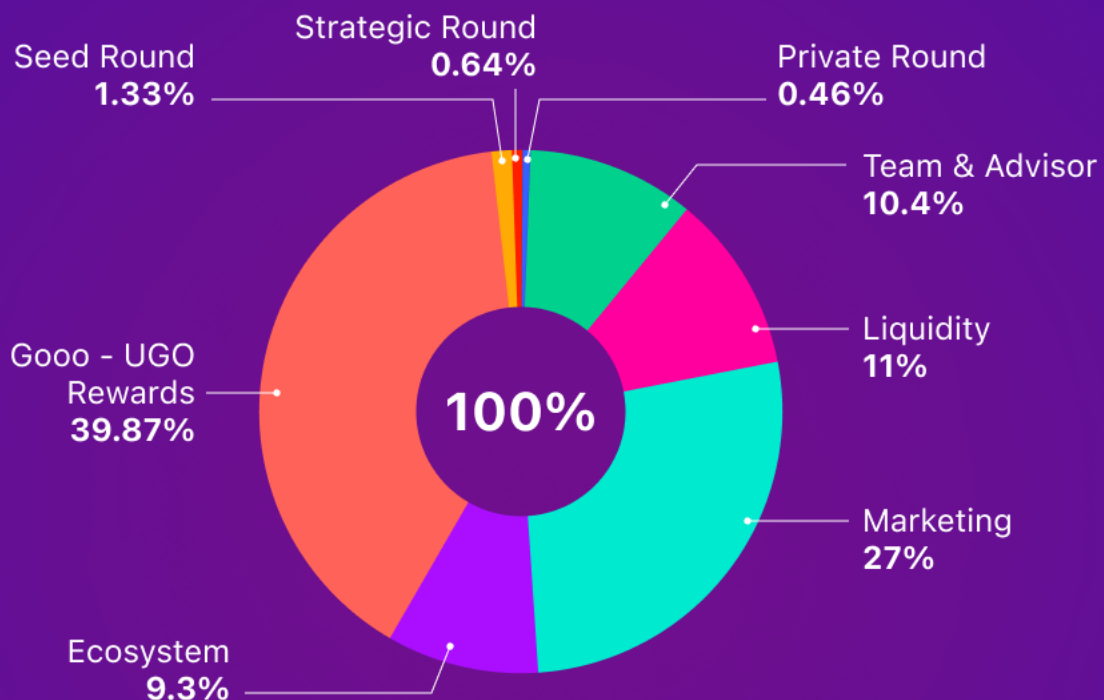
## HOW GOOO - UGO - WEGO MAKES MONEY.

1. NFT, ToolFi Sales.
2. In - App Ads.
3. In - App Purchases.
4. Brand Collaboration, Comission on Sales/ Advertising Campaigns.
5. Local Store Memberships, Comission on Sales Revenue.
6. Fee from DAO - User's own decision of data sharing.
7. Exchange, Transaction fee from Neo-Bank + Digital Wallet.
8. Other fees from Gooo - UGO - WeGo ecosystem.



# → Token Distribution

Token Allocation	UGO	%	TGE %	Lock-up (months)	Vesting
Seed Round	133,000,000	1.33	0	24	18 months 5.55% monthly
Strategic Round	64,000,000	0.64	0	24	18 months 5.55% monthly
Private Round	46,000,000	0.46	0	12	18 months 5.55% monthly
Team & Advisor	1,040,000,000	10.4	0	12	48 months 2.08% monthly
Liquidity	1,100,000,000	11	5	0	24 months 3.96% monthly
Marketing	2,700,000,000	27	5	0	24 months 3.96% monthly
Gooo - UGO Rewards	3,987,000,000	39.87	0	0	36 months 2.78% monthly
Ecosystem	930,000,000	9.3	0	12	36 months 2.78% monthly



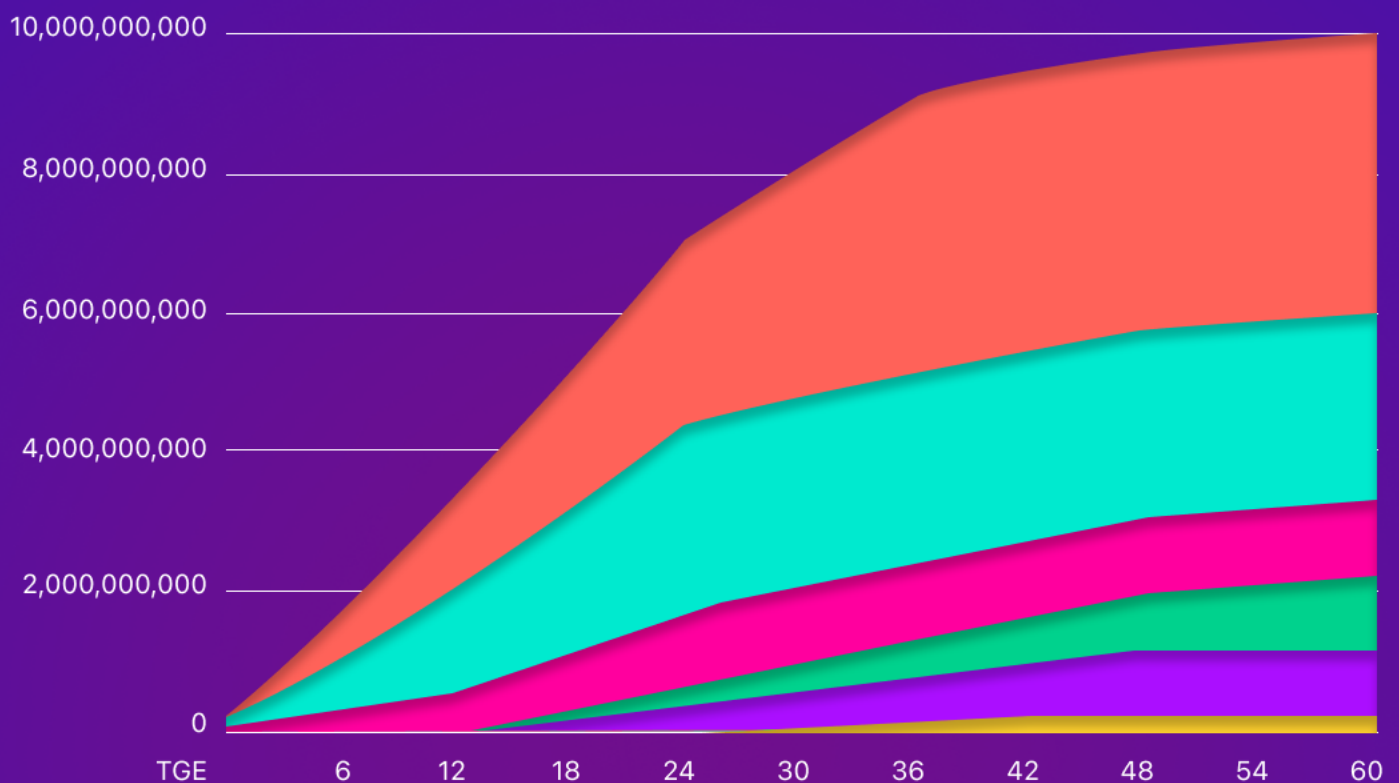


# → Token Sales

Token Allocation	UGO	%	\$\$\$	Price (\$)	TGE %	Lock-up (months)	Vesting
Seed Round	133,000,000	1.33	1,330,000	0.01	0	24	18 months 5.55% monthly
Strategic Round	64,000,000	0.64	1,920,000	0.03	0	24	18 months 5.55% monthly
Private Round	46,000,000	0.46	2,300,000	0.05	0	12	18 months 5.55% monthly
<b>Total</b>	<b>243,000,000</b>	<b>2.43</b>	<b>5,550,000</b>				

## Vesting Chart

Token Sale
Ecosystem
Team & Advisor
Liquidity
Marketing
Gooo - UGO Rewards



# → Gooo Minting Difficulty

Timeline (months after TGE)	Moving Points								Other Activities Points
	Gooo Point	Driv- ing (KM)	Walk- ing (Step)	Tool- Fi ?x	Max Points / Day	ACC Type ?x (max points/ day)			
						Regu- lar	VIP	Loyalty	
TGE	1	10	1,000	2-5	10	1	2	3	Unlimited
6	1	20	2,000	2-5	10	1	2	3	Unlimited
12	1	50	5,000	2-5	10	1	2	3	Unlimited
18	1	100	10,000	2-5	5	1	2	3	50
24	1	200	20,000	2-5	5	1	2	3	30
30	1	500	50,000	2-5	5	1	2	3	20
36	1	1,000	100,000	2-5	5	1	2	3	20

\* These numbers are subject to change



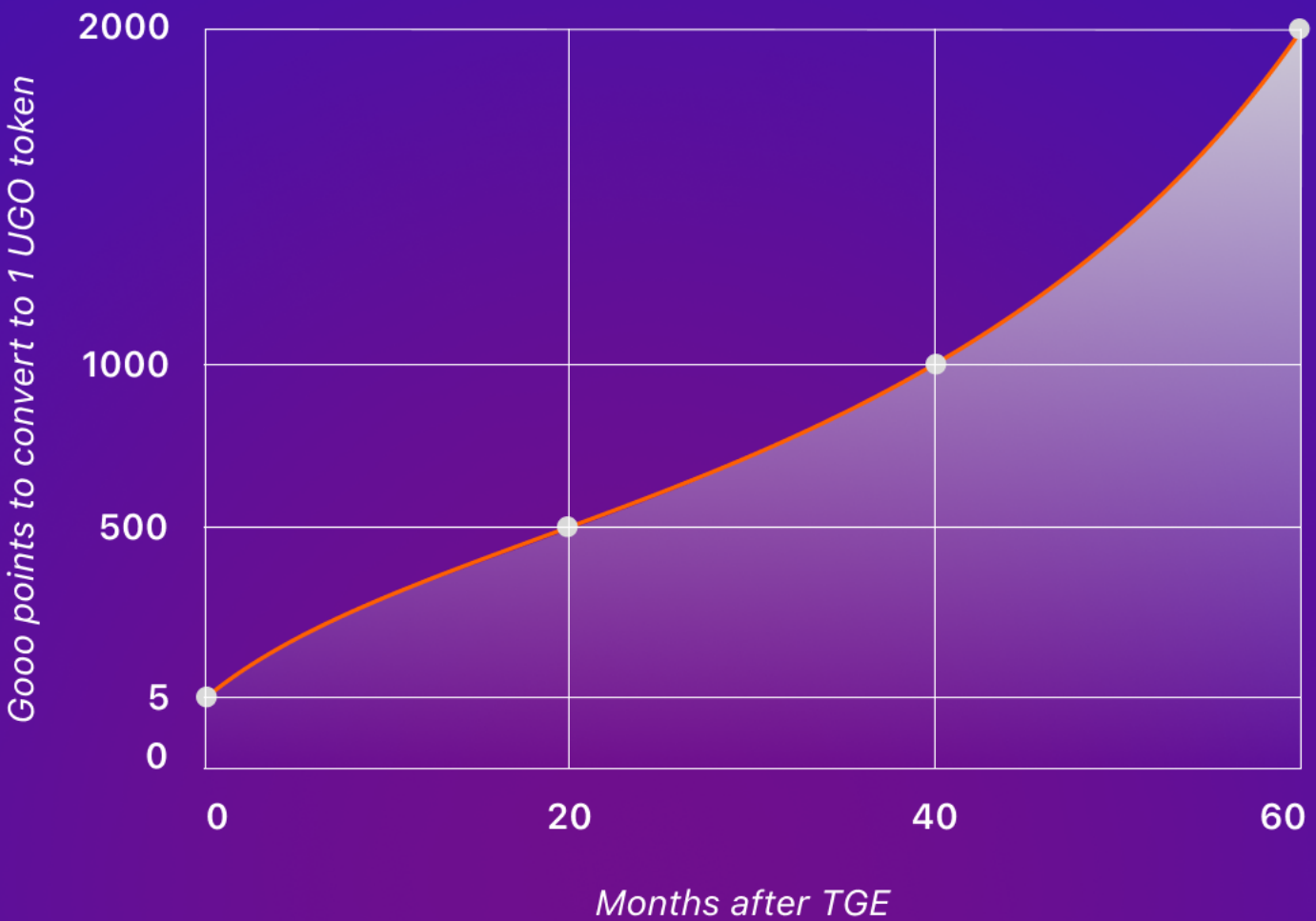


# → Convert Rate Road Map

Timeline (Months)	TGE	6	12	18	24	30	36	42	48	54	60
Gooo (Points)	5	5	5	10	20	50	100	200	500	1,000	2,000
UGO (tokens)	1	1	1	1	1	1	1	1	1	1	1

\* These numbers are subject to change

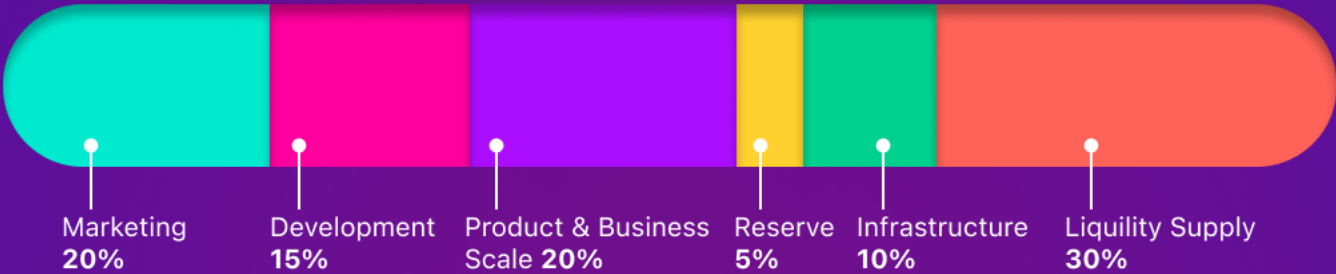
## Convert Rate Chart



# → Use of Funds

Use	Percentage	Amount (\$)
Marketing	20%	1,110,000
Development	15%	832,000
Product and Business Scale	20%	1,110,000
Infrastructure	10%	555,000
Liquility Supply	30%	1,665,000
Reserve	5%	277,500
Total	100%	5,550,000

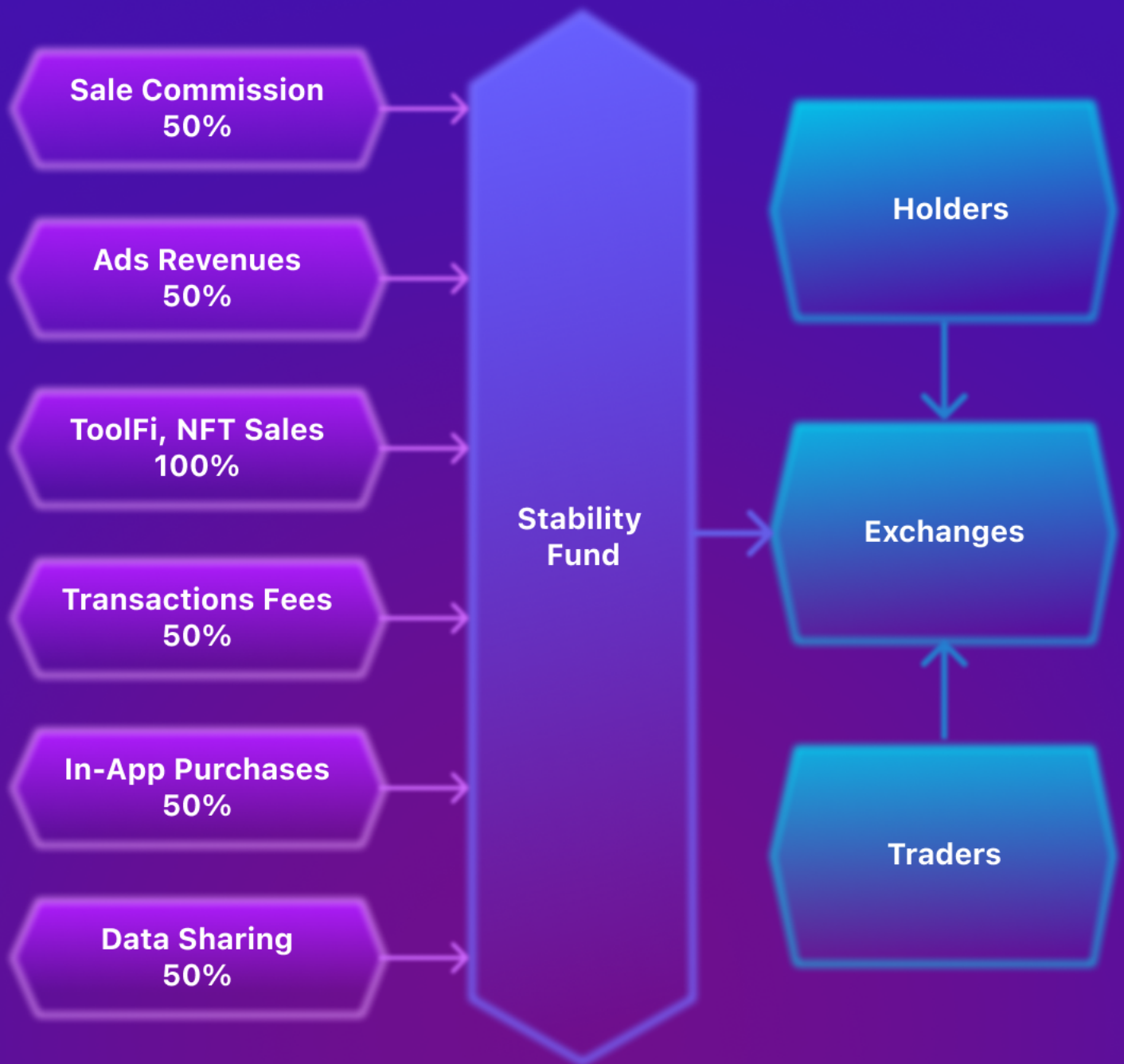
Use of Funds Chart ..... 100%





# → Flow Chart 1

## Token Exchange Rate Support System



# → Flow Chart 2

## Token Circulation In The Ecosystem



# → Roadmap

## Phase 1: Q1 2023 - Q4 2023

- Perfect Business Concept for Gooo App – UGO Token – WeGo Gateway
- Build/ Launch Gooo App / Redeem Center/ GoooScan in Vietnam
- Users start to earn Gooo points and exchange for products



## Phase 3: Q2 2025 - Q3 2026

- Gooo App reach 10M users
- Gooo App to China, India, and Asia
- UGO Token on CEX for trading
- Build/ Launch WeGo Gateway



## Phase 2: Q1 2024 - Q1 2025

- Gooo App reach 1M users in Vietnam
- Gooo App to Thailand, Philippines, Malaysia...
- Build/ Launch UGO Token
- UGO Token trading on DEX
- Build/ Launch Gooo NFTs Collection



## Phase 4: Q4 2026 - Q2 2027

- Gooo App reach 30M users in Asia
- UGO Token reach 1M holders
- WeGo Gateway reach 100,000 accounts



## Phase 5: Q3 2027 - Q4 2028

- Gooo App reach 100M users in global
- UGO Token reach 3M holders
- WeGo Gateway reach 1M accounts





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# → What Gooo. UGO. WeGo. stand for

Cryptocurrencies represent groundbreaking innovations that have deeply transformed the global financial market and economy. Yet, as this technology has evolved, many applications, including various DeFi platforms, seem to be overlooking a significant demographic: the low- tech users.

The Gooo – UGO – WeGo ecosystem is poised to instigate change. Its ambition is to usher the global population into the dynamic world of cryptocurrency and the vibrant international financial market. Operating under the principle of "No one left behind", it carries a compelling motto:

Let's Gooo, UGO, WeGo  
→ TOGETHER ←

