GLEEC COIN

WHITE PAPER



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Letter from the CEO

Gleec Team consists of professionals who have extensive experience in telecommunications, e-commerce, and blockchain industry. After discovering the shortcomings in telecommunications and e-commerce industry, we felt that we could overcome the shortcomings and create value by combining blockchain technology and build a cohesive ecosystem. That has lead to the birth of Gleec Platform and the native coin that powers the entire ecosystem surrounding Gleec Platform. Compared to many other cryptocurrency projects that promise exorbitant gains based on mere ideas, we already operate working products that have real potential to gain traction among users.

Our aim has always been to keep user experience simple and to prioritize privacy, security and user control. Every step of the customer journey in our app ecosystem has been engineered with user experience as the first thing in mind. We are positive that Gleec Platform will benefit cryptocurrency community as a whole and increase the speed of mass adoption.

-Daniel Dimitrov

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1. Problem

Gleec Team aims to build an ecosystem that is favorable for buyers and sellers to interact. In the process of building a sound platform that will be the core of the ecosystem, Gleec Team has identified some challenges that exists in current marketplaces.

Data Privacy

Communication is an essential part of everyday life, and various online communication tools are helping businesses stay connected with their customers. These include sites and apps are easy to use and free of charge. However, such sites and apps cannot be trusted because data is susceptible to exposure by the service providers or hackers. For sites that ease the process of sharing contents with other users, data is often collected and analyzed for marketing purposes without users' consent. In addition, users' online behaviors along with their metadata can be easily tracked, which not only reveal what people are doing online, but also their identity. Providing convenience and free service should not come at the cost of data security.

High Intermediary Fees

E-commerce platforms also play a big role in bringing together buyer and seller from all over the world. However, the fees paid to intermediaries often offsets the merits. A high platform fee combined with additional fee charged by third party services can really eat into the margin of businesses that sell goods on such platforms. Thus, while e-commerce platforms can be useful for finding new buyers and sellers, the costs entailed could burden many users. Cutting down the intermediary fees such as platform fees and third party payment fees will alleviate the burden of platform users.

While many blockchain projects have attempted to solve above-mentioned problems using blockchain technology and cryptocurrencies. Challenges remain, however, as most projects failed to capture the importance of stability of currency.

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Volatile cryptocurrencies impeding transactions

The volatility of cryptocurrencies makes it difficult for holders to purchase goods or services. When price goes up significantly, cryptocurrency holders will refuse to trade it for goods, expecting its value further rise. On the other hand, if price dramatically, merchants will refuse to accept cryptocurrencies as payment for their product or services, fearing the possibility of continuous fall in price after settlement. Thus, the value of currency used to exchange goods and services should not fluctuate drastically.

We prioritize security and make sure that the user experience is not affected.

2. Gleec as a Solution

Overview of Gleec Platform:

Gleec Platform is designed for privacy sensitive users that buy and sell products or services online. The platform consists of Gleec Chat, Gleec Market and Gleec Pay, each supporting multiple features useful for buyers and sellers.

Gleec Chat is a secure communication app that encrypts all messages and voice calls end-to-end, ensuring users to safely share their trade secrets or build new business strategies. Users can also use VPN service to completely hide their online activities from any snoopers.

Gleec Market is a secure peer-to-peer marketplace that eliminates unnecessary intermediaries and the associated costs. Gleec Market users are not required to pay for listing fees and have the option to transact with cryptocurrencies to avoid banking and other payment fees. Users can further save on shipping fees up to 70% by selecting from a wide range of local and global shippers.

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Gleec Pay is a versatile payment app that combines crypto finance and traditional finance. Users can store and trade cryptocurrencies on their wallets, and exchange cryptocurrency to fiat currency. Escrow mechanisms under Gleec Pay cuts traditional banking fees and ensures secure peer-to-peer transactions.

By using Gleec Platform, users can cut third party fees and rest assured that their data is protected. The following sums up the key benefits of using Gleec Platform:

1.Share confidential info without fear of being watched

On Gleec Chat, all text and voice messages are end-to-end encrypted. Even the Gleec developers won't be able intercept and decrypt their messages. This is especially good in circumstances where two parties cannot meet physically. For instance, when a Chinese manufacturer hires a Spanish consultant to get advice on entering the Spanish market, they can feel free to discuss highly sensitive information and discuss all the terms of their contract on Gleec Chat, as no one but themselves will be able to read their messages.

2.Save on third-party payment fees

Instead of using a traditional banking service or a third party payment service, Gleec Platform users have access to Gleec Wallet, where each user is given their own set of private and public keys. Users can thus send and receive Gleec and other cryptocurrencies to settle their deal. Transaction fees are not charged to Gleec users.

3.Completely hide who is talking to whom

Users can simply sign up for Gleec VPN service, which enables users to completely hide their identity, location, and what they are doing online. When this service is used with Gleec's end-to-end encryption technology, no one can figure out who is communicating what with whom. This would be crucial for businesses that are communicating with secret partners or are talking to journalists regarding highly sensitive business stories.

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4.Pay Minimal Platform fees

Gleec Team strives to cut all unnecessary costs businesses face while doing business online. A flat rate of 5% of transaction amount is charged for operating and maintaining the Gleec Platform. However, 2.5% of it will be used for buying back Gleec to stabilize the value of Gleec and the entire ecosystem powered by Gleec. Essentially, only 2.5% of transaction fee is charged for store owners holding Gleec. In addition, listing fees are waived for small and medium-size businesses regardless of listing period and type of goods or services.

5.Save on shipping fees by 70%

Users can choose from a wide selection of shippers to find the best price shipping their goods. This service allows Gleec Store owners to lower the burden on the customers purchasing their goods. This service is not limited to Gleec Store owners. Any Gleec users can use this shipping service to send some business packages to partner companies at a deeply discounted price, up to 70%.

6.Get Access to secure and affordable Escrow Service

Traditional escrow service involves banks and lawyers, which is costly and difficult. Unlike traditional escrow service, Gleec Escrow powered by smart contract is simple and affordable. For each contract, the keys required to unlock an escrow account will be given to a seller, buyer, and dispute agent. Only two out of three parties will be necessary to unlock the accounts. On normal occasions, the buyer and the seller will agree to use their keys to unlock their escrow account to release the funds to the seller. When dispute arises, the dispute agent will intervene to determine who is at fault and release funds to the party without fault. All this service is offered for only 0.03% of transaction amount.

7. Control and Monetize data

Instead of having third parties monetizing data without users' consent, Gleec Platform users can choose to collect and sell their data to third parties.

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Users can opt to sell their shopping behaviors on Gleec Market, or simply accept push notifications on their wallet and be rewarded with Gleec.

Gleec Lab is a tech lab dedicated to enhancing human well being through technological innovation. Gleec Lab team works jointly with professionals in diverse sectors to come up with more efficient solutions to problems yet unsolved. Selected Gleec Partners can work together with Gleec Lab to speed up r&d process, share useful insights, and co-develop innovative products. The first two innovative projects started by Gleec Lab are PetCom and LooseBite.

3. Why Blockchain

Our team believes that blockchain technology will benefit users through disintermediation and higher security.

While blockchain technology may not be suitable for all businesses to adopt, the benefits of blockchain technology are clear when applied to payment or database system. In line with our vision of helping businesses grow by cutting unnecessary costs and enhancing security, blockchain technology helps eliminate intermediaries and ensures data immutability.

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Desintermediation

In traditional finance, various parties involved complicate the payment process and increase overall payment fees. Customers are charged with banking fees, credit card fees, payment gateway fees, and foreign exchange fees. However, a peer-to-peer payment system powered by blockchain technology avoids all fees mentioned. When value is transferred from wallet to wallet, transaction fees are paid only to the miners that maintain the network, which are minimal. The time it takes for value to be transferred is also minimized, especially when value is transferred from one country to another. Bank policies can delay the wire transfer of money to several days, and service will not be available during weekends.

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On the other hand, peer-to-peer cash transaction on blockchain follows a set of consensus rules, not bank policies, and thus payments can be sent to anywhere 24/7 in a short period of time.

No Central Point of Failure

High availability and uptime for regular databases is reached through disaster recovery processes and expensive infrastructure. Regular databases usually have a few copies – there is a primary system and a secondary (or multiple secondaries) backup system. They run on expensive hardware under strict monitoring to find faults and make sure they are fixed, as to not cause any downtime. Should the database fail due to any kind of unavoidable superior force event, traffic is automatically rerouted to the backup. This process is technologically difficult and expensive.

Nevertheless, blockchain technology offers extreme fault tolerance thanks to built-in redundancy features. Decentralized systems do not have a central point of failure and the connections between nodes are peer-to-peer. Nodes can be freely added or removed from the network. Users send their transactions to any node and they work seamlessly with everyone else. Other than downloading the required software for a specific blockchain project, there is no specific configuration required to connect nodes between each other – just plug and play and they will keep in sync. In case some nodes go down, the effect is not felt over the network as other nodes continue to process transactions and keep track of records. A malicious attack is usually economically unfeasible due to the built-in algorithmic security features and computing power required to attack the network.

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4. Gleec Services



Gleec Chat

Any user wanting to protect their communications from prying eyes is safe with Gleec Chat. All text and voice messages and video calls on Gleec Chat are encrypted end-to-end. In addition, an ephemeral file sharing system will be integrated for users to securely send and receive files. For any Gleec Holder wanting a higher level of secure connection can sign up for Virtual Private Network service on Gleec Chat App, available on both iOS and Andriod devices.

End-to-end encryption

All text and voice messages and video calls are encrypted with OMEMO protocol, which enables conversation partners to exchange secure keys and ensure that no one can eavesdrop their conversation. No third party, including Gleec developers can intercept and read messages sent through Gleec Chat, as messages can only be decrypted on the recipients' device. Even if a hacker manages to decrypt a message, his attempt to decrypt another message will fail as key pairs are constantly updated under OMEMO protocol.

Protect user identity and contacts

Users are not required to enter their phone number nor give access to their phone contacts to create an account with Gleec. All they need is their email address to sign up, and they can choose an account name that does not reflect their identity.

Set messages to expire

Timed message function gives users more control over the messages they transmit. A sender of a message can set the timer and decide when messages should be deleted.

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The timer starts running only when the receiver checks the message, and it expires once the timer runs out.

Ephemeral File Sharing

Sending files using links are fast and simple to use but also can easily spread files to unwanted viewers. On Gleec Chat, once a designated receiver clicks on a link and checks or downloads the file, the link expires and no other user will be able to check what was in that file. File sharing feature on Gleec Chat protects links from ending up in the wrong hands.

Virtual Private Network

Anyone connected to the internet can be easily tracked and monitored on what they are doing online. Gleec offers Virtual Private Network (VPN) as a solution, which is for anyone wanting enhance online security and privacy. VPN creates a tunnel over public and home networks by encrypting all digital footprints left by a user and routes it to a different server. This separates users' identity from the trails they are leave behind when they are connected to the internet, thereby forbidding any snooper from knowing what users are doing online. Gleec VPN is a premium feature that can only be accessed by Gleec Holders.



Gleec Market

Gleec Market is a decentralized marketplace that enables peer to peer transactions. Anyone can be a buyer or a seller, and users have a great flexibility over what could be listed on Gleec Market. Users can trade new or used goods, and even exchange services. Gleec Market maximizes all buying and selling experience by integrating a secure and efficient shipping and payment system.

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No listing fee for Individual Merchants

To make Gleec Market a level playing field, Gleec Team does not charge any listing fee for individual merchants. However, once the size of the sells by individual run by an individual grows and passes 75 000 EURO, they are required to apply for Corporate Merchant account. Unlike Individual Merchants, Corporate Merchants will be required to pay a fixed monthly subscription fee to list products. The fee will be used to operate and maintain Gleec Market system.

Various listing types

Gleec items has three listing types. Items can be listed at a fixed price, up for auction, or be offered as a private deal where price is negotiable. Private deals are suitable for business consultants or lawyers who charge their clients differently based on the scope of the work they assume.

Minimal Platform Service Fee

Apart from the fee charged to Gleec Corporate Merchants, 2.5% of all transaction amount will be reserved to pay developers maintaining the network, and some portion of it will be re-invested to support free shipping for small merchants for a limited period of time each year. Additional 2.5% will be reserved to stabilize the value of Gleec.

Premium Features available with Gleec Only

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Store Customization

While the default store design should meet the requirements of most merchants, Gleec Store gives merchants the flexibility to customize their own store. Merchants that opt for a custom store are required to sign up for a premium subscription that can only be paid with Gleec. In return, Gleec team offers technical support to integrate their store design and layout that best suits their businesses into Gleec Market.

Wallet to wallet advertising

Gleec will integrate an advertising tool into Gleec Wallet. Any user using the wallet can set up the advertising tool.

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Users that accept to have their data analyzed will be compensated with Gleec. Users will be able to sell their data entirely or only portions of it, or simply accept push notifications without selling their data. Likewise, merchants could purchase and analyze authentic individual data to optimize their target marketing strategies, or purchase the right to send out push notification to reach larger targets. Whichever choice merchants make, they will need Gleec to use the services, and customers that participate in the ad system will be rewarded with Gleec. Gleec takes 10% of the advertising fee, and 90x% goes back to users that sell their data.

Regular auction and deals.

To keep users engaged, Gleec offers regular auction days and special deals. The most sought-after items will be selected as auction candidates and users will be able to vote for the shortlist for auction items. A combination of regular and dutch auctions will be held for entertainment purposes. Lucky users will be able to purchase the latest digital gadgets or archaic collectibles at affordable prices. Special deals will be offered on an irregular basis and before major holidays. Users will need to possess Gleec to either participate in auctions or get their hands on deep discounted goods.

Gleec Shipping

In addition to no listing fee requirement, Gleec Merchants get to enjoy simple, cheap, and reliable shipping service. Gleec Shipping, however, is not only available to Gleec Merchants that run their own store, but to all users of Gleec Platform. Anyone that needs to use a convenient and a low price shipping service can simply sign up with Gleec Platform and enter few information. Our automated booking system helps users find the most suitable courier that can pick up and deliver parcel of any size with a couple of clicks.

Gleec Shipping service is reliable as we have been running the shipping system for over 4 years and have constantly satisfied our customers by being able to offer them the lowest shipping fee possible.

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Our competitive shipping service has helped customers lower their shipping fees by as much as 70%. This service will be highly beneficial to Gleec Merchants wishing to offer competitive prices to international customers and Gleec Shoppers who frequently purchase products that are shipped across borders.

All that users are required to do is to select pickup and drop off points and enter the weight and size of the parcels. Gleec Shipping system instantly returns a quote with a list of couriers with delivery cost, available pickup dates, and estimated delivery time.

Merchants that sign up with Gleec Market get to enjoy the benefit of choosing from a wide range of international couriers. We have strong partnerships with the major international couriers including UPS, DHL, TNT, CACESA, FEDEX, AVIANCA, ENLACE LOGISTICA, MRW, ASM, CORREOS EXPRESS, ENVIALIA, GLS, REDYSER, SEUR, FNG LOGISTICS, MY FLYING BOX.

In order to ensure safe peer-to-peer transactions, products shipped by individual merchants can be verified at Gleec Hubs before they are shipped to customers. Currently, there are over X number of hubs located in Europe, and we are planning to expand this service internationally over the coming years. Furthermore, All shipments are tracked from pickup to delivery point, and users can check the status of their shipment on My Page in Gleec Store or with their tracking number.



Gleec Pay

Gleec Pay allows Buyers and Sellers to transact securely with Gleec Escrow System. Gleec Escrow System eliminates counter-party risk that often arise in peer-to-peer transactions.

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Users can also apply for Gleec credit or debit card, which will be linked to their wallets where cryptocurrencies are stored.

Gleec Escrow

Gleec Pay supports a secure and efficient escrow system based on smart contract. Any user transacting goods or services on Gleec Platform can use the escrow system. How it works is simple. When Buyer A purchases an item from Seller B with Gleec, Gleec is sent to an escrow account. Once Seller B checks the payment amount in the escrow account, he ships the item to Buyer A. After Buyer A receives the item and confirms that it is in a good state, Buyer A then releases Gleec locked up in the escrow account. With Gleec Escrow System, neither buyer nor seller risks either party from not honoring their obligations.

Cheap Escrow Fee

Gleec Platform charges escrow fees. Sellers are charged a determinated amount of escrow fees. The fees are drastically cheaper than traditional credit card processing fees that range from 1.8~3.5% and users can also save on additional payment gateway fees.

Dispute Resolution

On occasions where Buyers receive damaged goods or incomplete services, Buyers can file for dispute resolution on Gleec Platform. For instance, if Buyer A received a broken chair and Seller B is not willing to compensate for it, Buyer A can claim for refund on Gleec Platform by filing relevant documents (ex. Photos) that proves the state of the chair. Buyer A can also send the goods back to Gleec Hub, where goods are checked before delivering them to Buyers. Once checked by the dispute agent of Gleec Platform, the funds locked up in the escrow account will be returned to Buyer A if the chair was damaged while in transit or was damaged in the first place. Dispute Agent only intervenes when Buyers claim for damaged goods or incomplete service. If a Buyer does not claim for damages within 3 days after goods have been delivered, fund locked up in escrow account is automatically released to Seller.

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Gleec Wallet

Wallet Features

Gleec Wallet is easily accessible, requiring only password to open and use the wallet. Users can store Gleec, Bitcoin, and Ethereum on their wallet, which also supports users to buy and sell crypto within the wallet. For security, users can set up one-time-password (OTP) for their wallet. In addition, each time they close the app or leave the app unused for more than x minutes, they are required to re-enter their password.

Crypto to Fiat simple exchange system

Gleec Wallet offers a mechanism to exchange cryptocurrency with fiat currency. On Gleec Wallet, users can sign up for Gleec Credit Card which comes with an IBAN number. With Gleec Credit Card, users are able to purchase Gleec and other cryptocurrencies, and also sell cryptocurrencies for fiat to be deposited to their IBAN account. This service will initially support Euro only, but will be expanded to support multiple currencies in the future.

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Further note on IBAN

Users that sign up for a bank account with Gleec will automatically get a European IBAN number. Users will be able to send and withdraw funds from their account. Deposits up to 100,000 Euro are fully protected against any losses, and are safely kept in European Central Banks.

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Gleec LAB

In the midst of times where technology is deeply embedded in our everyday lives, Gleec Lab was established to improve human lives through technological innovation.

In line with its mission, Gleec Lab created PetCom and LooseBite with experts in pet and healthcare industry to tackle unique problems in each industry.

PetCom

PetCom provides an all-in-one solution for pet owners who cannot be be available for their pets 24/7 with their busy schedule. The device will help alleviate separation anxiety of pets, a symptom found in approximately 20% of domestic animals.

PetCom device is chew-resistant and comes with a bi-directional camera with 3x optical zoom, large display, and feeder. All these can be controlled by PetCom App or the directly on the device.

The diverse features of PetCom device enables users to provide full care to their pets even when they are away from home. With this single device, users can do live calls with their pets, monitor every move of their pets, and warn users in case of any unusual event. Food can be discharged from the feeder at the exact time user wants to feed their pets. Digital Day Care service is also provided through entertaining and educative contents.

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Loosebite

LooseBite is for patients suffering from chronic pain without an identifiable cause. Symptoms include temporomandibular disorders, TMJ, mandibular time dysfunction, orofacial pain, toothaches, and bruxism. It goes further to include chronic pains in the neck, shoulder, joints, and head, and other symptoms such as tinnitus. Traditional treatments to these issues has only temporary or partial efficacy in reducing pain, and incurs medical consultations and examinations that end up having patients spend time and money without finding the underlying cause of the pains.

To tackle the aforementioned problems, LooseBite team has come up with Occlusal Plaque with Intraoral Vibratory Device. It is a small vibrating device that can be attached to the occlusal plate. The device has proven to be more efficient and effective than traditional treatments. Patients go through shorter treatment time than traditional devices, and it is also very comfortable to wear. Patients can sleep sound with their device on, as it does not affect sleep quality. Furthermore, LooseBite device reeducates users to change their grinding or biting habits that cause chronic pains. Such behavior change helps prevent dysfunctions and lesions for patients. LooseBite device is patented and protected in 150 countries and will be available in the first half of 2020.

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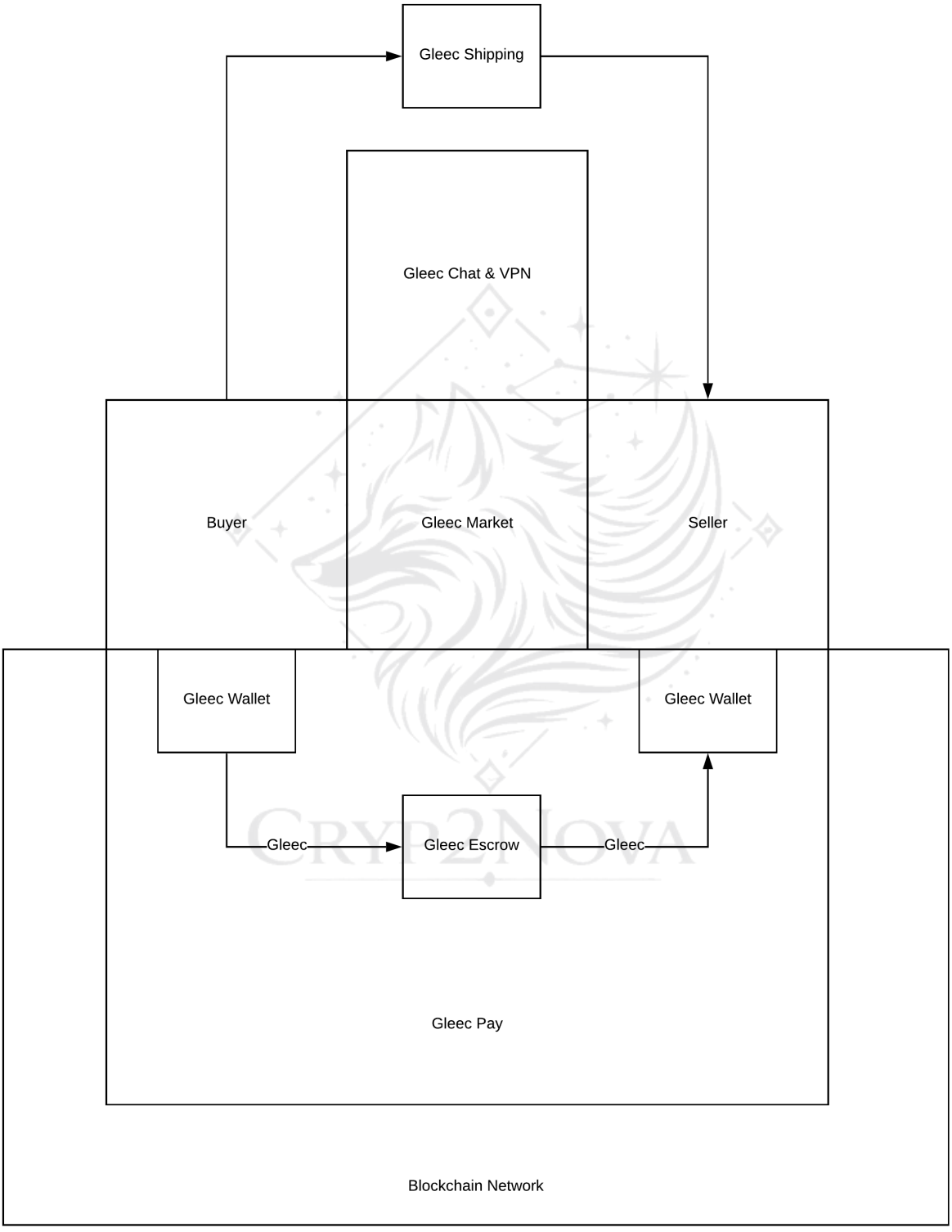
5. Gleec Ecosystem

Gleec Ecosystem will be driven by users and investors interested in participating in an environment where privacy is protected, intermediaries are eliminated, and people are rewarded for their contributions. Anyone can join the blockchain network to verify transactions and be rewarded with Gleec. Users can get connected to a trusted group of people to talk business securely on Gleec Chat and set up stores on Gleec Market to find buyers without middlemen. Payments can be received securely through Gleec escrow built on smart contract, and products will be shipped to buyers once payment is deposited in relevant escrow accounts. Users wanting to save fees can opt to transact with Gleec, while other payment options including payment with credit or debit card, bitcoin, and ether are supported for wider adoption.

Gleec users are highly tied to one another and their actions lead to mutual benefits. Gleec Store owners can build customer loyalty through Gleec Chat and sells goods or services to them via Gleec Store. Buyers will benefit by opting to transact with Gleec and cut shipping fees on Gleec Market. More Merchants combined with a cheaper payment and shipping method will attract more buyers to join the Gleec Market. As the size of the market grows, users will be able to monetize their data by selling them to advertisers wanting to target Gleec users. Miners on Gleec Blockchain Network in charge of verifying and confirming transactions that arise from Gleec Market will be rewarded with more Gleec as transactions occur on the network. Portions of all the transactions that happen on Gleec Platform will be reinvested to maintain and grow the Gleec Ecosystem and continue to provide value to all participants, including Gleec Holders.

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The Ecosystem Explained:



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Key Actors in Gleec Ecosystem

The key actors in the Gleec Ecosystem are summed as the following:

Gleec Chat Users	**Privacy-sensitive users who use Gleec Chat to communicate in a secure environment and use VPN service for higher security.**
Gleec Market Users	**Entities that set up stores on Gleec Market to sell goods or services and Buyers who purchase goods or service from them.**
Gleec Hub Operators & Dispute Agents	**Agents and operators that settle any disputes that arise between Gleec Merchants and Shoppers.**
Advertisers	**Users who purchase data from Gleec users to advertise on Gleec Wallet.**
Miners	**Those in charge of verifying transactions and maintaining the security of blockchain network of Gleec Platform.**
Couriers	**Third-party logistics firm that ships Gleec Products from one location to another.**
Developers	**Developers on Gleec Platform are in charge of developing and maintaining the entire Gleec Network and keeping all system updated.**
Gleec Partners	**Small and medium sized enterprises to Corporations that contribute to the stability of Gleec buy purchasing one Gleec at EUR 20.**

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6.Token Economy

The following use cases will create the demand for Gleec Coin, and our buy-back policy will help stabilize the value of the native coin.

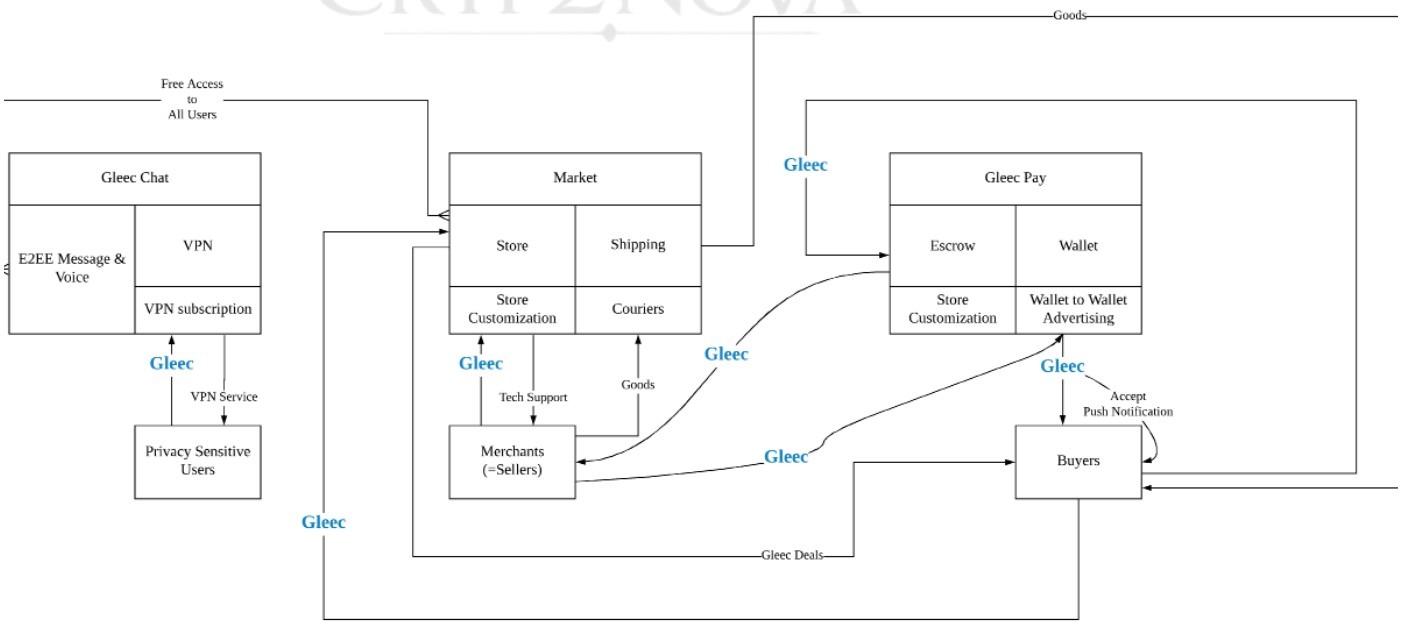
Uses Cases:

1. **Gleec Market Transactions**
2. **VPN Subscription**
3. **Store Customization**
4. **Wallet to Wallet Advertising**
5. **Smart Contract (Gleec Escrow)**
6. **Gleec Deals**

As previously mentioned in Gleec Services Section, users can purchase the products and services on Gleec Market with Gleec. For the premium services on Gleec Platform, they can only be accessed by Gleec. Privacy-sensitive users that want additional layer of security can subscribe for VPN service with Gleec. Merchants that want to customize their store and Advertisers that wish to target Gleec Wallet users need to possess Gleec to use the services. Users exchanging goods or services on Gleec Market are required to use Gleec to use escrow accounts. Gleec Deals are for buyers looking for hot deals with huge discounts on Gleec Market. Unlike other items on Gleec Market, items on Gleec Deals can be bought with Gleec only.

Operational & Buy back Policy

5% of all transactions on Gleec Market will be reserved by the Gleec Team to maintain the entire network, and 7% of all transactions on Gleec Market will be reserved for the sole purpose of buying back Gleec Coin to stabilize the value of the native coin. Gleec Coin will be bought back and burnt immediately by the Gleec Team, on a quarterly basis.



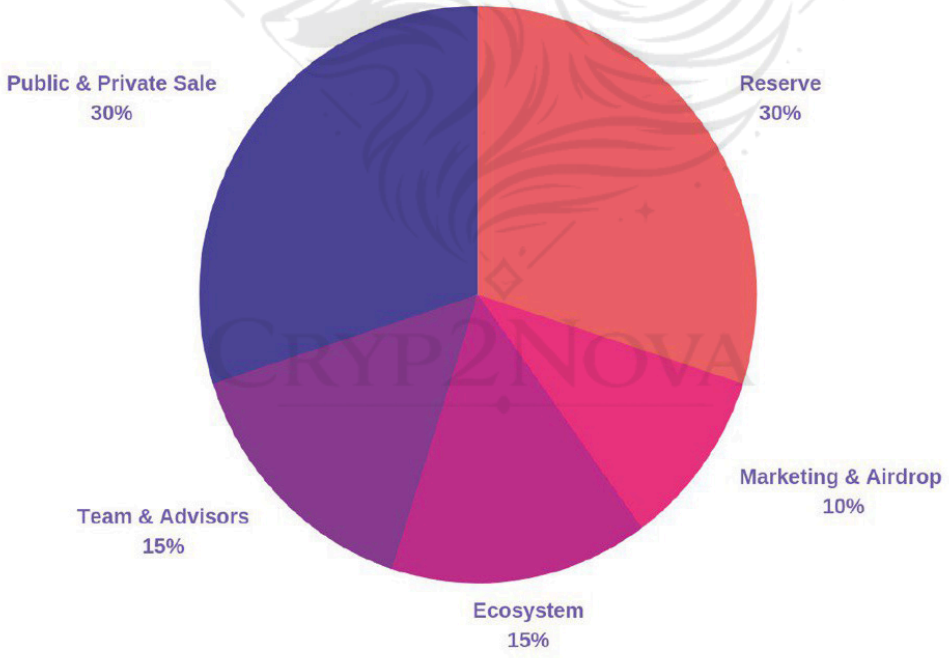
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7.Gleec Information

- Symbol: GLEEC
- Max Supply: 21,000,000
- Consensus Algorithm: Proof-of-Work
- Plaform: Bitcoin

***Note: 20,135,000 of Gleec has been mined**

Token Allocation:



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8.Partners

Iamprosoft App developer

Alexa Metric and analysis

KRM Legal services

Immersive Garden Web development and design

VMWARE Cloud Services

Telepoint Datacenter

Mister Tango Financial services

Sipwise Communications software

Plesk Server management

Dell Server technology

Cpanel Hosting management

Connecty Cube Communications engine

Amazon Webservice Cloud computing

DigiCert Digital security certificates

Auzeka Marketing & PR

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9.Team



Daniel Dimitrov

Gleec CEO and co-founder work in the technology sector for more than a decade. A marketing and business graduate from the University of National and World Economy, Daniel is inserted in the crypto world it began and decided to ally his experience in technology with his knowledge in finance to develop Gleec.



Chris Lee

Chris has 6 years of background in hotel industry as CBDO. Over the past 2 years in blockchain marketing service platform, he has made strong network through crypto field. He specializes in implement and manage marketing strategy and analyze data to make evidence based decisions for Gleec to achieve the best solution in the crypto market.



Manuel Moya Giner

Based in Spain, Manuel has a vast experience in the development of websites, e-commerce and database. He is also a marketing specialist with control metrics and coordination of projects knowledge. He is leading the advance of the Gleec web platforms.



Thainá Leticia Innocente

Gleec's Content creator has always worked with communications in the technology sector. Having worked in a start-ups incubator inside PUCRS' Science and Technology Park (Tecnopuc), one of the biggest of South America, Thainá planned and executed communications actions for several projects.

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Veselin Gulobev

Gulibov, an International Business graduate has enough experience in the digital safety assurance area to have responsibility for guiding and supporting the application of cyber security practices within the organization, ensuring that the services reflect and comply with corporate standards and securely support the different functions, business units and environments.



Hristo Dimitrov

Gleec Business Development specialist has the function to extend our global reach through expert discovery and exploration of new and untapped business opportunities and relationships. Hristo previous experience in sales and business help us to monitor and evaluate industry trends and customer drivers and meet regularly with management and stakeholders to discuss strategy.

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10.Advisors



Timo Trippler

Timo Trippler is an ICO Advisor and entrepreneur with FinTech and InsurTech industry background. He is an expert in financial market and risk management with 12 years of experience in financial transactions. He advised various successful ICO projects and manages multiple crypto fund portfolios. He has been working in Blockchain field since 2015 and had a large number of various ICOs under his advice. He worked with a lot of ICOs and other projects, such as: AirPod, Loyakk, Faxport, Welltrado, Inclusivity, Centareum, Place To Rent, Energy Premier, WeiCrowd, Med-O Network, Vegan Nation, USAT, Tokenchanger, Autorize, Styxr, U Run It and many more.

Timo joined Gleec's advisor team and would provide professional guidance for Gleec's global fundraising as well as future project incubation and crowdfunding sectors.

He uses his business network to raise funds from institutional Investors, Family Offices, Venture Capital and Private Equity companies. He is currently connected to more than 300 institutional Investors around the world. He travels to Blockchain summits and conferences to meet new investors and to enlarge his fundraising network.



Naveen Kapoor

Naveen Kapoor, founder of "The Times of Crypto" and a blockchain & ICO consultant with more than twelve of experience in project management and business analysis and more than one year of experience in ICO implementation, cryptocurrencies, ethereum, bitcoin, hyper ledger, EOS, consensus protocol and distributed/shared ledger technology. He has also attained various industry certifications such as PMP, CBAP, ITIL, PSM 1 & CSM.

He had worked on various banking transformation projects – "sustainable and disruption", which were initiated in various domains such as Retail Banking, Cash Management, Integrated Liquidity Management (ILM), Corporate Banking, Asset & Wealth Management, Financial Messaging, Regulatory Sanctions Filtering and Local and International Payment Systems.



Rishabh Anand

Rishabh Anand is the founder of Auzeka, a leading blockchain growth consultant firm. He is a blockchain & crypto evangelist and expert. Anand started coding websites at the age of 8, and since then developed himself as a developer, creator, growth hacker, and a full time emerging entrepreneur. He has worked in the technology, blockchain, & investment sector, gaining knowledge and experience around the globe.

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11.Roadmap

GLEEC START 2015

- In 2014 Gleec domain was registered and the research and development of several projects started in early 2015.

GLEEC CHAT IS BORN 2016

- After identifying the need for a completely safe communications app, Gleec started the development of the GLEEC CHAT app.

GLEEC PAY AND GLEEC MARKET DEVELOPMENT BEGINNING 2016

- The idea for the project was born and the development started in partnership with Immersive Garden.

GLEEC CHAT LAUNCH 2017

- The first version of the app is launched for Android and iOS.

GLEEC CHAT DESIGN AWARDS 2017

- The app website is chosen as one of the best websites in the world on FWA, Awwwards and CSS Design Awards.

CRYPTO WORLD ENTRANCE 2017

- In 2017 GLEEC BTC idea of offering a more practical and safe way to trade, buy and sell cryptocurrencies was born and the app development started.

GLEEC COIN IDEA 2018

- With the knowledge gained in the crypto world with Gleec BTC Research and Development, Gleec decided to venture into the ICO world.

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GLEEC COIN IDEA 2018

- With the knowledge gained in the crypto world with Gleec BTC Research and Development, Gleec decided to venture into the ICO world.

GLEEC BTC IS BORN 2018

- GLEEC BTC app is launched for iOS, with a crypto wallet and chat functions.

GLEEC COIN BEGINNING 2018

- ICO mining started along with private sales.

GLEEC LAB START 2019

- After creating projects in several areas, Gleec decided to found a laboratory dedicated to promote and develop advanced technologies.

GLEEC COIN PUBLIC LAUNCH 2019

- GLEEC COIN is officially launched to the general public as a part of the GLEEC Ecosystem.

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GLEEC WALLET LAUNCH 2019

- The need for a crypto wallet available for Android was detected and the Gleec Wallet development started. With less complex functionalities, the Wallet is launched for Android and soon for iOS.

GLEEC AIRDROP CAMPAIGN 2019

- Gleec Coin airdrop campaign started to create more awareness about the cryptocurrency.

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GLEEC COIN ENTERS IEO PHASE 2019

- In a new approach to blockchain funding, Gleec Coin has opted to conduct its public sale through cryptocurrency exchanges to ensure maximum expandability and security, avoiding the likelihood of fraud and other issues.

WIRE INTEGRATION TO GLEEC APPS 2019

- Safe communications have always been one of Gleec's priorities. To maintain the security standards, Wire is being integrated into every app developed by the holding. Secure messaging, file sharing, voice calls and video conferences. All protected with end-to-end encryption.

GLEEC MARKET 2020

- A new concept of Market Place. Gleec Market allows the user to shop and sell the way is better for him, saving time and money. All of this allied with cryptocurrency benefits.

GLEEC LAB PROJECTS: PETCOM & LOOSEBITE 2020

- Gleec projects development laboratory two new products arrive at the market: PetCom, an electronic babysitter for pets, and loosebite, an Occlusal Plate with Intraoral Vibratory Device for the treatment of temporomandibular disorders.

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GLEEC PAY 2020

- Multiple tools in one service to ease money management and transactions. Safe and Fast. Funds moved in almost real time with 100% guarantee of security

WORLDWIDE LICENSE 2021

- By 2021, Gleec will have permission to function in the whole world.

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12.Disclaimer

Regarding the White Paper:

- This White Paper is for information purposes only and may be subject to change.
- The introduction and description of the basic condition of the project in this document is an invitation to the general public. It is not and cannot be regarded as an investment or declaration of commitment to any specific or unspecified subject. It's not a commitment nor a guarantee.
- In view of changes in the ongoing regulation of blockchain technology, cryptocurrency or intangible assets by governments around the world, the Gleec team reserves all rights to modify, delete, add, abrogate, and interpret related behaviors of this document.
- Those who have the intention to invest in this project must clearly understand the full risks of this project.
- As far as Gleec is aware, all the information in this White Paper is accurate and its estimates and assumptions are reasonable. However, there are no assurances as to the completeness of this information.
- No regulatory authority has examined or approved any of the information set out in this White Paper.

Regarding the Token:

- The sale of Gleec Coins is final and will not be refundable. They shall not be used or purchased for speculative purposes.
- Any dispute or controversy arising from or under the crowd-sale shall be resolved by arbitration in accordance with the Rules of The Court of Arbitration of the Estonian Chamber of Commerce and Industry. The seat of the arbitration shall be Estonia. The arbitral proceedings shall be conducted in English.
- The TOKEN, Gleec Coin, has the risk of being lost, tampered with, stolen or mishandled. The project team cannot guarantee the storage, retrieval, and modification of the relevant virtual property.

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