

REVOLUTION WHITEPAPER BY GOOD EMPIRE

OUR MISSION IS TO GATHER, UNITE AND EMPOWER
AN EMPIRE OF GOOD HUMANS TO HELP SAVE
THE F**KING WORLD

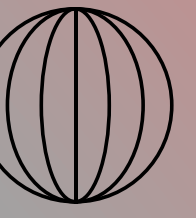
Certified



Corporation

This company meets the
highest standards of social
and environmental impact



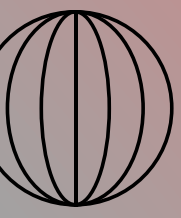


**IT'S TIME
TO SAVE
THE F**KING
WORLD.**

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REVOLUTION



#cryptoforgood

Hi I'm Andre, I'm the founder and CEO of Good Empire, and I'd like to introduce you to the G Revolution, a project we think could really unite and empower the crypto community around impact.

G Revolution is a decentralised impact economy where the good you do for people and planet is rewarded with G coin.

Where you get paid for taking action and donating to the impact projects that could actually help save the f**king world.

We think it could be game-changing.

We think it could spark the world to act.

Welcome to the G Revolution.

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IMPACT TO EARN

Art by Hugo Boesch

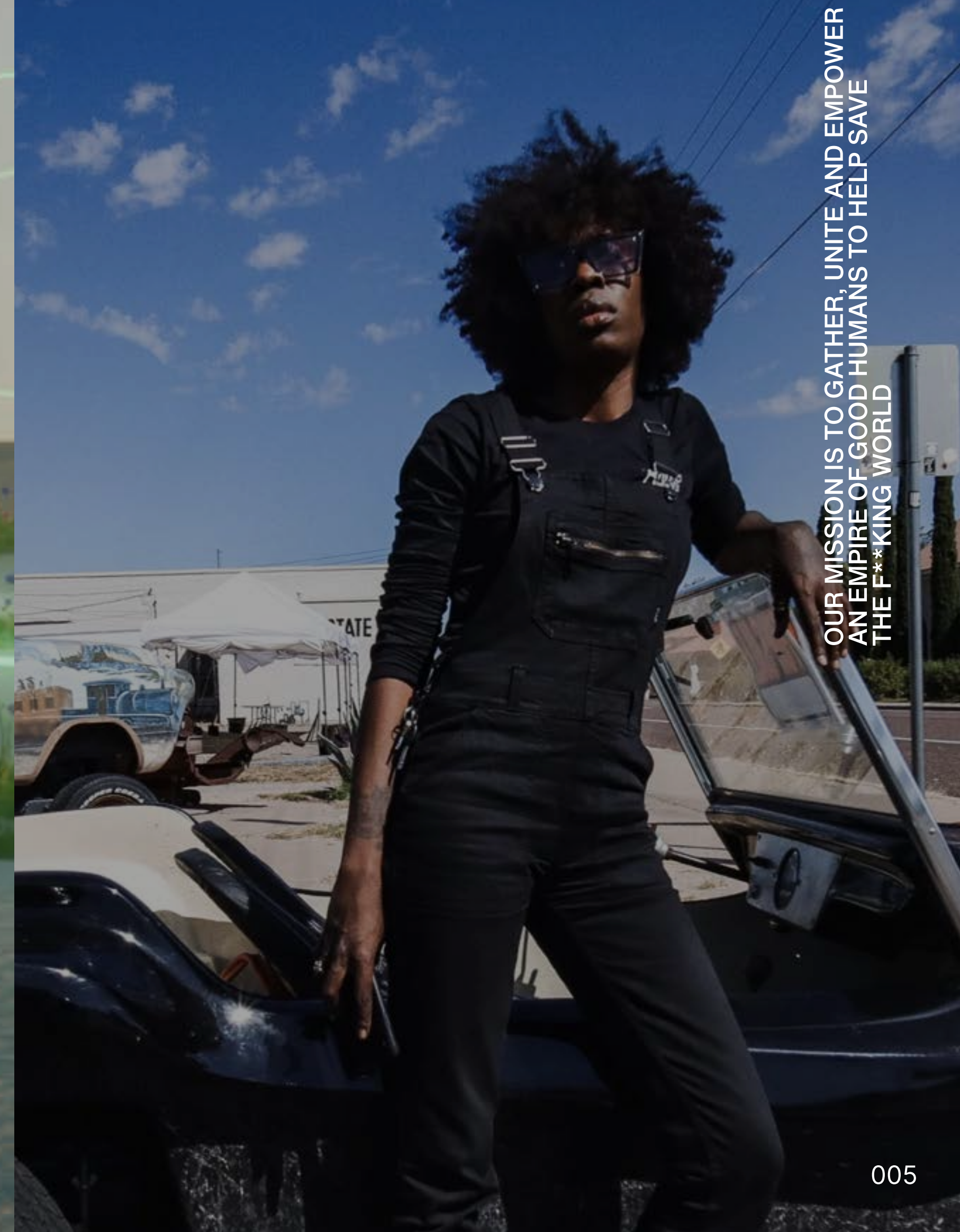
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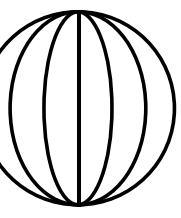
Web3 Activist

@meccdot

...



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The world's first Impact to Earn token.

The \$G is an impact to earn token, so you can get paid for taking action and donating to the most important social and environmental impact projects in the world.

There's a global marketplace for ethical and sustainable brands you can only buy from with the G coin, through the good you do for people and planet.

So you could pay your renewable energy bill with G coin, or buy a limited edition G Revolution Patagonia T-shirt.



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BY PATRICK PERKINS

A web3 ecosystem for good.

The \$G is the first, foundational piece in a web3 ecosystem of NFTs, tokens and DAOs we hope will help change the face of impact, and maybe even crypto, for good.

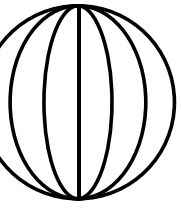
We're launching a dynamic fundraising NFT collection themed across the 17 sustainable development goals. The NFTs are generative animated organisms that evolve as you donate through them to the projects they're each paired with for life.

And it's all wrapped up in a DAO, where you, the community, can propose causes and charities you care about, and vote on where the funds raised from the whole project get allocated.

G Revolution is Good Empire's web3 vision.

But there's a whole platform already in play...

Our Mission



Good Empire is a movement and a platform to challenge us all to level up for people and planet.

Founded on a mission to gather, unite and empower 100 million people and 100,000 organisations to fund 1000 projects across 17 impact goals by 2030 to help save the fking world.**



BY MICHAEL PERFECTO

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G1 No Poverty

G2 Zero Hunger

G3 Wellbeing

G4 Education

G5 Gender Equality

G6 Clean Water

G7 Clean Energy

G8 Fair Work

G9 Innovation

G10 Reduced Inequalities

G11 Sustainable Cities

G12 Responsible Co

G13 Zero Carbon

G14 Plastic Free Oce

G15 Reforestation

G16 Peace & Justice

G17 Community

Together with world-leading human-centred design gamification agency Octalysis, who've worked with the likes of Tesla, Lego and Ideo;

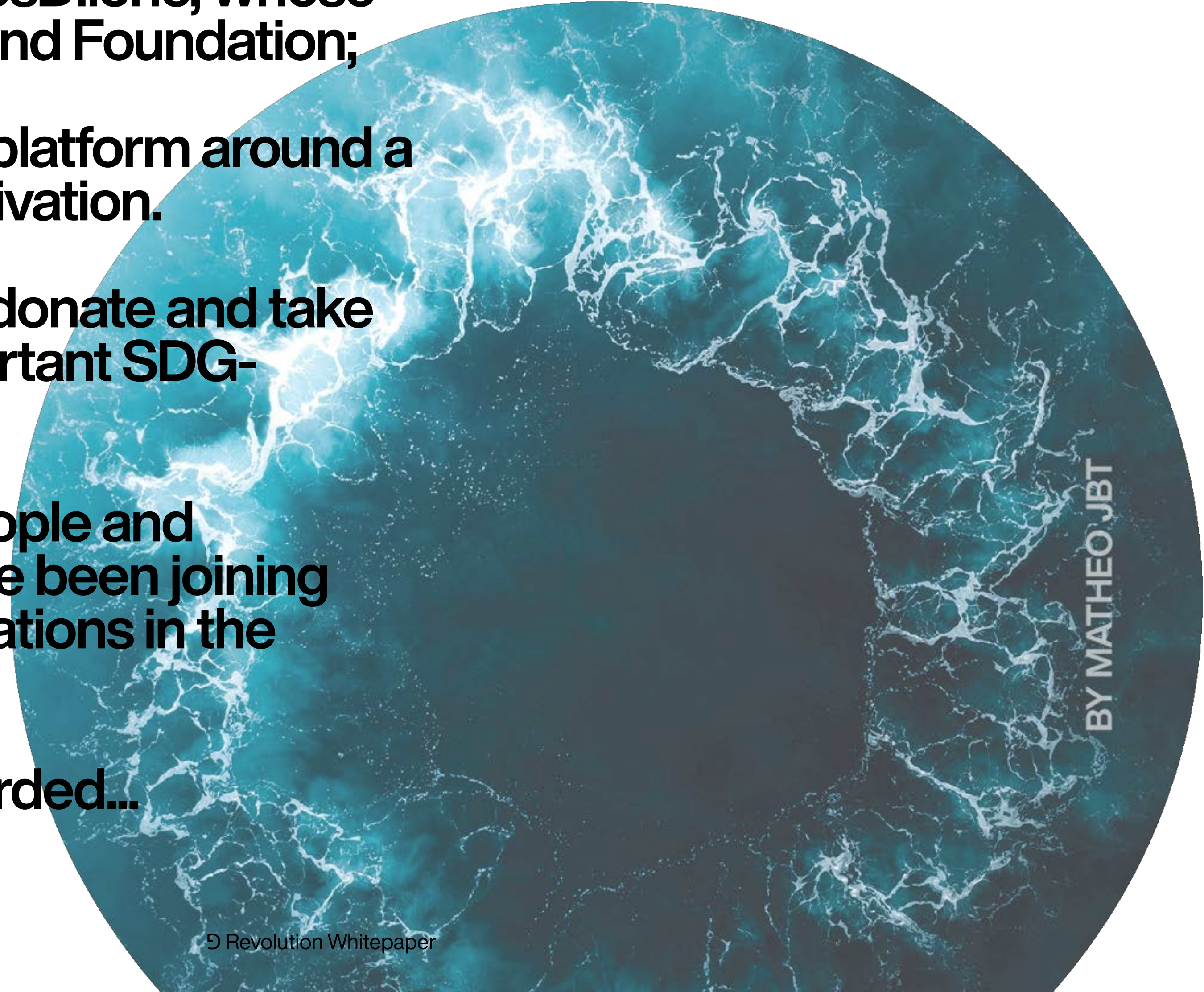
And brand and venture partners SantosDilone, whose clients include Apple, Nike, Algorand and Foundation;

We have designed a gamified impact platform around a model of 8 Core Drives of Human Motivation.

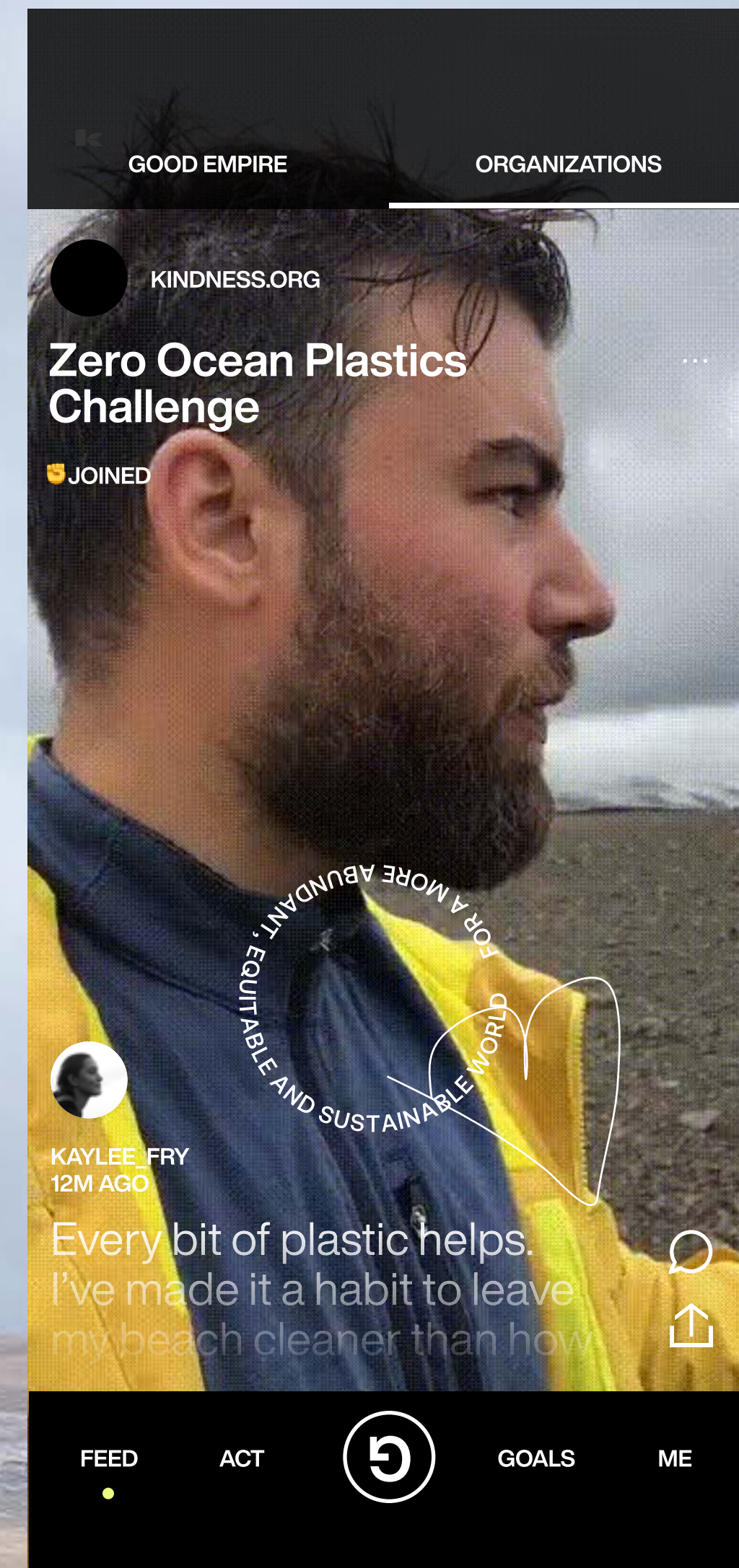
Through the Good Empire app, users donate and take action in challenges for the most important SDG-aligned impact projects in the world.

The platform is built. Thousands of people and organisations all around the world have been joining challenges, taking action, making donations in the Good Empire app.

Now it's time they were properly rewarded...



A gamified impact app for individuals.



A powerful Impact Engagement platform for organisations.

goodempire.org



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The screenshot displays the Kindness.org dashboard with the following data:

- Kindness.org** (23.6k)
- Employees:** 2.5K
- Type:** B-Corp
- Member Since:** JAN 21
- Goals:** 7
- Challenges:** 26
- Actions:** 31K

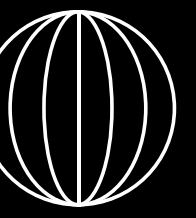
GOALS (9 TOTAL)

Goal ID	Description	Progress
K	CORPORATE WASTE DESCRIPTION	62%
G8	REMOVE 1M TONES OF PLASTIC FROM THE OCEAN	61%
K	REMOVE 1M TONES OF PLASTIC FROM THE OCEAN	42%
G2	REMOVE 1M TONES OF PLASTIC FROM THE OCEAN	20%
G12	REMOVE 1M TONES OF PLASTIC FROM THE OCEAN	6%

CHALLENGES (255 TOTAL)

- Tree Hugger Challenge (1.2K Participants)
- Zero Plastics Challenge (1.2K Participants)
- Coffee Challenge (1.2K Participants)

\$G tokenomics



100 000 000
SUPPLY

80%
LP

10%
OPERATIONS

10%
COMMUNITY POOL



TAXES

5% / 5%
BUY / SELL

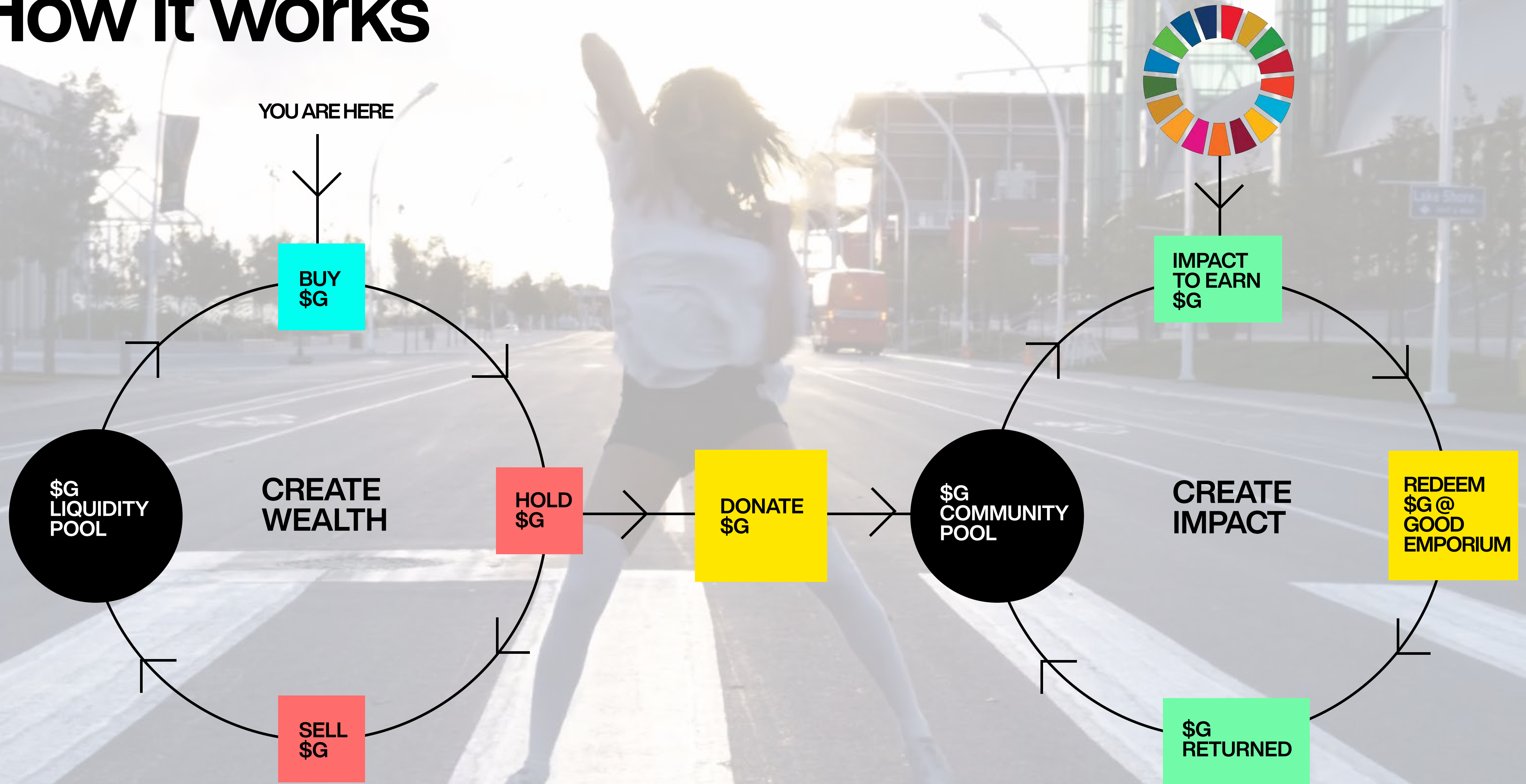
SHARED BETWEEN
OPS + MARKETING
DONATIONS
LP
PROOF

0.5%
MAX TRANSFER

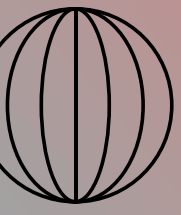
1%
MAX WALLET

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How it works



The Impact Empowerment Model



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When you buy \$G, you have choices.

You can choose to trade, and create wealth for yourself (and generate impact through the donations taxes), or redeem some of your \$G at Good Emporium.

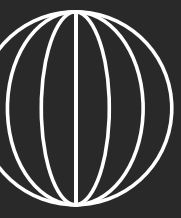
Or you can also choose to donate some of your \$G to the Community Pool, where it can be earned by people doing good and having impact through the Good Empire app.

Through \$G, you have the power to create wealth AND impact. How much of each is up to you.

And because every \$G donated is a \$G not sold, you're helping drive up the value of the rest of the \$G you're holding, so everyone wins.

And because redeemed \$G is returned to the community pool, not sold, the value of the \$G keeps increasing over time.

Donations Tax



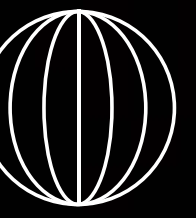
We're building an alliance of incredible **impact projects** from around the world, from reforestation to clean oceans, zero hunger to gender equality. Organisations including One Tree Planted, Seabin, The Hunger Project and more.

Buy/sell taxes during **fundraising bursts** will go into the donations wallet to be donated to the specified and/or community-voted projects, gamified around short and long term impact goals.

“For the next 3 hours, all taxes will go towards hitting our target of 10,000 trees in Peruvian Amazon, so get trading!”

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Roadmap



Phase 1 - **DONE**

Good Empire App Launch
Pilot for Organisations
Pilot for Impact Partners

Phase 3 - **COMING**

Impact to Earn
Good Emporium Rewards
Marketplace
DAO Revolution NFT
\$G1 - \$G17 drop

Phase 2 - **CURRENT**

\$G Fair Launch
Community Pool
Impact Project Alliance
Impact Slush Fund
DAO + Council of Good

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\$G FAIR LAUNCH

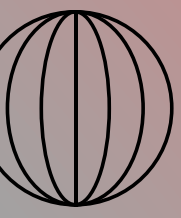
\$G is an ERC20 token launching on the Proof platform, which means it's a scam-proof fair launch.

Contracts are audited by Solidity Finance.

Good Empire founder Andre Eikmeier has been KYC verified by Assure DeFi, and has a strong and public track record.

Good Empire is an accredited B Corp with a working product available in the app and google play stores.

We have a strong vision to 2030, and this project is an integral part of this vision.



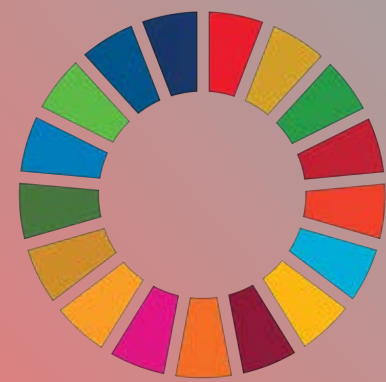
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Certified



Corporation

This company meets the highest standards of social and environmental impact



REVOLUTION NFT



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Together with brand and venture partners Santos Dilone, whose clients include Apple, Nike, Foundation and Algorand, we've created a collection of dynamic and generative NFTs that represent the future of fundraising.

The first of its kind, each dynamic NFT is paired with a specific impact project, aligned with one of the 17 SDGs, and contains a donation portal.

As you “feed” the NFT donations, it “grows” and evolves. The more impact, the bigger the NFT.

Royalties and donations go to the paired impact project.

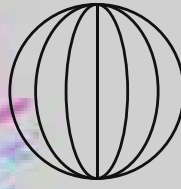
G1 No Poverty



MADE OF GOOD HUMANS AND GOOD COMPANIES FOR A MORE ABUNDANT, EQUITABLE AND SUSTAINABLE
WORLD FOR GOOD.



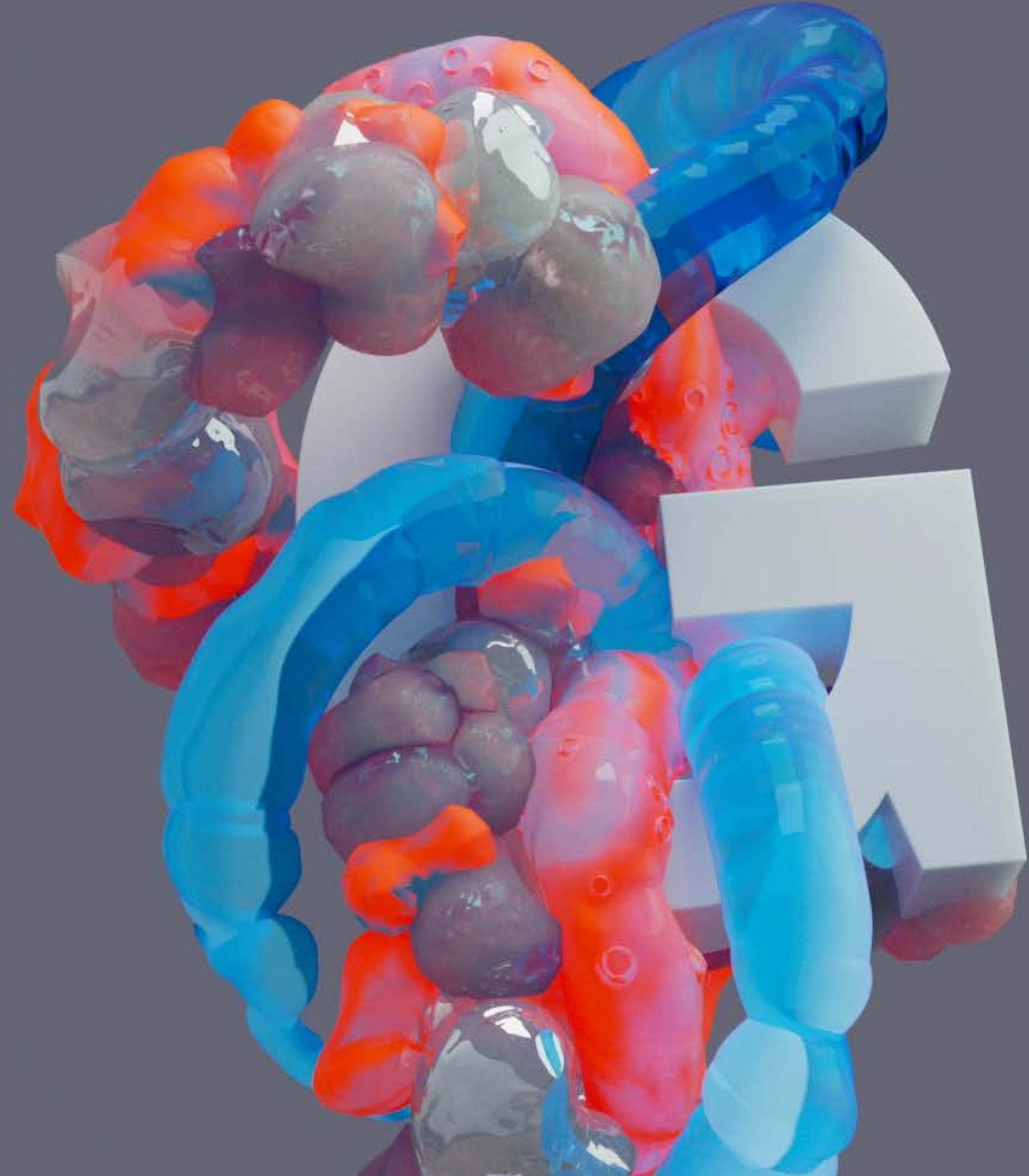
G5 Gender Equality



MADE OF GOOD HUMANS AND GOOD COMPANIES FOR A MORE ABUNDANT, EQUITABLE AND SUSTAINABLE WORLD FOR GOOD.



G14 Clean Oceans



MADE OF GOOD HUMANS AND GOOD COMPANIES FOR A MORE ABUNDANT, EQUITABLE AND SUSTAINABLE
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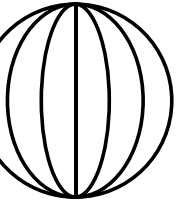


G15 Reforestation



MADE OF GOOD HUMANS AND GOOD COMPANIES FOR A MORE ABUNDANT, EQUITABLE AND SUSTAINABLE
WORLD FOR GOOD.





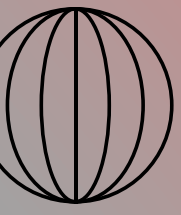
We share a vision of a nation without borders, united for a more abundant, equitable and sustainable world.

We have formed a DAO (Decentralised Autonomous Organisation) to drive this vision, and direct the impact we, as a community of individuals and organisations, can have for people and planet, to the right projects.

\$G holders have voting rights and can put forward impact project funding proposals via the DAO.

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FOUNDER STORY



Since 2006 I'd been co-founder and CEO of the company I'd built into a \$100m wine ecommerce business, Vinomofo. Then in 2018 I left. I left because I started to feel inside me this growing sense of responsibility.

I was growing more and more concerned with the state of the world, people and planet, and I was doing a lot of complaining, and not a lot of helping.

I was privileged. I had developed skills, as a founder, as a CEO. I had experience. Connections. A good reputation. What was I going to do with that? What was going to be my contribution to this world?

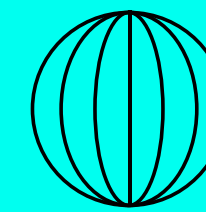
I couldn't just sit by hoping that everyone else would fix it. I had to be able to look my kids in the eye, and say that I did something to at least try to help.

That was the birth of Good Empire.

What you're reading here is the future. I hope you'll be part of it.

André Eikmeier,
Good Empire Founder + CEO

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ADVISORY TEAM

We've brought an experienced crypto team together around the project, with a strong track record of startup, growth, impact and web3 success.



**@JP | Proof
Advisor**

Founder of Proof,
NASDAQ-acquired
Zibbet, growth at Google



**@TheDAOJoan
Advisor**

Joan Westenberg PR,
Author of
theindex.media



**@Tony | Moonbound
Advisor**

Moonbound Consulting
Founder of Micropets,
200M mc

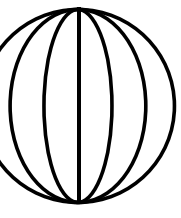


**@AstroDeFi
Advisors**

Founders AstroDeFi
Consulting, early stage
DeFi projects

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COMMUNITY TEAM



We've brought an experienced crypto team together around the project, with a strong track record of startup, growth, impact and web3 success.



@ET
Marketing

Core team of several highly successful token projects. Extraterrestrial.

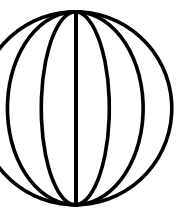


@Kokos
Community

Comms Lead for DeFi-Robot and avid Ecstatic Dancer

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PROJECT PARTNERS



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Impact

Andre Eikmeier
Good Empire
Australia

Co-Founder/ex-CEO of Vinomofo, which he co-built into a \$100m global wine empire. Founded Good Empire in 2018 to try to help save the f**king world.

Creative

Virgilio Santos +
Manny Dilone
SantosDilone, NYC

15 year design + venture studio partnership, with past + current projects incl. design innovation + brand systems for Apple, Nike, Converse, Netflix, Instagram, Samsung, Microsoft, Tiffany & Co.

Token Dev

Jonathan Peacock
Proof
Australia

Former Growth lead at Google, Founder/CEO of Zibbet, acquired by NASDAQ listed company.

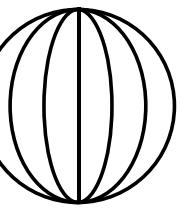
Founded Proof platform in 2022 with a mission to make crypto a safer place for investors.

NFT Dev

Katie Chen
Kairos
San Francisco, US

Former designer at Airbnb + Slack, Co-founder of Red Pen.

Co-founder/CEO of no-code NFT building platform Kairos.



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From the north, the earth rotates counter-clockwise around its axis.

**And yet we humans hurtle forwards, clock-wise - consuming, burning -
potentially toward our own destruction.**

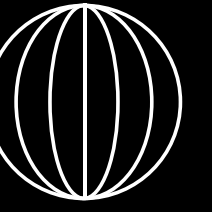
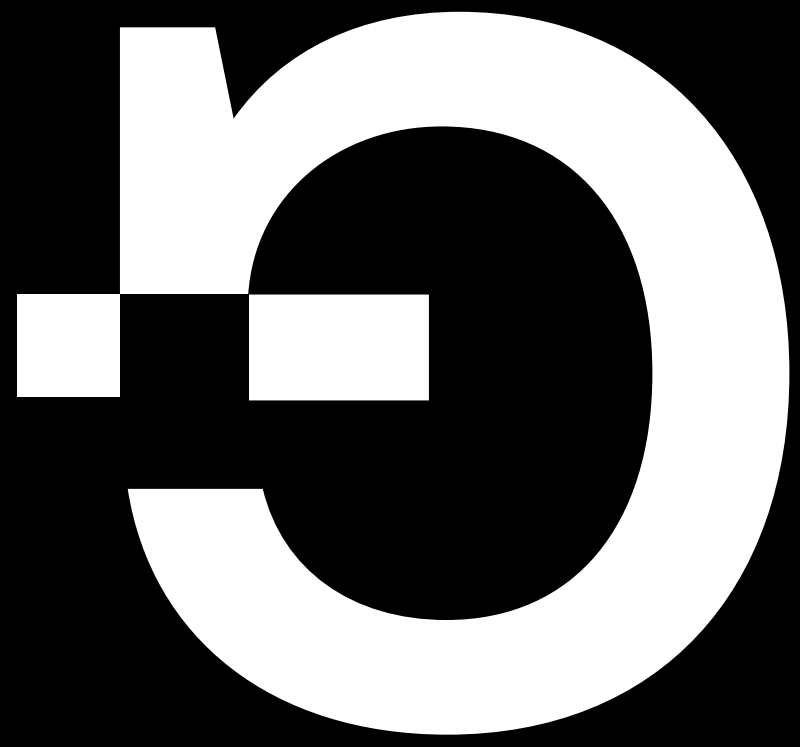
We need a revolution.

We need to change the way we live and consume, before it's too late.

This is the inspiration behind the **G.**

Join us.

Web	goodempire.org
Twitter	@goodempire_
Telegram	@g_revolution_portal
Discord	G Revolution



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**Because if not us, then who?
And if not now, then when?**