



● Litepaper

gigco

GIGCO LTD

Web3 Live Music Revolution

CONTENTS

Overview

- 3 **The Revolutionary
Web3 Live Music App**

GIGCO

- 5 **What is GIGCO?**
- 6 Why Build GIGCO?:
Issues with Legacy Models
- 7 **What is \$GIG?**
- 9 Tokenomics
- 11 Sustainable Token Economy
/ \$GIG Use Cases
- 14 **GIGCO Ecosystem
/ App Functions**
 - What's On
 - 15 Profiles
 - 16 Tipping
 - Staking
 - NFT Ticketing: Live Stubs
& Proof of Attendance
 - 17 Live Stubs: Concert Memorabilia
 - 19 Proof of Attendance
 - Modular NFTs
- 21 **User Acquisition
& Marketing**
 - Fans
 - Venues
 - Artists
- 23 **Subscriptions**
- 24 **Roadmap**
- 25 **Team Bio**

OVERVIEW

The Revolutionary Web3 Live Music App

A live music booking and ticketing platform fused with social features. Applying SUI smart contracts and NFTs to legacy music industry frameworks incorporating a tokenized payment system. GIGCO will empower the entire music community to operate without the need for intermediaries.

For too many years coordinating live music events and starting a music career have followed the same old rutted pathways. Without an easily accessible database of venues or artists, a small number of middlemen have monopolized the industry.

GIGCO offers exponential benefits through direct interaction between artists, venues, and fans in a seamless mobile application.





GIGCO

What is GIGCO?

Currently available in both Apple and Google Play stores GIGCO is a live music aggregator pulling event data from a variety of sources to create an extensive full coverage gig guide. Music fans can find live music events of all genres at venues of varying sizes. They can share events with friends, link out to ticket providers, and follow favorites to receive notifications of new events they might like. Additionally, impending updates will see expansion of artists and fan profiles, a central news feed, and increased opportunities for social interaction.

This early iteration lays the foundation for and will feed into the next stage of development, NFT modular ticketing. Programmable digital tickets to which an unlimited number of additional perks, benefits, and memorabilia can be attached. A built in proof of attendance mechanism allows musicians and venues to identify their superfans whilst exponentially reducing the potential for scalping activities to take place.

Soon GIGCO will leverage Web3 and SUI blockchain technology empowering artists and venues to connect directly. Smart contracts safeguard against defaulters or bad actors, allowing unknown parties to interact with peace of mind. Musicians can stay in control of live performances, marketing, and merchandise sales, nurturing their careers in one place.

GIGCO is a U.K limited company with headquarters in Newcastle upon Tyne and a further development office in Laos P.D.R. The team consists of a collection of music professionals and experienced programme developers who share a vision of more adaptable, fluid systems for all aspects of the live music industry.

Why Build GIGCO?:

Issues with Legacy Models

A small minority of agents, intermediaries and distribution platforms have increased their stranglehold on the music industry during recent decades. This stealthy grip held by such a small number of people and corporations has left millions of exceptionally talented musicians worldwide unable to grind out enough income from their life passion.

Various problems and limitations exist with legacy music industry models for revenue generation. Three prominent areas GIGCO will support:

- Marketing Limitations & Restricted Organic Reach
- Ticketing Fees & Scalping Practices
- Gig Fees & Arrangement Dilemmas

Initially, GIGCO is focused on developing a product which tackles the first two of these issues. Currently, major ticket providers silo information, only displaying on their platforms events to which they sell the tickets.

Music fans need to use several different websites or platforms to gain the full picture of live music in their locale. Bringing all live music events to one platform is a gamechanger. Now music fans have one place they can trust to provide extensive gig information for all venues in their area.

Over the last decade social media platforms previously used by musicians and venues to promote music and live shows have become increasingly over congested. Many of these artists and venues worked hard to accrue followings into the thousands, yet when posting content only manage to achieve engagement from several follower accounts. This constant battle to beat restrictive algorithms can be tiresome and unfruitful, certainly time and energy that could be put to much better creative use.

GIGCO understands this requirement for connectivity and strives to develop the application to incorporate the most valuable features of legacy social platforms. Being music specific ensures that musicians and venues can guarantee that content they post will reach their target audiences.

Charging of extortionate fees which normally adds anywhere from 10-30% but sometimes up to 100% to the retail price of a ticket is one symptom of such a monopolized industry. GIGCO aims to adopt a flat rate fee of 8%. Scalping of tickets by resellers and bots is now an industry worth billions of dollars each year. Unfortunately none of this extra revenue benefits the artists, the venues, or the fans. GIGCO will develop NFT ticketing with each ticket recorded to a unique address on the blockchain which can be programmed to disincentivize any resale activity.

With no central database of artists or venues, gig arrangement can be complex and often involves agents and middlemen. This makes it difficult for musicians starting their live performance journeys to find work or gain relevant experience. GIGCO envisions a decentralized booking protocol where artists and venues can connect directly and operate independently of third parties. The direct connection eliminates barriers providing working opportunities for millions of talented musicians. No matter how big or small of a gig they like to play, GIGCO will have a corresponding venue.

GIGCO ensures secure data governance and supports procedures that progress to further decentralization over time.

What is \$GIG?

\$GIG is the identification ticker for the token native to the GIGCO platform. Like a digital voucher exchangeable for goods or services, it can be gifted or form part of a promotional offer. Intuitively designed reward-based referral and community building programs, allows \$GIG tokens to be strategically distributed to early adopters which they can use to access premium features in the app and receive discounts on certain products.

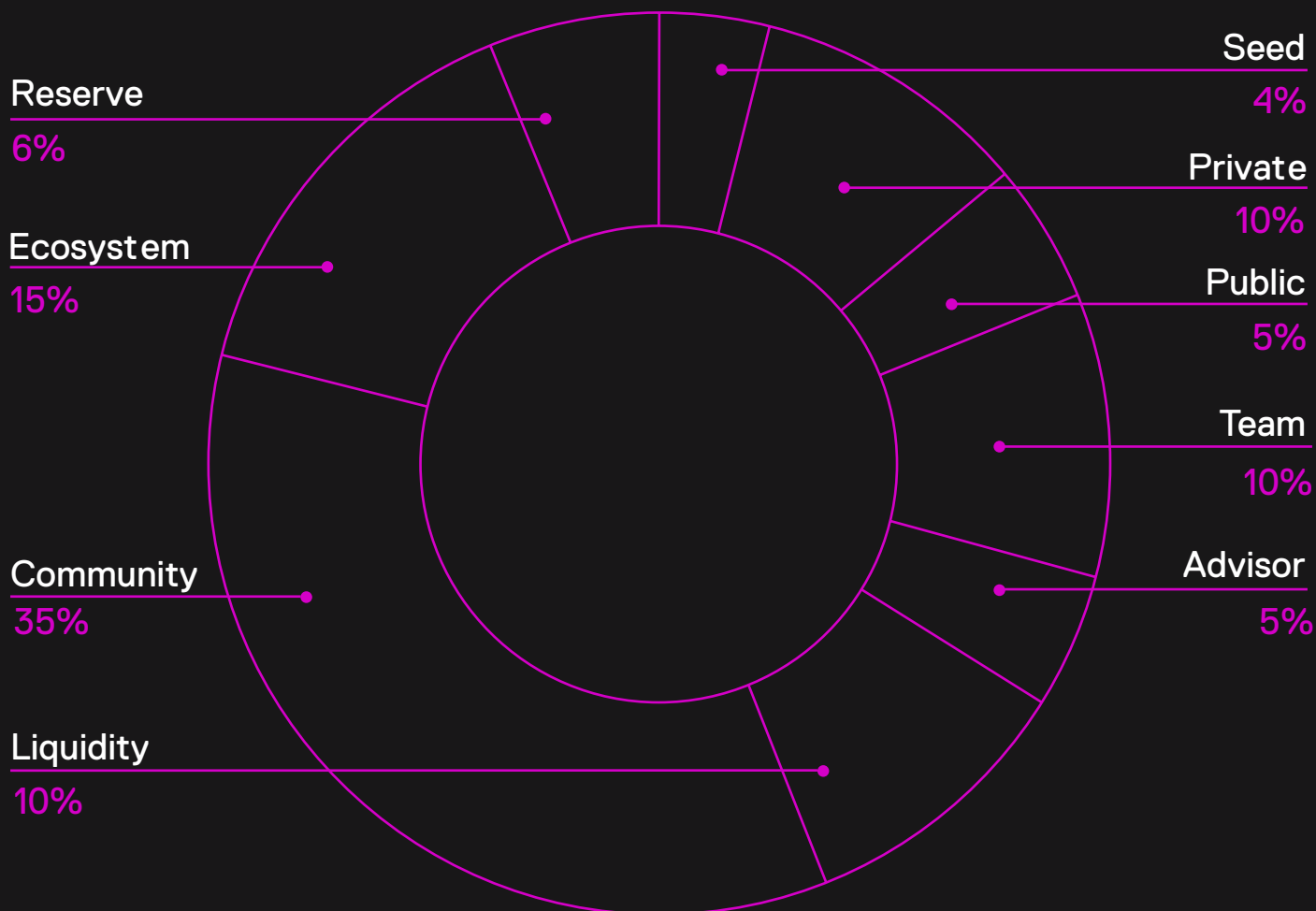




Tokenomics

One hundred and ninety million \$GIG tokens will be minted on the SUI blockchain. SUI allows fast, secure, and highly scalable transactions across the network. By implementing \$GIG token, users can transfer value throughout the platform more fluidly than with fiat currency and with considerably lower fees.

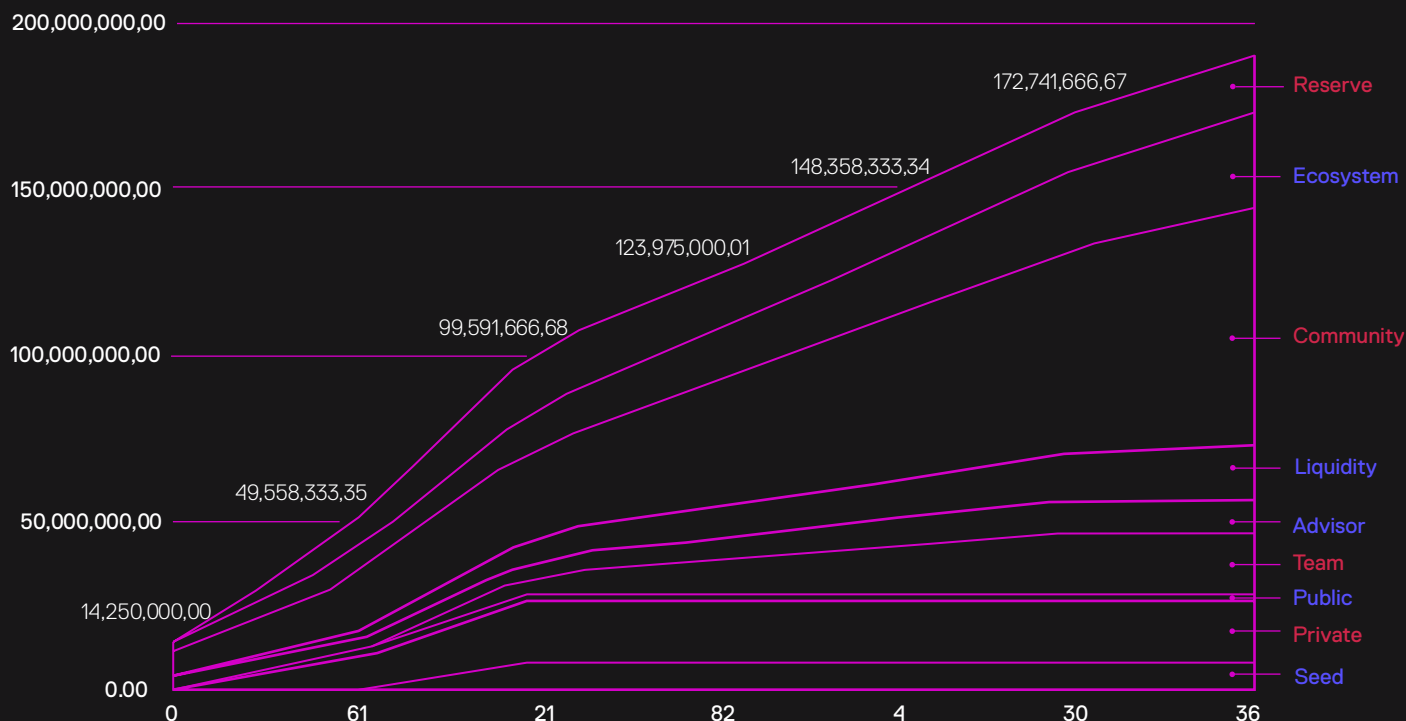
\$GIG is allocated to different sectors of the business in quantities illustrated in the chart below:



- Enabling the Ecosystem and Community sectors with a combined 50% of the total \$GIG supply provides resources required to drive platform growth.
- IDO and early investment round sales account for 19% of the supply, with a further 15% reserved for current and future advisory and development teams.
- The remaining 16% of the supply is split between the reserve and liquidity pools as insurance against any uncertainty in cash flow development.

The chart below models the release of all \$GIG tokens over the vesting period of 36 months:

36 Month Circulating Supply Release



Remaining \$GIG tokens will be unlocked and distributed over the fore-mentioned vesting period of 36 months. Scheduled unlocking varies dependent upon the sector, distribution releases as below:

	Cliff		Vesting	
Seed	0%	unlocked at TGE	6 - 12 months cliff*	Daily vesting over 6 months
Private	0%	unlocked at TGE	3 - 9 months cliff*	Daily vesting over 6 months
Pre - IDO	0%	unlocked at TGE	1 month cliff	Monthly vesting over 5 months
Public IDO	20%	unlocked at TGE		Monthly vesting over 4 months
Team	6	months cliff		Daily vesting over 24 months
Advisor	6	months cliff		Daily vesting over 24 months
Liquidity				Monthly vesting over 36 months
Ecosystem				Monthly vesting over 36 months
Community				Monthly vesting over 36 months
Reserve				Daily vesting over 12 months

Staggering release proportionately assures large quantities of \$GIG are not liquidated into open markets during the early stages of GIGCO development, providing more token stability for the ecosystem.

At present, there are no \$GIG tokens in circulation. The first releases of the token will occur at TGE (Token Generation Event), in line with the \$GIG Public IDO, the date of which is still to be confirmed. Once the IDO launches, \$GIG will initially be available to buy from a decentralized exchange (DEX), and will then be listed by a tier 1 central exchange (CEX).

Sustainable Token Economy

/ \$GIG Use Cases

As previously mentioned \$GIG will be strategically distributed to members engaged in various community building activities but in the future tokens can also be purchased via crypto exchanges. GIGCO has also already started proceedings to set up an entity in a crypto friendly jurisdiction allowing platform users to top up their \$GIG balances via OTC transactions.

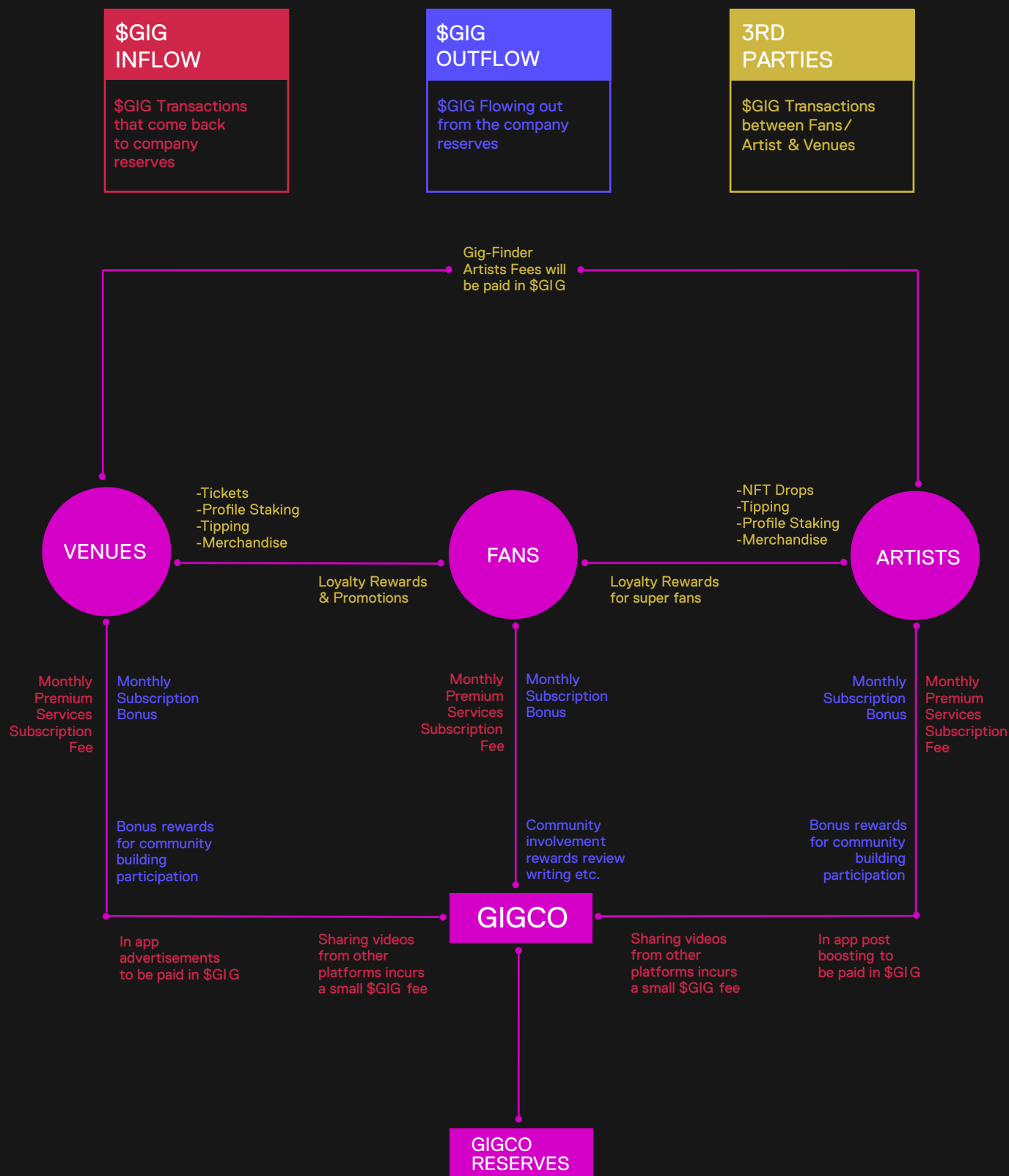
To create a sustainable token economy great importance is placed on tangible use cases for \$GIG. GIGCO Tipping and Staking features require users to hold tokens for participation. Furthermore, to activate both paid post boosting and in-app advertisements venues or musicians will be required to pay for these services with \$GIG. The same applies when artists or venues want to share a video which is imported from another platform, a small \$GIG fee needs to be paid.

Staking programs of various designs encourage users to hold and stake \$GIG for fixed periods of time in return for interest payments of more \$GIG. Stakers can unlock extra discounts and benefits across different services within the app.

Different promotions, NFT drops, fan only content, limited edition merchandise, and a whole host of other special or unique content and offers will all require \$GIG tokens for payment or to reserve a place to receive the right to purchase.

Future referral programs run by GIGCO will encourage users to sign up friends and family in return for \$GIG rewards that can then be used across the platform. In the future GIGCO will offer premium service upgrades to all account types. To access these premium features will incur a monthly fee which will be payable in \$GIG. Part of the premium packages will include bundles of tokens which can be used for different services across the platform.

The diagram below illustrates how \$GIG will function in the ecosystem and the in-flow and out-flow to and from GIGCO's reserves:





GIGCO Ecosystem

/ App Functions

GIGCO app is the core of the company ecosystem, offering a one-stop solution for all things live music. It combines the professional knowledge of musicians, venue owners, event organizers and music devotees, together with the expertise of a full-stack programming team.

The app has profiles for venues, fans, and soon musicians too, each can interact with one another. Venues can display all their upcoming events with links to ticket providers. Soon they can connect with musicians on the platform to organize gigs via smart contracts and sell NFT tickets with programmable benefits and memorabilia. Musicians will also be able to arrange gigs with venues they like and even sell merchandise through their profile. Fans can connect with and support musicians and venues they like, find gigs, collect and trade NFT memorabilia, and even become verified concert reviewers for GIGCO.

Everyone can use \$GIG tokens for transactions, always the cheapest option for settlement of goods and services, including tickets to live shows or booking artists for a performance. The ecosystem features opportunities to earn \$GIG as rewards for community engagement programs and to generate revenues by holding \$GIG tokens. Staking programs, NFT ownership, and other such initiatives offer an opportunity for passive income creation.

What's On?

What's On is a fan focused feature that also benefits venues by listing every gig to form a uniquely comprehensive database of live music events, instantly accessible on the platform.

Music fans can use What's On in their hometown or they could be in a new location looking for live music. Opening the app and turning on location services displays all gigs around them on a local map showing the event time with all particulars for entry.

Previously, many venues found value in the promotional services offered by social media platform's groups and events. More recently, the congestion and noise on these platforms mean that promotional event posts struggle to find any effective organic reach. Paid post boosting is available yet can seriously eat into potential profits, especially for smaller events.

What's On is a free service provided by GIGCO to list events for venues and help music fans find shows they love. Initially, What's On will feature events in Newcastle, then provide listings for venues across the greater North East area, and ultimately offer the service nationwide. In the future, as GIGCO expands internationally, 'What's On' can be rolled out country by country, similar to other onboarding programs.

The purpose of What's On will be to drive app downloads and user acquisition whilst supporting the onboarding of venues into the ecosystem. Data gathered will form the foundation of other future app functions.

The feature is serviced by tracker software developed to fetch and maintain gig info for each venue. It cross checks multiple sources to provide the most accurate data for GIGCO users. Cron job services index every url connected to its host entity, this ensures all events are found whether on one or multiple websites. Once an event url is found that is not in the database another job begins analyzing it and auto learns from each event to gain a better understanding of the content of the event. After this is completed the event will be confirmed as ready to include in the GIGCO database by a third job that's designed to scrape and track data from the source. Each job is constantly improving its performance via machine learning.

Profiles

In addition to artist and venue profiles, every fan will have a personal profile. Here they can compile all of their musical preferences, genres, artists, labels, and venue or gig types so that algorithms can create a uniquely tailored experience. This information helps prioritize new artist, venue, and event recommendations that may interest the user.

Other functions of the social profile will allow fans to follow artists and venues they like and interact with their profiles, liking and commenting on events. They can also find friends' profiles to share gig information, invite them to come along, and write show reviews after the event.

A personal NFT Gallery in the social profile, allows viewing of all artworks held by the user, including live stubs, promotional posters, and other NFT collectible merchandise.

Tipping

At GIGCO events, fans can tip with \$GIG tokens if they are particularly impressed with the artist or the venue hosting the show. The “Tipping” function allows fans to transfer any amount of \$GIG directly to the artist or venue, even allowing them to attach special messages to the donation. It makes a quick and easy way for fans to show gratitude for exceptional performances or venue design and hospitality. These gifted tokens can then be used to improve an artists or venues visibility on the platform through post boosting or paid advertisements. They could also be ‘cashed in’ to add to their revenue stream.

Staking

GIGCO community members choosing to hold \$GIG tokens can benefit from a series of platform staking opportunities. By staking, members help maintain the security and efficiency of the network and receive compensation accordingly, earning interest on their staked amount. Rewards will be paid out in \$GIG on daily or monthly time schedules. There will be three main types of staking available in early iterations of the app:

In-Wallet Staking - where rewards get paid for any positive \$GIG balance over a predetermined amount like interest on a bank account.

Artist & Venue Profile Staking - will gamify platform earning potential. Profiles offer different rates of return depending on the popularity and number of interactions. Fans can seek out the best returns by following the most active profiles.

Smart-Membership Tiered Staking - will be available for those looking to stake more substantial amounts of \$GIG in return for platform benefits and discounts.

NFT Ticketing: Live Stubs & Proof of Attendance

Soon every ticket sold on GIGCO will be attached to a unique NFT with a coded address on the blockchain. This validity helps combat scalping activities and allows artists to strategically attach unique event memorabilia for each concert attendee. Also, through NFT ticketing GIGCO can build out its Proof of Attendance concept, enabling different artist and venue loyalty perks to be offered to superfans.

The user experience will remain similar to current ticketing options with most blockchain or NFT elements to the service remaining hidden under the hood of the application. Event tickets are created automatically via smart contracts within the app. When arranging a gig, venue owners and artists can choose various ticketing options from a drop-down menu. Only the added options to directly attach memorabilia and loyalty perks will be different from the legacy model of event ticket creation. GIGCO will handle all minting procedures and fees incurred with such.

Live Stubs: Concert Memorabilia

Physical ticket stubs and concert posters are a significant part of music memorabilia and fandom. Unfortunately, with the emergence of digital marketing and ticketing, these have become an aspect of music collecting that has seemingly been overlooked by the music industry in its rush to modernize ticketing and event promotion.

Like sports fans seeking out “rookie” trading cards from famous players, GIGCO envisions NFT Live Stubs and Promo Posters from up-and-coming artists could hold similar appeal to music fans. Similar exclusivity applies to concert posters or Live Stubs from famous shows – owning an NFT Live Stub & Promo Poster for The Rolling Stones final concert could prove to be quite collectible! These NFTs will hold both emotional and financial value for attendees of the shows and fans can later trade and collect the NFTs of their favorite bands and venues.

Artist and venue NFTs can offer unique artwork by guest artists which can contain limitless optional embedded rewards & perks for fans who hold the NFT in their GIGCO wallet. Offers can include such things as:

- Early Bird Tickets or Priority Access to future shows
- Discounted Artist or Venue merchandise
- Access to members-only fan content, etc.

Any additional privileges attached to the NFT ticket can be defined by the artist or venue and can be in conjunction with an endless range of possible benefits attached.



Proof of Attendance

GIGCO will roll out a new concept for identifying superfans and other regular concert attendees called Proof of Attendance. A fan who has seen the same band several times in recent years or frequented the same venue many times each year deserves some preferential treatment. These individuals who support live music as their passion form the backbone of the industry and should be rewarded for such commitment. NFT ticketing promotes a new level of accountability, the value of this can now be transferred to loyal fans whose continued attendance supports the gig economy.

The NFT ticket will be issued the same as any modern digital Quick Response code certificate of admission. Fans can store them safely in their GIGCO wallet until the event or convert them to PDF and print. Upon entry to the event, the QR code is scanned and the fan's Proof of Attendance is confirmed, this activates the NFT minting process. Once the mint has taken place, all benefits attached to the NFT are deployed and can be redeemed simply by scanning the QR attached.

Once Proof of Attendance status is minted music fans are eligible to write reviews of that event. GIGCO envisions that along with unique digitized concert memorabilia, genuine concert reviews can legitimize tales from music fandom.

Modular NFTs

GIGCO will leverage SUI's dynamic objects to build out a modular ticketing system. This approach allows the construction and deconstruction of event ticket NFTs, meaning that users can buy and sell ticket add-ons without having to purchase a whole new ticket.

For example: A user who has purchased a standard ticket can upgrade to VIP or backstage access by purchasing an add-on NFT. This allows for greater flexibility in ticket sales and ensures that users only pay for what they need.

Each event ticket exists out of a unique "base" NFT which is an object owned by an address (user) that contains the basic required data such as a host (venue)-ID, event-ID, owner-ID, ticket-ID, and multiple event details. Because the objects are individually programmable it can (but not mandatory) contain required verification such as a KYC or biometric fingerprint if the seller enables it.

NFT object giving it the unique feature to merge the two (or multiple) into one event NFT ticket. These add-ons are free to trade as long as they haven't been frozen by a GIGCO smart contract. The freeze-time of each add-on is also programmable making it the most flexible ticket system possible.

After the freeze time, each event NFT will become permanently immutable, meaning that they are free to trade between addresses (users) but they can not be modified anymore and are now a unique whole object with (or without) add-ons and trade history attached to them.

POA (immutable address-bound proof-of-attendance add-on object)

An unique address-bound proof-of-attendance add-on object (POA) is minted the moment that an address (user) attends the location stated in the base NFT object's metadata and will be directly bound to its base becoming immutable. Ultimately signing the validity of the NFT's POA and unlocking the staking feature for the owner.

Stackable NFT Tickets

Each NFT ticket is stackable per host-ID providing it has POA with a signature that's aligned with the wallet's address (user), ensuring that only the original attendee can stake them. Staking these NFTs can result in IRL or digital rewards from both the host (venue)'s and / or GIGCO. Each staking program can be designed however the host wants, making the feature flexible and rich in variety based on the host's offer and GIGCO's staking rewards.

Ticket Marketplace

All NFTs and therefore also NFT tickets are subject to the free-to-transfer vision of GIGCO and SUI blockchain. Objects are non-contract-dependent, making it impossible to stop transactions between addresses (users), resulting in true ownership of NFTs even when its creator's smart contract is removed or shut down. Although it's possible to transfer GIGCO NFTs to other addresses without them going through a GIGCO smart contract, it won't allow the transfer of the event entrance authority when the resale of tickets takes place at a third party marketplace to deter scalping. A token of validity will be generated and applied to the ticket once it's sold through the GIGCO ticket marketplace which allows addresses (users) to resell at a higher price if preferred, but under a fair profit distribution program. This program will guarantee that a part of the profit generated will end up in the wallets of the creatives.

Each transaction in the marketplace generates micro fees that will be received by GIGCO to add back to the reserves, staking pools, and burn.

Example Situation:

A user wants to attend a three day long festival and buys a ticket in the GIGCO app. When selecting the ticket, multiple add-on options are shown. The user decides to select a base ticket with a VIP access add-on for day three. After the checkout, the user receives the ticket (base + VIP add-on) in her wallet. A few days before the event she decides to get backstage passes for her and two friends who already have

standard base tickets. She finds them offered in the GIGCO marketplace by another user where the price is 30% higher than originally listed. After buying them a part of the 30% mark up is directly distributed to the venue, artists, and subscribed attendees. She sends two backstage add-ons to her friends, keeping one for herself.

On the day of the festival she checks in with her NFT ticket and the smart contract directly freezes her backstage pass add-on, making it impossible to trade / transfer to another user. Her VIP add-on is programmed to freeze when checked in to the VIP area and therefore would still be free to trade until that check in. At the same time a POA is minted and merged with her base ticket.

On the second day of the festival she realizes that she can't attend on day three and offers her VIP add-on for sale in the GIGCO marketplace for the same price as she bought it. Another user directly purchased it, meaning her NFT now exists as a base ticket and a backstage pass, two separate objects. The user who bought the VIP add-on checks in to the VIP area and now has an immutable add-on object merged with his base ticket object.

The year prior she also attended the same festival and is now eligible to stack the 2 NFT tickets in her GIGCO wallet since they both are from the same host and have a signed POA belonging to her address. The same host organizes a party a few weeks later and the user decides to purchase a ticket and because of her stacked NFTs she receives a 20% discount. The host also offers a free coupon add-on which can be used for food and beverages at the party.

User Acquisition & Marketing

GIGCO users fall into three categories, therefore three distinct marketing strategies will be executed.

Fans:

Initial marketing tests have been conducted with positive results. Standard marketing advertising channels (Google Ads, Facebook, Instagram) have been very fruitful, with acquisition costs being between 2-3 users per dollar of ad spend. Keyword costs for venues are extremely low due to the lack of marketing being carried out by the industry as a whole and the individual venue, specifically. Additionally, 'virtual flyers' can pinpoint people who have attended live music venues allowing GIGCO to place products in their feeds, accordingly.

Once they have downloaded the app users can expect a personalized experience. They will receive the most relevant emails and, more importantly, push notifications. Push notifications are the nudge that helps bring people back into the app. The number of daily users has doubled following appropriate pushes.

Referral marketing campaigns will be run to increase user acquisition velocity. Users will receive bonuses when signing up, as will the user who's referral code was used. The referral program has already been developed and is ready to deploy in conjunction with other scaling operations.

Venues:

Venue acquisition is a tiered process.

Venues have a profile created and their corresponding events are automatically entered into the GIGCO database via a Tracker, Scraper, Indexer system. This involves no participation from the venue. It is a free marketing tool that test venues have greatly appreciated. GIGCO then benefits by marketing the platform to music fans as a fully comprehensive What's On guide whilst allowing venue data collection and understanding before approaching them for commercial partnerships.

Free Portal access. Once GIGCO is launched in a city and has live fan and venue data, venues are contacted to demonstrate the platform and allow them access to the back end so they can have basic administration access.

Commercial Access. Taking advantage of subscription rundles, Venues will be able to switch their marketing away from platforms that do not service their needs well, and talk directly to live music fans. Rundles will unlock collected data which venues can access through a dashboard within the portal, thus helping the industry to benefit as a whole. This allows venues the opportunity to analyze data and hack revenue growth as they feel comfortable.

Launching in each new area the marketing team will be supported by a new sales team. The sales team role is to liaise with venues and through data analysis inform them on ways to increase their profitability. GIGCO continues to build great relationships with local music magazines and fanzines and now has access to republish their articles in the app. This will create a circular supply of content for the in-app feed.

Artists:

More detailed marketing plans are available, but are commercially sensitive. Please ask for access directly from your GIGCO contact.

Subscriptions

In the future GIGCO will be generating fiat revenues and supporting user interaction with the token, via subscription services. Our rundles (recurring revenue bundles) will allow users to increase the number of services they subscribe to in a personalized way. This creates a multi-tiered system of users, dictated by their needs, level of “fandom”, or career. Rundles will be in place for Fans, Venues, and Artists and will require payment in \$GIG.

Fans Rundles consist of:

- Access to Artists (Meet and Greet)
- Venue VIP
- Access to their data (dashboard)
- \$GIG Options
- Early ticket releases
- Additional App Features
- Governance

Venue Rundles include:

- Marketing tools
- Push Notifications to targeted fans
- Additional Portal Functionality
- Detailed Data Analytics
- Revenue Opportunities
- Merch Platform

Artist Rundles will have:

- Career Development support
- Marketing tools
- NFT Ticket Artwork (trading/revenue)
- Event promotion
- Merch Platform
- Superfan recognition

There will always be freemium services available in the GIGCO app but for music professionals and venue management the extra services offered through subscription could prove to be very rewarding. Detailed data analytics can provide insights into customer behavior that can be hacked to increase revenue streams.

ROAD MAP

2024

Gig - Finder

2023 Q1

3 Months
Post-Investment

What's On scaling
Launch Across NE
England 20k Users

Social app Features

New refreshed UI

GIGCO Tracker
Optimisation

Q2

6 Months
Post-Investment

Expand What's On
Across North England
& Scotland 50k Users

Beta Launch NFT
Ticketing 20k Tickets
Sold

Q3

9 Months
Post-Investment

Expand throughout
England & Scotland
100k Users

Launch NFT Ticketing
50k Tickets Sold

Q4

12 Months
Post-Investment

Increase Users to
150k

Iterate NFT Ticketing
90k Tickets Sold

Prepare move into
N. America

2022

Built a great team

App (What's On) in both
app stores

Followers Twitter 50k+ /
Insta 15k+ / TG 15K+ /
15K+

GIGCO TEAM BIOS

Management

FRANK

Frank de Vrijer - Founder

<https://www.linkedin.com/in/frankdevrijer/>

Partner of EARTH restaurant & bars in SE Asia and founder of several tech companies specialized in web & mobile development. Frank is the lead of the development team and the head of the crypto aspect of the GIGCO project, having been involved in the crypto scene for approaching a decade.

BEN

Ben Kindlan - Founder

<https://www.linkedin.com/in/benkindlan/>

Leading the “In-Real-Life” application of the project, Ben is the owner of several bars & restaurants in SE Asia. His experiences as both venue owner and as a professional drummer give him the knowledge of all sides of the industry.

MATTY

Matt Gray - CEO

<https://www.linkedin.com/in/matty-gray-85b0991b0/>

Matty has over 25 years of delivering operations excellence, driving end to end business transformation, and building teams, primarily in the retail and entertainment industries. He also works as a non-executive director/advisor for Soho Radio and Productions. Matty does community work and has founded several local business forums.

TRIS

Tristan Simpson - CTO

<https://www.linkedin.com/in/tristan-simpson-5400951/>

A digital strategist with over 30 years in tech leadership and consultancy. Working across financial services, tech startups, and public sectors, clients include Atom Bank, NatWest, and UK government Department for Works and Pensions.

As well as delivering exceptional results year on year, Tris is an active investor and mentor. Outside of work, Tris is the track instructor at the Silverstone GP circuit for the Ferrari Club of Great Britain.

Advisors

PETE

Peter Cheyne - Tech Advisor - Founder Bottlepay.com

<https://www.linkedin.com/in/petercheyne/>

Pete has 18 years commercial experience building enterprise grade technology platforms with global scale that have been responsible for processing billions of dollars in transaction volume. He has been involved with blockchain technologies since 2011.

MAL

Malcolm Cowley - Business Advisor - CEO Bottlepay.com / Founder partnerize.com

<https://www.linkedin.com/in/malcolm-cowley-55931123/>

Malcolm is an investor of vast experience. A serial entrepreneur, founding Buy.At & Performance Horizon/Partnerize. Mal is currently the CEO of Bottlepay.

He oversaw the recent acquisition of Bottlepay by NYDIG for \$300 million USD.