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The whitepaper contains forward-looking statements or information (collectively, "forward-looking statements") that relate to Gather's current expectations and views of future events. Such forward-looking statements include, but are not limited to, statements regarding the future financial or operating performance of Gather, Gather's ability to attract users, "outlook", "opportunity", "growth", "trends", "intend", "plan", "project", "estimate", "believe", "anticipate" and "expect" or these words and other similar words suggesting future outcomes or statements regarding an outlook. Forward-looking statements or information are based on a number of material factors, expectations or assumptions of Gather which, although believed to be reasonable in the context of operations and projections about future events and financial trends that affect Gather's business, prospective results of operations and financial results, amongst other things, may prove to be incorrect. Many factors and other important factors may affect the future operations of Gather and the industry in which Gather operates. Many factors could cause Gather's actual results, performance or achievements to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements, including, among other things, those set out in the whitepaper. Gather does not undertake to update any forward-looking statements that are contained or incorporated by reference herein, except in accordance with applicable securities laws. These prospective participants in the token sale should not place undue reliance on these forward-looking statements.

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04 Introduction

Digital Advertising

Advertising revenue is extremely important to the internet sector, bankrolling generations the vast majority of revenue it generates. Digital advertising is a $300 billion industry, and it is growing at a double digit rate. Yet, it is still very inefficient, overwhelming and large exploitative towards the consumer.

Consumers are increasingly aware of their data being used without their consent, and are increasingly using ad blockers and other privacy tools. Gather's mission is to create a new internet economy that is more equitable for the consumer, and which 10% more time and 10% more spendable in terms of revenue generated per traffic. Premium advertiser demand is also increasing, with a shift from cheap, low-quality, mass-market ads to more expensive, more-effective ad formats. Gather's ad network will initially focus on the highest-value ad units, which will command significantly higher revenue than other ad units.

Gather's ad network will be decentralized. The external form ad market is completely immature and can obviously reflect very negatively when such a large amount of ad inventory is controlled by a single entity. Gather's ad network will be an advertising net actually by being editors and customers. The list of distributors, Minutes-per-day, prices and ability to target audiences will be determined by the community. Gather will be the first ad network to be governed by its users, and will be the first ad network to be accessible to advertisers of any size, and to be open to all publishers.

Cloud Computing

The practice of using a network of remote servers to host, manage, and process data is defining what we know today as "Cloud Computing". Cloud computing offers countless benefits, from cost savings to flexibility to scalability. Gather will be a cloud computing platform that will be 10% faster than the current leaders, and will be 10% more cost-effective, with a 10% compound annual growth rate (CAGR) from 2018 to 2030 by 2030, the market size is expected to reach 300 billion USD, with a CAGR of 10% from 2018 to 2030. The cloud computing market is dominated by a few large players, with the Alibaba Group.

As the market keeps growing, the cost of computing is increasing as there are less vendors competing (more mergers and acquisitions). Gather will be the first cloud computing platform to be governed by its users, and will be the first to be accessible to anyone of any size.

	2018	2019	2020	2021	2022
Business Analytics	16.1%	16.7%	18.4%	19.5%	20.6%
Content Management	14.9%	15.7%	16.9%	18.0%	19.0%
Cloud Application Infrastructure Services (PaaS)	12.4%	13.7%	15.9%	17.9%	20.1%
Cloud Application Services (SaaS)	36.7%	38.8%	39.0%	39.0%	39.0%
Cloud Management Tools	15.1%	16.1%	17.3%	18.4%	19.5%
Cloud System Infrastructure Services (IaaS)	25.4%	26.0%	30.0%	31.4%	34.1%
Total Market	**19%**	**21%**	**24%**	**26%**	**29%**

Source: Gartner (November 2018)

Cryptocurrency Mining

Cryptocurrency mining requires too much computing power and expensive ones processing centers, which consume enormous amounts of electricity. This model is also susceptible to centralization, which is ironic considering the decentralized nature of cryptocurrencies. Gather will be the first cloud computing platform to be governed by its users.

Gather's ad network will be decentralized and will be a data decentralized exchange, with the ability to sell data to companies which paying them more money. Where advertiser need to be personal information.

Gather will be a cloud computing platform that will be governed by its users, and will be the first to be accessible to anyone of any size. Gather will be 10% faster than the current leaders, and will be 10% more cost-effective, with a compound annual growth rate (CAGR) from 2018 to 2030 by 2030, the market size is expected to reach 300 billion USD, with a CAGR of 10% from 2018 to 2030. The cloud computing market is dominated by a few large players, with the Alibaba Group.

05 Solution - A Multi Layered Protocol

These layers build the foundation of the Gather Ecosystem:

Layer 0: Gather Network - The Gather Network runs on Gather proof-of-stake blockchain.

Layer 1: Gather Cloud - The physical layer, a hybrid pool of stock and spot of cloud resources, which are provisioned on demand.

Layer 2: Gather Client - The application layer, where processing takes place in a distributed or centralized way, depending on the use case.

The foundation is made up of the Gather Network, which runs on a proprietary blockchain, and is the layer where all transactions are recorded. The middle layer is the Gather Cloud, which is a hybrid pool of stock and spot of cloud resources, which are provisioned on demand. The top layer is the Gather Client, which is the application layer, where processing takes place in a distributed or centralized way, depending on the use case.

06 Gather Online - The Next Step in Digital Monetization

When we take a look at Bob's bouquets app listed in data, several have been deployed to use the native advertisement system, which is a pay-per-view model. Bob's app, for example, has a pay-per-view model, which is a pay-per-view model, which is a pay-per-view model. Bob's app is a pay-per-view model, which is a pay-per-view model. Bob's app is a pay-per-view model, which is a pay-per-view model. Bob's app