

A network diagram with nodes and connecting lines is overlaid on the red background. The nodes are circles of varying sizes, and the lines are thin white or light red. The diagram is most prominent in the top left and bottom left corners.

# GOMeat

Online Ordering and Home Delivery Service  
Blockchain Based Specialty Meat Certification



[www.gomeat.io](http://www.gomeat.io)

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# 1. OVERVIEW

GoMeat is a marketplace leveraging blockchain technology, connecting consumers with specialty retail meat stores that primarily offer fresh Halal and Kosher meat products such as red meat, poultry and seafood. Specialty meat is not available in traditional grocery stores in the US and other Western countries. It is only available in certified specialty retail stores. There are more than 10,000 halal meat stores in North America alone. Currently, only the halal food market in the US is estimated at over \$32 Billion and is showing an aggressive annual growth. GoMeat extends the online presence of the existing Kosher and Halal meat stores by including options for electronic payments in usual fiat currencies. In addition, it will also provide small-scale store owners with the mechanism and tools to deliver their meat products to consumer's doorsteps.

GoMeat platform consists of the Online Ordering System which is accessible via world wide web ([www.gomeatservices.com](http://www.gomeatservices.com)) and GoMeat mobile apps based on IOS and Android. GoMeat app users can select their favorite meat retailer and order meat products, specialty food and ethnic groceries online after selecting from the available menu of their store of choice. Once the products are ordered, they are picked up from the store by the customer or can be requested for delivery to arrive on their doorsteps. This is achieved by our GoDrivers network, drivers are signed up via the GoMeat GoDriver App. This eliminates any time that most consumers of halal and kosher meat must spend in stores waiting for their order to be prepared, hence addressing the biggest pain point of such consumers.

The key participants of this Ecosystem will be:

- 1. Consumers – GoMeat Users, individual customers as well as commercial users.**
- 2. Retail Stores – GoMeat stores in neighborhoods & strip-malls.**
- 3. Farms, Specialty Slaughterhouses, Wholesale & Warehouse distributors.**
- 4. GoMeat Customer Service - GoMeat Central Command, managing the platform.**
- 5. Home Delivery System – GoDriver Network.**
- 6. Payment Services:**
  - a. Traditional Banking interface
  - b. PayPal
  - c. Braintree
  - d. Stripe
  - e. Wallet Management
- 7. Authentication of Specialty Certification.**
- 8. GoReward Points / Referral Management System**

# 2. INTRODUCTION

## 2.1. Why Halal and Kosher Meat market is niche

There are about two billion Muslims and Jews worldwide. As per Jewish and Islamic religious guidelines, animal must be raised in a healthy environment with humane treatment and slaughtered according to certain rules for it to be permissible for consumption. The meat slaughtered per Islamic guidelines is called Halal meat, meanwhile the meat slaughtered following Jewish guidelines is called Kosher meat. The followers of these two major religions have strong preferences to eat kosher or halal meat to the extent that they will avoid restaurants where non-halal or non-kosher meat is served.

This makes fresh specialty meat a niche market where Jewish and Muslim people are willing to pay the premium to get certified Halal or Kosher meat. This has created a need for specialty stores all around the world, especially in the Western world including North America, Europe, and Australia, where a huge population of Muslims and Jews exists but a limited availability of the Halal and Kosher meat that they desire.

Since specialty meat is processed and prepared according to strict religious dietary laws, these foods are considered particularly healthy and hygienic compared to non-specialty food choices. This is changing the outlook of many non-specialty consumers about the concept of specialty foods as a healthy dietary choice. This has been well proven by our data, as roughly 50% of our customers are neither Jew nor Muslim. GoMeat offers consumers a way to connect with their local specialty stores. This is important as many consumers are looking for ethnic meat and groceries which are not found on traditional services. Furthermore, a lot more meat consumers now want options which are fresh and healthy thus, they are choosing GoMeat.

Our Business Model is one of the simplest in the Tech industry offering steady and consistent revenue streams, with no cash collection risks and high cash flows. GoMeat Services is a Logistics Technology Startup and not a meat seller. We are providing a technology marketplace for the buying and selling of specialty (halal and kosher) meat

From the beginning of the COVID-19 Pandemic all across 2020, our revenue has nearly tripled thus proving that our business is pandemic-proof and gaining traction among the public!

## 2.2. Global Challenges of Halal & Kosher Meat Availability

The following are some of the key challenges related to Halal / Kosher meat:

- a. Limited Availability of Halal & Kosher Meat.
- b. Long Waiting Time in Ordering and Receiving of the Meat.
- c. No Organized / Professional Home Delivery Services.
- d. Necessity of Proof of Authenticity of Halal & Kosher Meat.
- e. Steep Prices.
- f. Over 90% specialty meat stores are not digital.

### **2.3. Value Proposition of GoMeat Marketplace**

GoMeat offers the following value propositions for the Customers.

1. Confirmation of Halal / Kosher Based on Store Certification. In phase 3 of GoMeat expansion, all specialty certifications will be documented on the Blockchain platform.
2. Convenience of Online Ordering of Halal / Kosher Meat from a Mobile Device, Tablet or any Computer.
3. Option to Order from multiple stores.
4. Option of in-store pickup or Home Delivery from your favorite store at customer's preferred time.
5. No more waiting in line to order, to pay or to pick up meat.
6. Comprehensive menu enabling customers to order meat items with all the same options as available while ordering at a shop (such as preferred meat cuts, sizes, recipe specific etc).
7. Real-Time Delivery tracking system.
8. Hassle-free ordering and delivery at the doorstep.
9. Review of any discount packages, deals, and other offers based on the GoMeat Artificial Intelligence system.
10. GOMT Rewards based on Referral programs and Reward Points.
11. 12/7 Customer Service to address any issues and provide support.

### **2.4. Value Proposition for GoMeat Retailers / Wholesaler**

1. Increase in Store Revenue by extending Online presence and sales.
2. Streamlining of order processing to reduce costs and increase profits.
3. Online Presence of Store will be accessible to a larger group of consumers.
4. We connect wholesalers directly to stores and connect slaughterhouses to restaurants thus helping increase their revenues and decrease costs by eliminating the middlemen.
5. Unlike traditional delivery services, we require Zero Cost to onboard stores on GoMeat marketplace. We offer efficient, simple, and low-cost set of tools. Our simple-to-use interface to makes your meat products available to the customers.
6. Increase productivity by eliminating the time spent on taking orders and processing payments.
7. Streamlined order to cash process.
8. Over 90% specialty stores are not digital. Retail stores can now step into the new digital era of Blockchain at a fraction of the Technology cost.
9. Availability of "Ready to Use" effective tools for Managing Sales, Product Analytics, Pricing and other Key Reports.

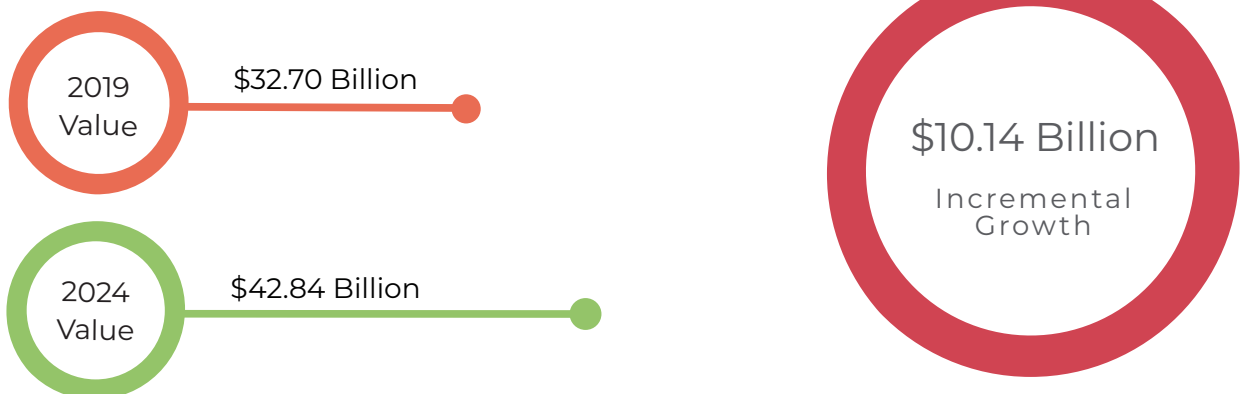
# 3. Specialty Market Overview

## 3.1. Halal/ Kosher Meat Market Globally

The specialty products market is a highly lucrative market with meat, processed food, and beverage segments being the most attractive market since early 2000. Some major specialty food production companies have captured a significant portion of the market since specialty food and beverages became popular in the market in 2015 with the growth of Muslim and Jewish population. This has created a gap in the market for a dedicated specialty foods delivery service. It is estimated that due to the rapid growth of ethnically diverse populations globally, the demand for specialty foods is only going to grow in the coming years.

### HALAL FOOD MARKET IN THE NORTH AMERICA: KEY DRIVERS AND FACTORS

#### North America Market Growth



#### Halal Market Key Highlights

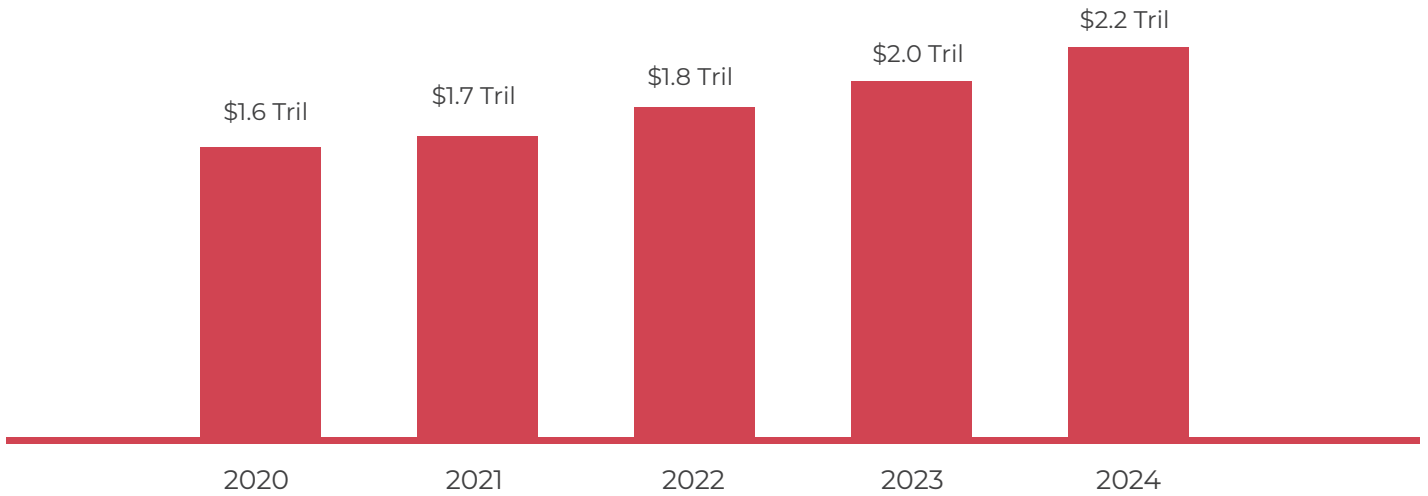


\*Technavio has published this report on the halal food market in the US from 2019-2024. (Graphic: Business Wire)



### 3.2. Global Halal Market Size Outlook

Global market size is projected to increase with each passing year. Over a span of 4 years i.e. 2020 to 2024, it is predicted to show an increase of \$556.21 billion.



**\$1.6 Trillion**

2020 market size



**Accelerating**

Growth Momentum



**7.5%**

CAGR (2019-2024)



**\$6.2 Trillion**

Incremental Growth between 2019 and 2024

### 3.3. Market By Product

Product analysis of the halal market reveals that halal meat, poultry & seafood have had the largest segment, due to its more humane approach, followed by halal BCC and FVN.

**Halal Meat, Poultry & Seafood (MPS)**

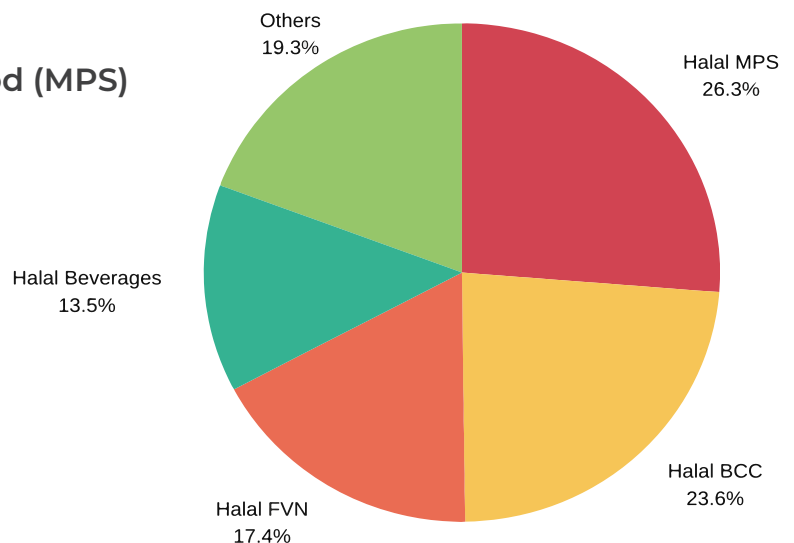
Largest segment in 2024

**Halal Beverages**

Best performing segment between 2019 and 2024

**Halal Bakery, Confectionery & Cocoa (BCC)**

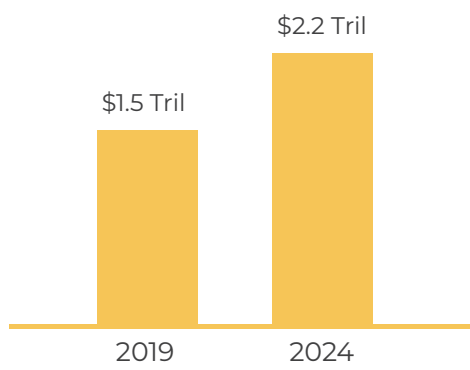
Slowest growth segment between 2019 and 2024



\*Technavio has published this report on the halal food market in the US from 2019-2024. (Graphic: Business Wire)

### 3.4. Incremental Growth

From 2019 to 2024, the global halal market size shows an incremental growth of \$624.52 billion as the market size is projected to increase from \$1,528.25 billion in 2019 to \$2,152.77 billion in 2024.

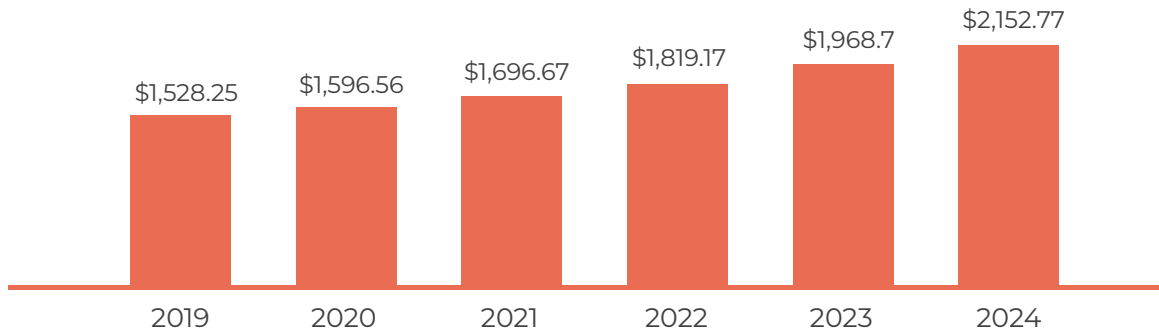


1 **51.35%**  
of incremental growth contributed by  
**APAC**  
between 2019 to 2024

2 **26.76%**  
of incremental growth contributed by  
**Halal MPS**  
between 2019 to 2024

### 3.5. Halal Market Outlook Forecast (2019-2024)

The market outlook forecast shows an upward trajectory from 2019 to 2024. This shows an expected incremental growth of \$624.52 billion and a CAGR value of 7.09%



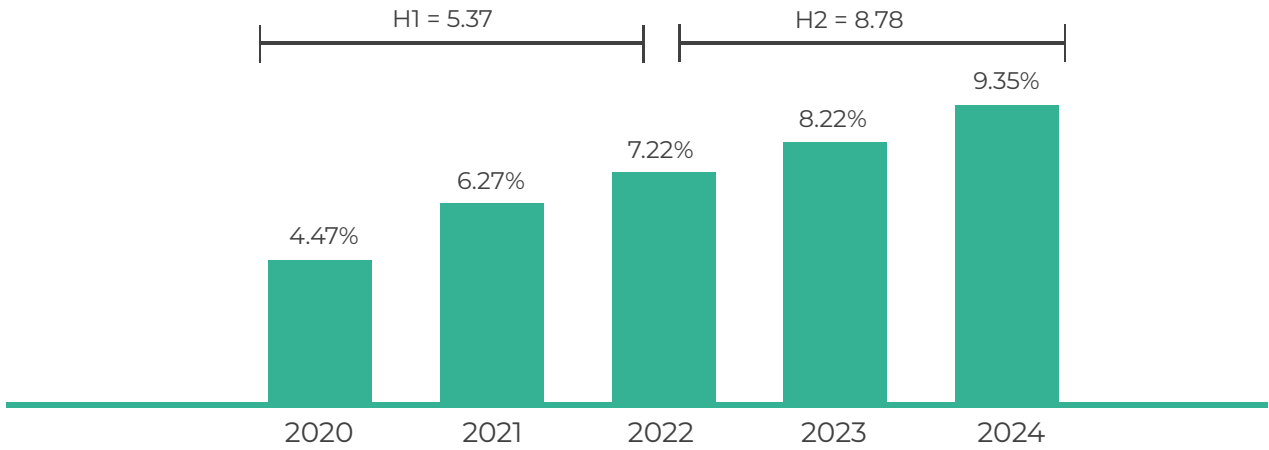
 **7.09%**  
CAGR (2019-2024)

 **\$6.2 Trillion**  
Incremental Growth 2019-2024

\*Technavio has published this report on the halal food market in the US from 2019-2024.

### 3.6. Global Halal Market Year Over Year Growth

Year over year growth of the global market shows a promising growth rate of 5.37% from 2020 to 2022 and of 8.78% from 2022 to 2024. The year 2024 is expected to show a growth rate of 9.35%.



**Accelerating**

Spend Momentum

H1 = % growth between 2019-2021  
H2 = % growth between 2022-2024

### 3.7. Global Halal Meat, Poultry and Seafood

Over a span of 6 years i.e. 2019 to 2024, the global halal meat, poultry and sea food industry is expected to increase from \$401.17 to \$568.32 billion. Thus, the predicted incremental growth is \$167.15 billion.



**7.21%**

CAGR (2019-2024)



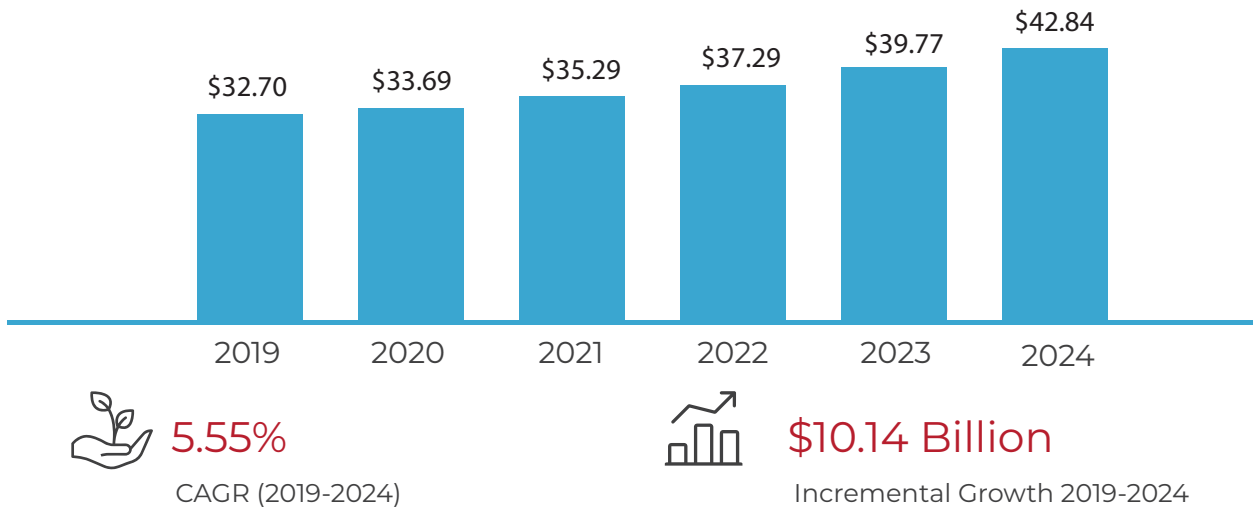
**\$167.15 Billion**

Incremental Growth 2019-2024

\*Technavio has published this report on the halal food market in the US from 2019-2024.

### 3.8. North America Halal Market Size And Forecast (2019-2024)

The North American market is projected to increase by 10 units over the span of 6 years from 2019 to 2024. This shows an incremental growth of \$10.14 billion with a CAGR of 5.55%.



\*Technavio has published this report on the halal food market in the US from 2019-2024.

### 3.9. Global Kosher Market Size Outlook

The global market size is projected to increase with each passing year. Over a span of 8 years i.e. 2018 to 2026, it is predicted to show an increase of \$6.5 billion.

#### Kosher Market Key Highlights

**Kosher Meat, Poultry, Seafood & Others**

The global kosher meat, poultry, and seafood market globally accounted for about \$19.1 Billion in 2018

**Kosher Food Market**

The kosher market is projected to reach \$25.6 Billion in 2026

**Global Kosher Market Growth**

The Kosher meat, poultry, & seafood - Year-over-year growth 2019-2026 CARG 3.7%

**\$19.1 Billion**

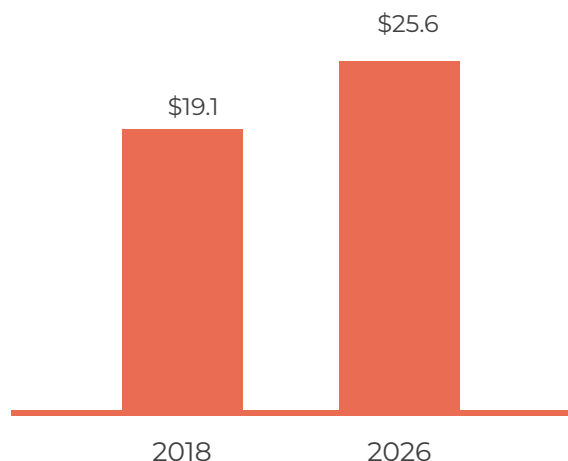
2018 market size (\$ billion)

**3.7%**

CAGR (2019-2026)

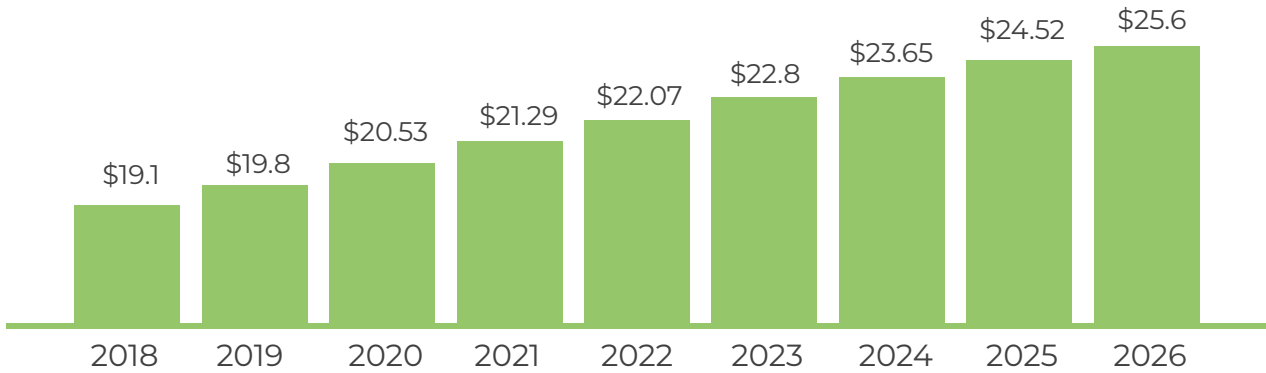
**\$25.6 Billion**

Projected to reach in 2026



### 3.10. Global Kosher Meat, Poultry and Seafood

Over a span of 8 years i.e. 2018 to 2026, the global kosher meat, poultry and sea food industry is expected to increase from \$19.1 to \$25.6 billion. Thus, the predicted incremental growth is 34.03%.

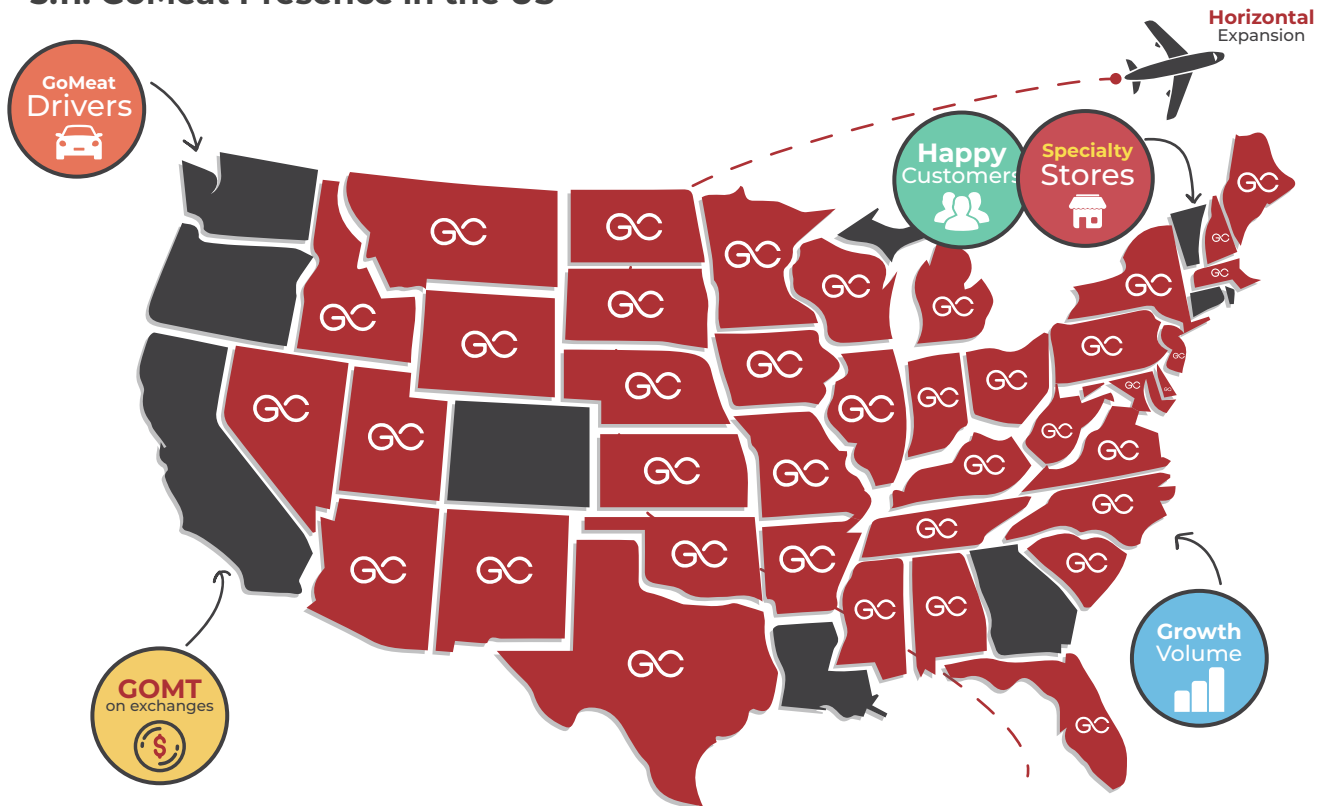


CAGR (2018-2026)



Incremental Growth 2018-2026

### 3.11. GoMeat Presence in the US



**5K+**  
Customers

**12K+**  
App Downloads

**12K+**  
Orders Processed

**2000+**  
Stores On Marketplace



# 4. GoMeat Ecosystem

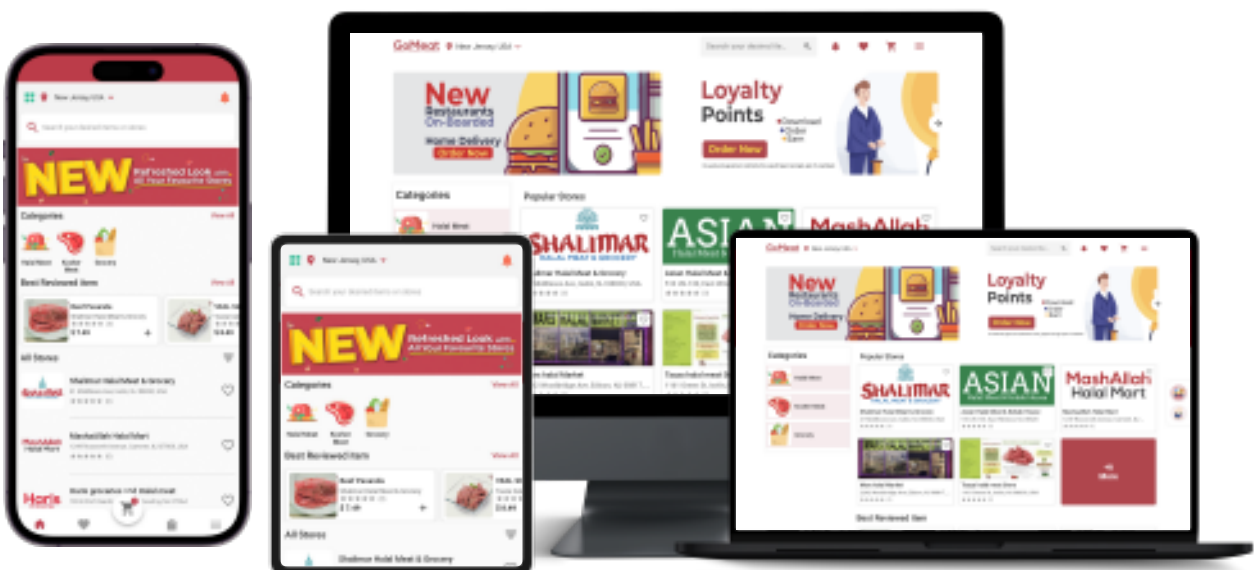
## 4.1. GoMeat Vision

Using blockchain technology, GoMeat aims to digitalize the specialty food industry by bringing transparency to specialty meat supply chain and certification.

## 4.2. Overview

GoMeat is a platform created for customers, wholesalers, and retailers all over the world. With a simple-to-use mobile store app, any meat store owner will be able to connect and create their own storefront. They can sell halal/kosher meat products including poultry and seafood items while making use of GoMeat Marketplace's wide range of features at no technology fee. Our service offers great opportunities for self-employed entrepreneurs, small-scale store owners, and family businesses. GoMeat system sets up store owners with all the necessary tools for the sale and promotion of products directly to consumers. This is useful not only for existing entrepreneurs but also for stores that do not have any digital or online presence due to limitations of budget. GoMeat's convenient platform allows a business owner to register the store as an online shop with few easy-to-use steps on their mobile device and to manage it without additional expenses or staff. We have also included a selection of tools for direct customer feedback, sales analysis, advertising, and promotion, all packaged in a convenient, user-friendly interface. One of the main features of GoMeat is the use of blockchain technology to ensure that the Halal and Kosher Certificates are authentic and valid for each store offering such products. This tracking provides insight into breeding, raising and living conditions of the animals involved. This introduces the accountability in the industry, thus allowing customers to make informed decisions about what they eat. Customer can verify the certifications of each store via GoMeat App.

## 4.3 Order Using Any Platform



### **4.3.1. GoMeat Operations Center managing the Platform**

1. Maintained Technology Platform ensuring continuous innovations
2. Customer Services to Consumers and Meat Retailers
3. Order Management including order modification
4. Relationship management with:
  - a) Banks
  - b) Merchant Services such as Apple, Google, PayPal etc.
5. Product Management – Advisory to Stores with respect to Menu items
6. Accounting, Finance & Legal
7. Marketing, Sales and Promotions
8. Managing Deliveries
9. Customer Complaints & Customer Satisfaction
10. Refund Process
11. Quality Management & Customer Feedback

### **4.3.2. GoMeat Users including commercial users such as Restaurants**

1. Order online halal / kosher meat, poultry and seafood from certified halal / kosher stores.
2. Get competitive pricing for fresh halal / kosher meat
3. Home Delivery Services.
4. GoMeat catalog provides access to a variety of items in various stores on the platform. Our fine-tuned filters and categories make meat search easy and convenient.
5. Customized meat orders such as ground beef, chicken breast cut slices/cubes, whole lamb or goat cleaned delivered fresh at your doorstep.
6. Fresh meat quality products availability including ethnic groceries and halal / Kosher food.
7. Availability of dedicated customer services and a refund process.
8. Real-time order tracking.
9. Store reviews ensuring all proof of purchase.

### 4.3.3. GoMeat Retail / Wholesale Stores

1. Most Halal and Kosher stores are Small-scale stores with high cost & revenue pressures thus they cannot afford to go digital. Traditional delivery services charge 30% commission from the store and the customer is charged for the delivery. Meanwhile, GoMeat only charges the store up to 15% while the customer is charged a 7% services fee. Despite our low commission rates. GoMeat will be able to generate profit as the average order on our platform is for \$90 as compared to other services whose average order amount is \$15.
2. Small-scale retailers have a small staff (at an average of four employees), limited budgets, and insufficient possibility of fundraising. They cannot spend millions of dollars for their digitalization. All technology services, including access and maintenance of the platform along with its marketing, sales, and communication support will be provided by GoMeat Services.
3. Helping small businesses to create a legitimate online presence without the need to invest additional money for dedicated online systems. This is necessary as currently over 90% specialty stores are not digital.
4. Several efficient and ready-to-use tools for successful sales, marketing, analysis, and customer feedback.
5. Advanced Customer Analysis Tools: GoMeat offers the mechanisms to continuously gather, analyze, and process customer data. The key metrics will allow sellers to promptly adapt to any changes in demand since GoMeat makes tracking customer orders and adjusting their existing business model a simple and elegant experience.
6. Validated Customer Feedback to improve their performance & quality.
7. Integrated Marketing Tools and Promotional offers.
8. Support from the GoMeat customer service team. Business owners can always get in touch with the platform CS representative using our 12/7 support service, while any customer-related issues can and will be resolved with the help of the GoMeat Mobile application.
9. Payment processing in fiat currency as well as any other available wallets and direct deposit account services.
10. Referral offers for reviewers.
11. GoMeat will form a platform-wide store rating based on several factors, such as delivery speed, quality of items, and customer reviews.
12. We offer sellers loyalty programs by selling their goods at a discount or giving them to the community, for example in exchange for a review or a video overview. The platform will also provide the presence of bloggers whom the GoMeat retailers can send product promotion offers to and increase the promoted product sales interest.

13. Free test of the platform effectiveness. We offer meat stores a 30-day free trial. In this period, the store owners can review the impact on their performance with respect to sales, reduction in cost and other order processing efficiencies and can opt to continue with this platform at the end of the 30-day period as per our standard terms and conditions.

#### **4.3.4. Authentication of Specialty Certification**

1. There are several Certification Boards and Agencies across the USA and in each country globally that provide Specialty Authentication Certifications to all Stores selling Halal or Kosher meat. Most of these Boards are Not-for-Profit Organizations with limited IT budgets and operate on donations, community funding, or on renewal fees of such certifications.
2. Each agency has a different approach to Specialty certification. These Boards and Agencies influence the Meat Industry in their respective county /city/country.
3. There is a comprehensive process of review and audit conducted by these Boards and Agencies to ensure that the Stores are maintaining the minimum quality standards and thus Certify the stores to sell Specialty Meat for a certified duration.
4. We will connect all such boards and maintain Specialty Certifications data on the Blockchain with the validity date of certification of each store hence ensuring that all GoMeat users can authenticate that a store has the valid certification for selling Specialty meat products.
5. Further the Boards will have visibility via GoMeat marketplace e.g. if a store in their jurisdiction is nearing the expiration of their Halal or Kosher certification then they can reach out to these stores for timely renewals and hence collect the Renewal fees without any delays.
6. The Store Owners will be compelled to keep their credentials current because if the credentials are not current then they will be off-boarded from the GoMeat marketplace until they obtain a renewed Specialty certification.

#### **4.4. GoMeat Business Model**

Our Business Model is one of the simplest in the Tech industry offering steady and consistent revenue streams with no cash collection risks and high cash flows. GoMeat Services is a Logistics Technology Startup and not a meat seller. We are providing a technology marketplace for the buying and selling of specialty (halal and kosher) meat. In simple words, we on-board a meat store and open their menu at a price to the customers who will buy via GoMeat marketplace and hence charging a nominal commission from the enrolled meat store while in return offering a range of value propositions as mentioned above. We will ensure that once the order is processed by the meat store it is delivered to the customer for which we will be charging a service fees to the customer, thus offering our services to the customers with a range of value propositions as mentioned in above sections.

#### **Following is the list of our key Revenue Streams:**

1. Commission from Retailers
2. Services fee from Customers
3. Delivery charges (if applicable): Scheduled, ASAP and shared

#### 4.5. GoMeat Expansion Aims



#### 4.6. Competition

GoMeat Services has a unique value proposition for our backers as there is no known competition as of now in this niche market. There are a few online web-based meat sellers, however, none of these can compare to GoMeat Services same-day delivery and other offerings in the specialized halal and kosher meat domain. Furthermore, none of the large-scale companies will ever venture into this niche market due to their large setup and high customer acquisition costs. GoMeat is the very first online and mobile marketplace to connect retailers with consumers to sell halal and kosher meat on mobile devices/online while offering Home Delivery Services.

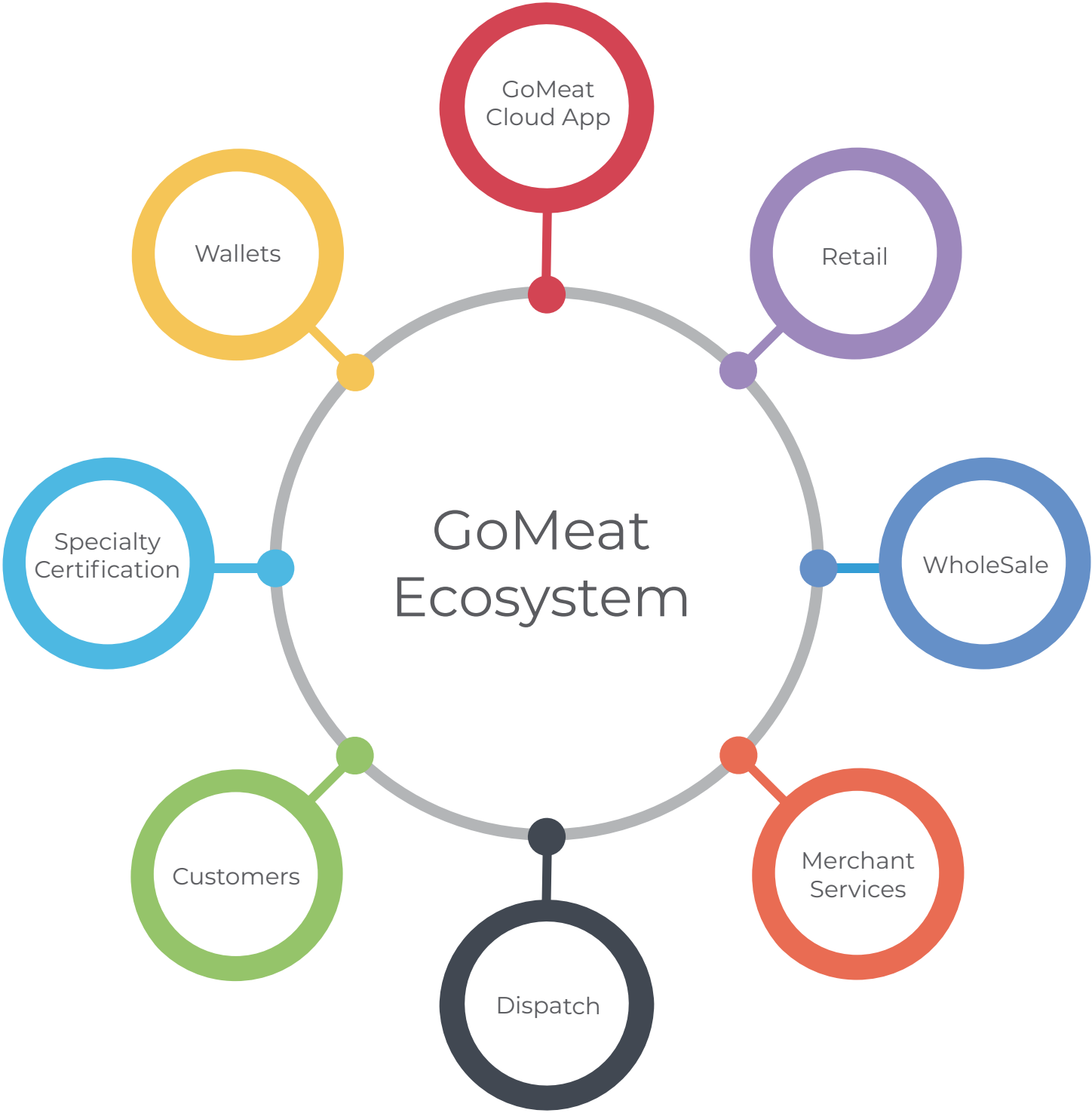
#### 4.7. GoMeat already in Revenue Generating Status

The GoMeat founders believe in their idea, they see a vacuum of such services in the market and therefore they have launched GoMeat with limited operations, getting tremendous traction and impressive results. There is a committed team who has invested in the basic infrastructure and is ready to scale to a larger coverage.



# 5. GoMeat Marketplace

## 5.1. Key Components of GoMeat Ecosystem / Marketplace



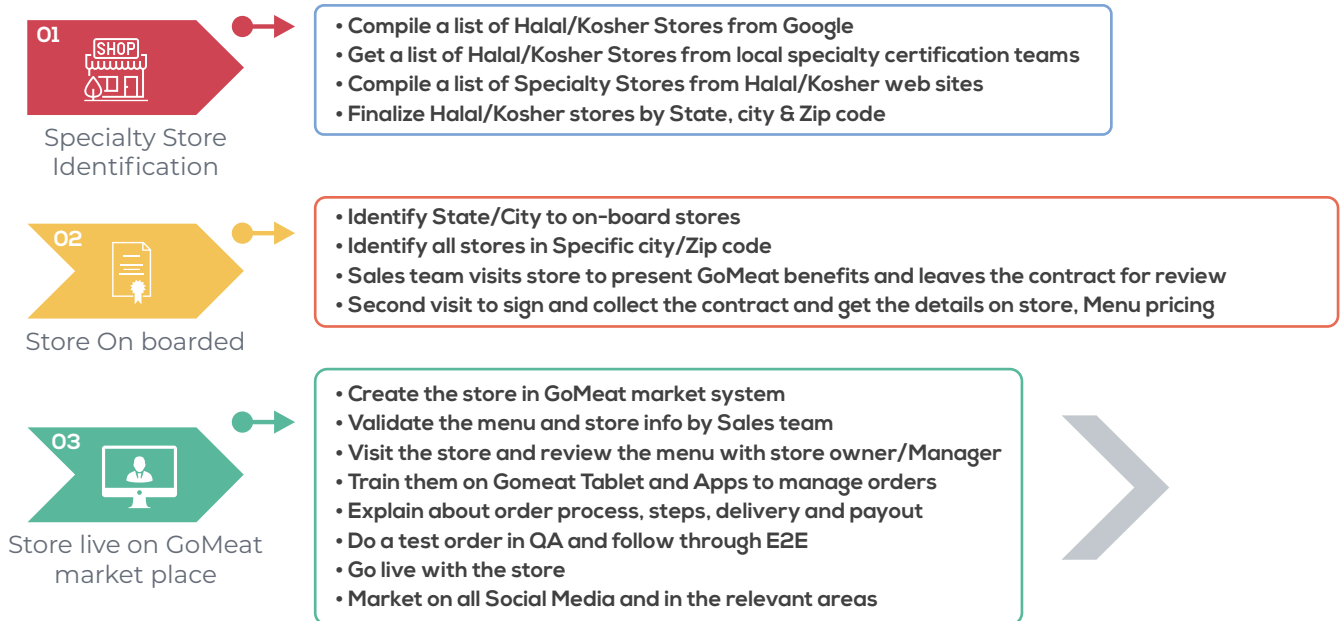
## 5.2. High Level Customer Order Flow in GoMeat Marketplace



### 5.3. High Level Retailer Order Flow in GoMeat Marketplace



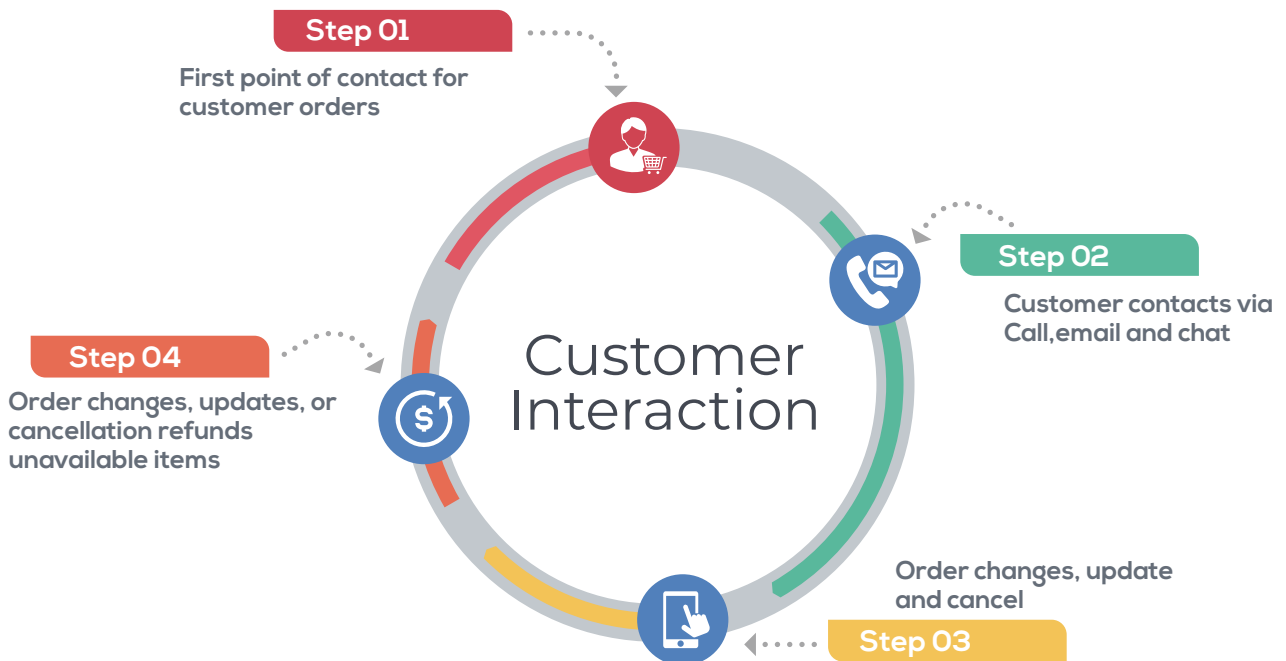
## 5.4. Store On Boarding



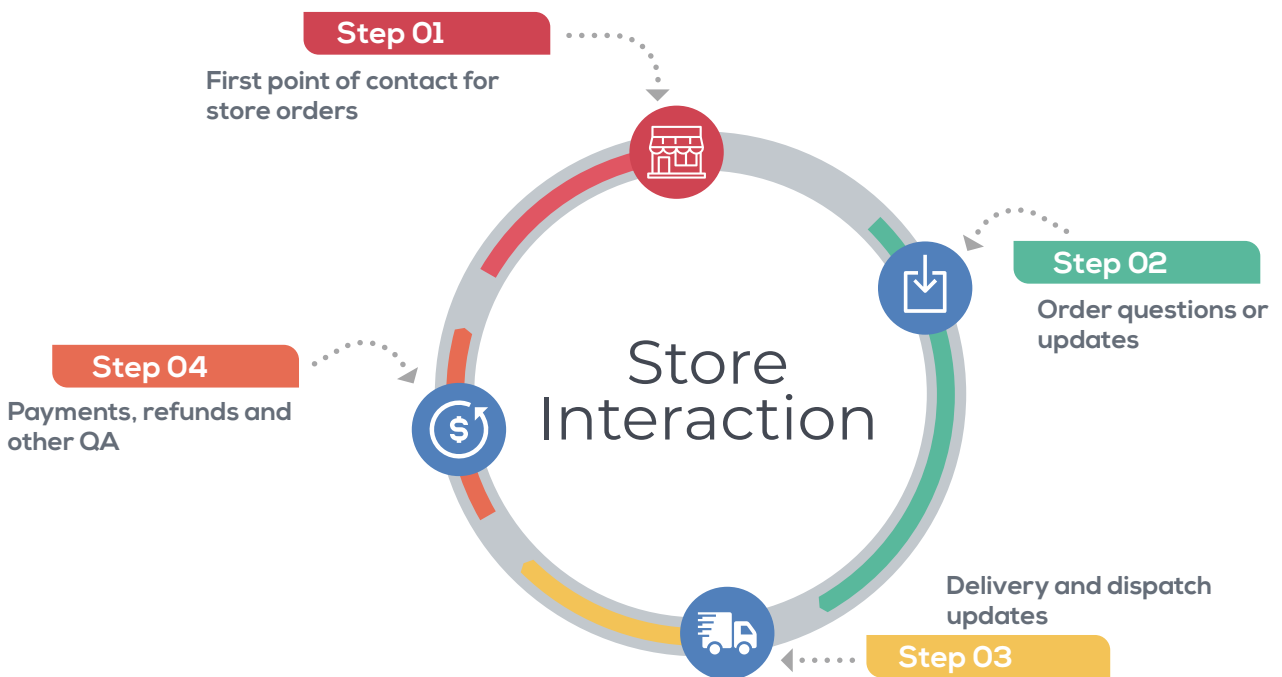
## 5.5. Driver On Boarding



## 5.6. CS Customer Support

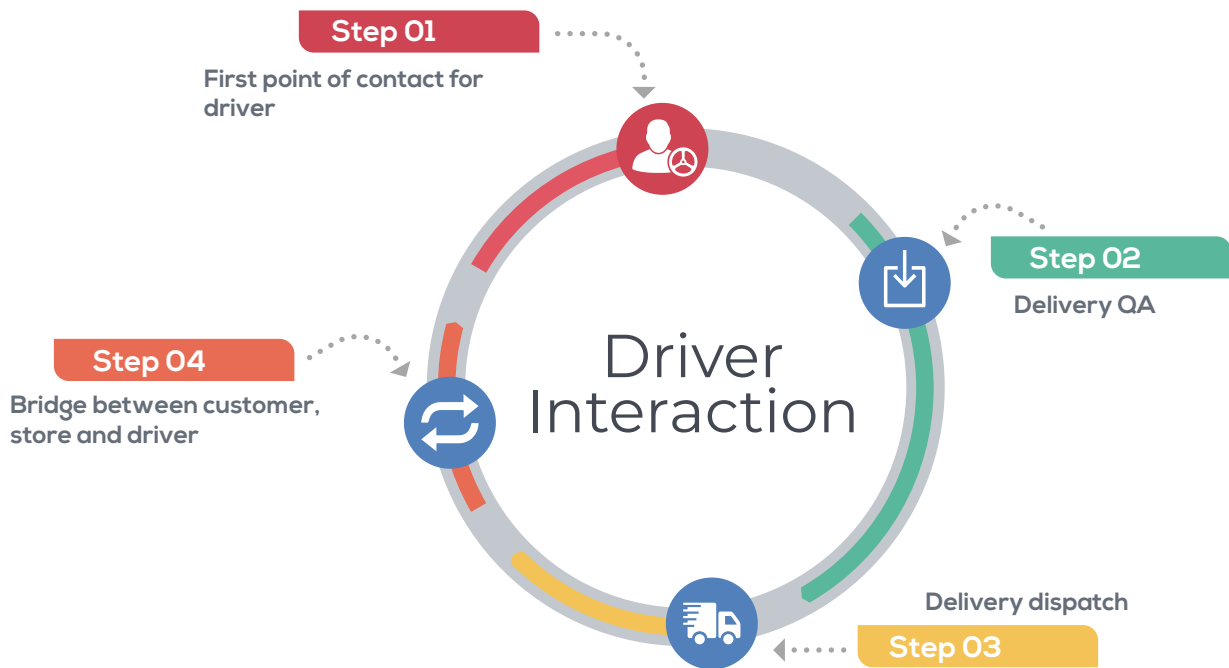


## 5.7. CS Store Support





## 5.8. CS Driver Support



## 5.9. Weekly Payouts



- 1) One time Setup bank account and payment channel of GoMeat.
- 2) Weekly settlement report is generated from Gomeat platform.
- 3) The report is reviewed by finance account team and reconciled for weekly settlement.
- 4) Payment is sent to the drivers and stores.
- 5) The payment is confirmed by communicating with the stores and the drivers.
- 6) The weekly settlement is closed and recorded in the Gomeat platform with payment info.
- 7) In Phase 2, all payments will be recorded on Blockchain

# 6. Blockchain

## 6.1. GoMeat Application Interface

The GoMeat marketplace platform is an On-Demand service connecting retail stores with consumers through a cloud-based application on all mobile platforms. The application will be able to help currently offline meat stores become a part of the online GoMeat market place. GoMeat services will facilitate easy convenience to customers and retail owners at the touch of a mobile app. Advantages of GoMeat's app include:

- a. Predefined product selection.
- b. At your fingertips and easy to purchase.
- c. Multiple payment methods, merchant services, wallets and easy to pay with other channels.
- d. Simple UI, fast, Pricing AI and smart search.
- e. Schedule your pick up and get fast delivery at your doorstep.
- f. Post-benefits: Fast, favorites, book-marks to re-order.

## 6.2. GoMeat Blockchain Scope

GoMeat Blockchain application will be based on the Hydrachain platform and will perform the following functions:

- a. Collect all certificate information from Certificate data repository.
- b. Establish a secure connection Certificate data repository provider and update Certificate info frequently.
- c. Store all the retail owner's information and certification info in our blockchain application.
- d. Create a blockchain API to connect with GoMeat marketplace and display smart certification document in the app for customer view.
- e. Share public key with 3rd party and Retail owners for each independent certificate
- f. Retail owner certification validation.
- g. Onboarded validation.
- h. Certification cancellation or suspension validation: Monitor and control.
- i. Certification renewal validation.

### 6.2.1. Horizontal Expansion

GoMeat will be focusing on vertical and horizontal expansion. We are aiming to onboard 5000+ specialty stores. A highly driven marketing campaign will be launched to increase number of customers and generate more revenue. Once we have covered about 40% of the specialty meat market in USA, then we will be expanding our operations to other countries which have high demand for a service like ours such as Europe and Asia.

## 6.2.2. Crypto Wallet

As we progress to the second phase of expansion, after the launch of GoMeat Token, the GoMeat Token wallet integration for rewards management will be introduced. Members of the GoMeat ecosystem will be rewarded as follows:

- GoMeat Customers will receive GoMeat Tokens as Loyalty Points and through our Referral Program
- GoMeat Partner Stores will receive GoMeat Tokens for processing a certain volume of orders per week, for processing a certain number of orders without error and for keeping their halal/kosher certification updated
- GoMeat Drivers will be awarded with GoMeat Tokens for completing a certain number of deliveries per week
- Additionally, the GoMeat platform will integrate crypto wallets and crypto payment solutions to offer our customers a variety of payment options.

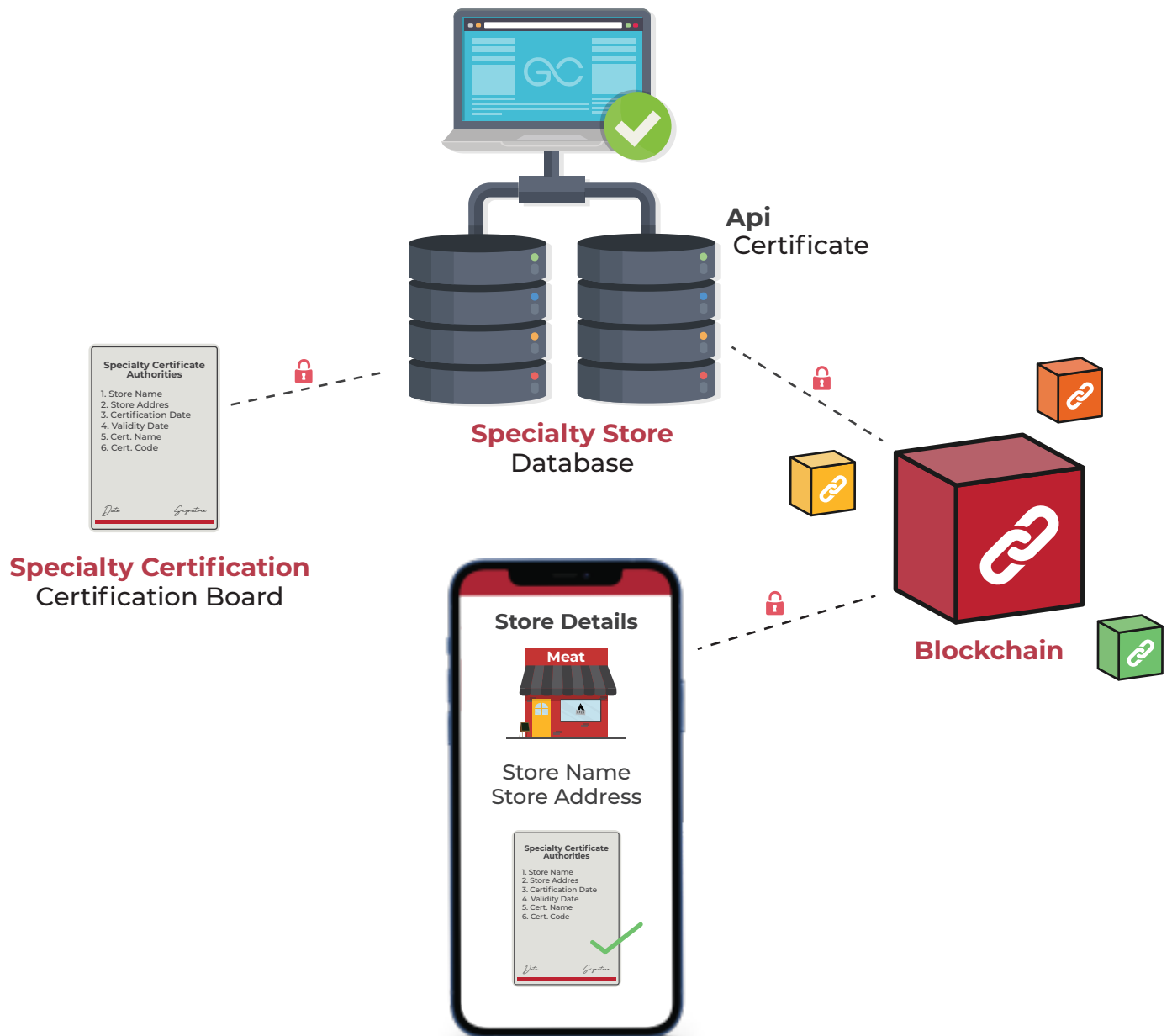
## 6.2.3. Phase 1

The GoMeat platform now features a crypto-wallet and enables customers to pay for orders using cryptocurrency of their choice. As of January 2023, payments can be made using all currencies supported by Coinbase Commerce.



## 6.2.4. Phase 2.1

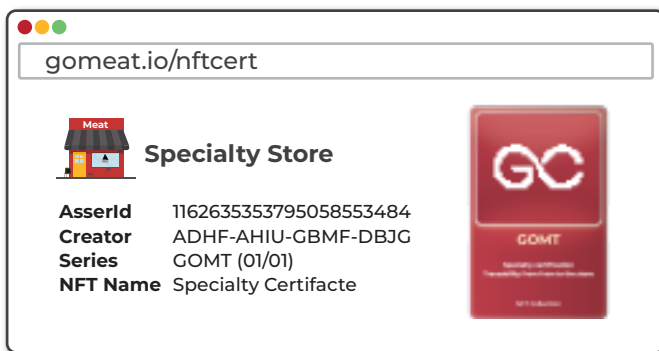
Specialty certification will be stored in the retailer store's own database. It will be signed by the certification board and displayed on the blockchain using API. Customers will be able to view the specialty certification on the customer app under store details.



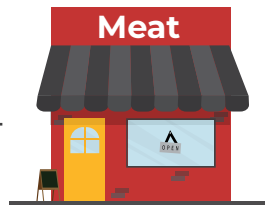
## 6.2.5. Phase 2.2

Specialty certification will be stored as NFT. It will be signed by the certification board and displayed on the blockchain using API. Customers will be able to view the specialty certification on the customer app under store details.

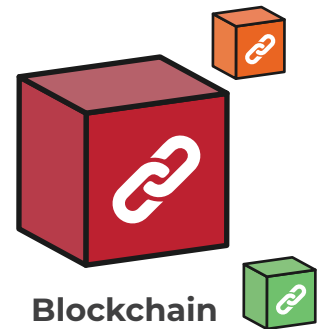
# GoMeat NFT Specialty Certification



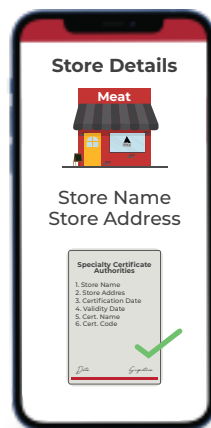
NFT



Specialty Store



Blockchain



Nft in App  
Specialty Certification

### 6.2.6. Phase 2.3

A metaverse presence and continued ownership and control of a brand is crucial to the future of restaurants in an increasingly digital world. Along with an elaborate expansion roadmap across the US and abroad. GoMeat is focussing on expansion in the virtual world as a key feature. Customers in Generation Z spend twice as much time socialising in the metaverse as they do in real life. Having an online presence would be closely related to the new ideals present in the younger generation. GoMeat plans to have over 10,000 specialty stores in the Metaverse in North America by the end of 2025.

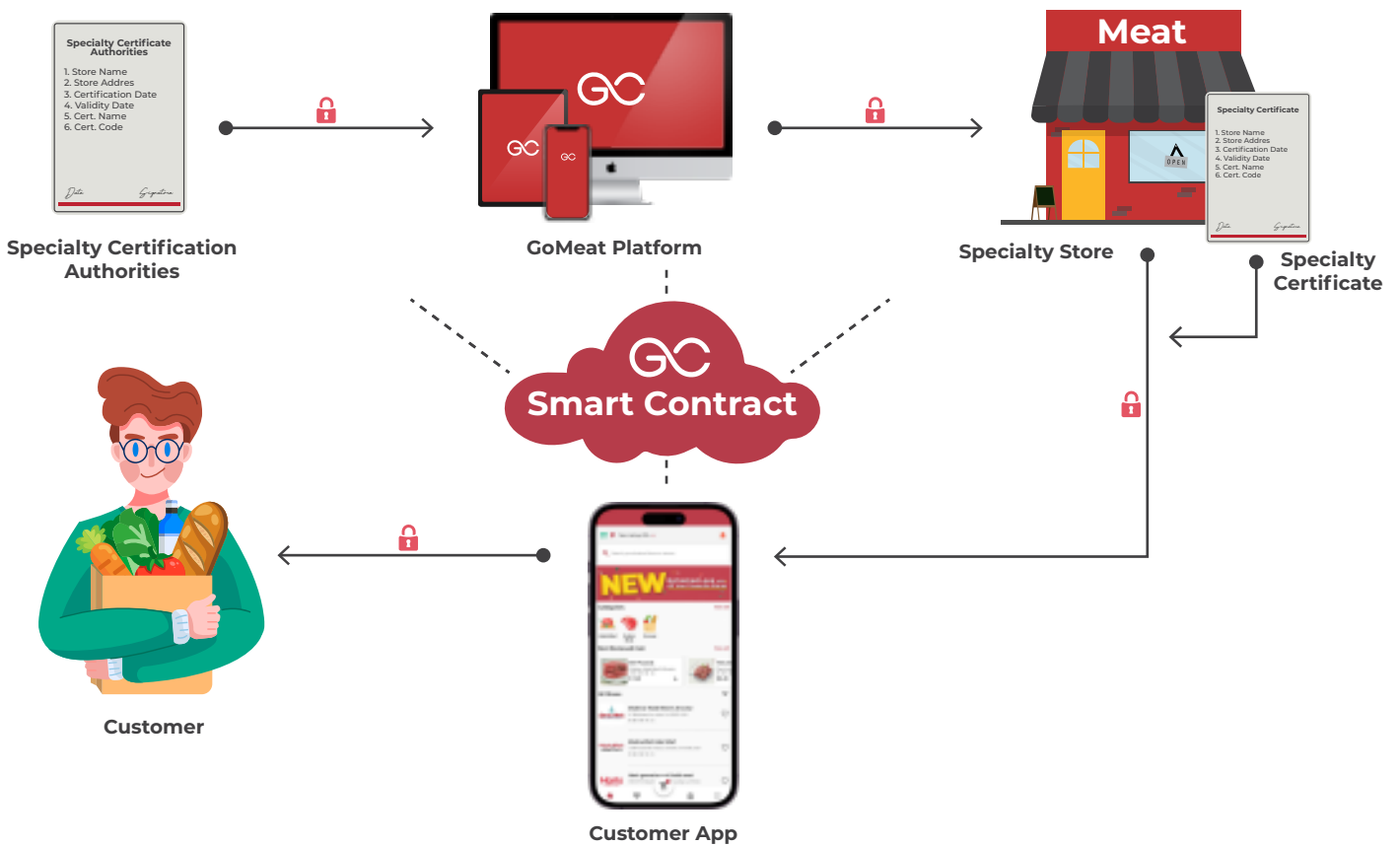


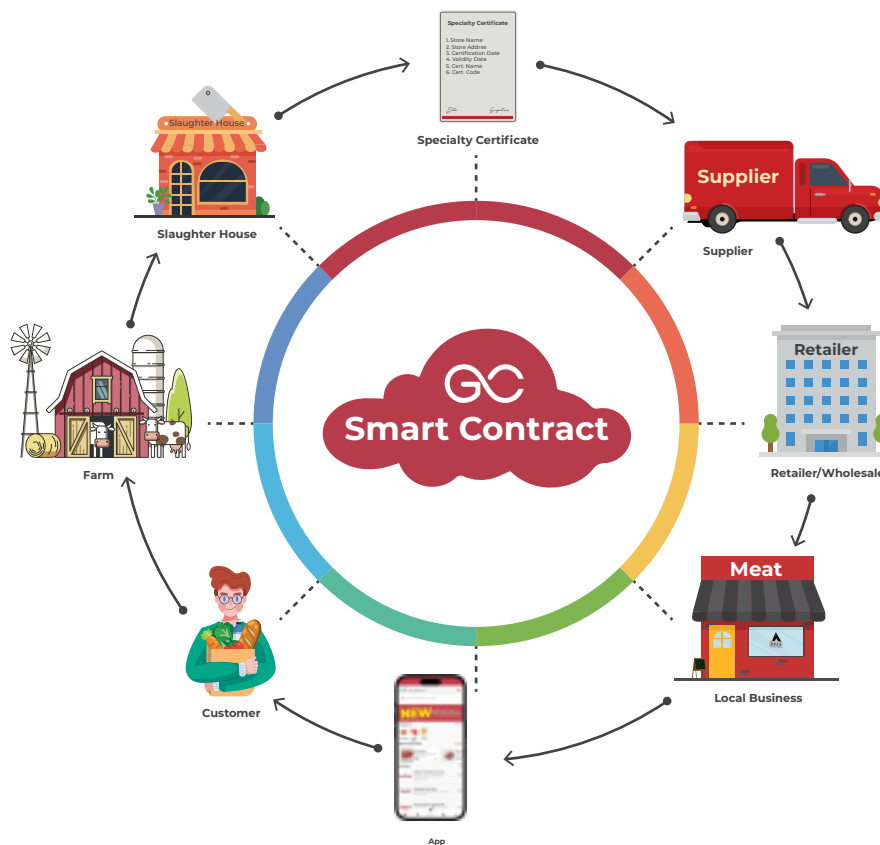
### 6.2.7. Phase 3

The growing global specialty food industry has led to a high demand for specialty certification services by third party certification authorities. High demand for certification services in combination with a decentralized form of accreditation by Specialty Board and inability to support the specialty industry efficiently has shown cracks in the conventional specialty certification model, which has become costly, inefficient, fraudulent and risky.

GoMeat phase 3 will introduce the following features:

- Digital specialty meat certifications, integration with specialty certification authorities to create blockchain based smart contracts to validate certification validity for the stores. The smart contract validated certificates will be available inside the apps under each store for the customers to view.
- Stores and certification authorities will be notified when a certificate is near expiration.
- Customers will receive full transparency about a store's certification status
- Every step of the specialty meat supply chain will be tracked and documented on blockchain to provide full transparency and visibility about the animals origin, living conditions, health and slaughtering method.





### Halal/Kosher Meat safety: Role of blockchain in providing traceability and transparency

The increase in Specialty meat demand across North America and the globe has led to a booming market, but current processes and technologies are insufficient, thus provide an inadequate picture when tracing the origin of the source.

### Why do efficiency and efficacy matter in the specialty meat Industry?

Given the rise of meat related diseases in the past two decades and information about the origins of the current COVID-19 pandemic, the meat industry has been under intense scrutiny regarding its practises. Meat recalls due to suspected contamination is a major issue plaguing the industry as it not only leads to wastage of product but can also deliver a devastating blow to the finances of an organization. Unfortunately, the systems currently in place are not sufficient to analyze the specialty meat supply chain ecosystem and to trace the source of origin.

### Why Blockchain is the way forward

Though specialty meat safety and traceability is a highly complex and hotly debated topic, the developments in the domain of blockchain are proving to be a promising solution. The halal/kosher meat supply chain is riddled with visibility problems as it is impossible to trace secondary and tertiary suppliers of certain products but blockchain can help make things transparent.

### The classic view of Blockchain

One of the leading factors for which hinder transparency when searching for the source of origin is the presence of brokers acting on behalf of small-scale suppliers. Thus, in the case of a major outbreak or product recall situation we observe reduced efficiency which leads to heavy loss of time and money. Although blockchains are mostly known for their financial characteristics, for the meat industry Hydra chain offers a much more fundamental use case through certificates and supply chain tracking. Thus improving the efficiency and efficacy of food safety programs.

### How does Blockchain enhance traceability?

Blockchain utilizes the concept of a distributed ledger which enables easier and accurate traceability.



## 6.3. Hydra Blockchain Platform:

With a vision to make the industry transparent and traceable, GoMeat will launch blockchain based smart contract certification on its platform. This will hold stores accountable for the status of their certifications so customers can make well informed choices about where they should buy from. Our certification process will also help relieve some burden from halal & kosher certification authorities. To accomplish these GoMeat needed a platform that could execute all these functions effectively and efficiently, which is why we have chosen Hydra Chain.

### 6.3.1. Why we are building on Hydra Chain:

#### 1. Low and predictable transaction fees

Blockchain is a transaction-based technology thus having a platform with low and predictable transaction fees was a priority for us. Traditionally, transaction fees are highly volatile and can mean the death of a business. Hydra Chain provides gas price predictability through a node governed voting mechanism and its binding to a fiat value.

#### 2. High scalability

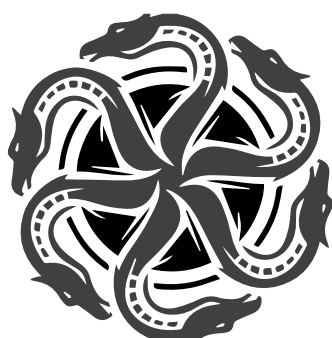
Hydra Chain uses a UTXO model of accounting which allows a single wallet to have multiple addresses. Additionally, a user can send out hundreds of transactions from the same wallet simultaneously.

#### 3. Gas royalty for businesses

Traditional chains do not incentivize smart contract creators, instead their only hope for profit is to build a successful business around the chain. Hydra Chain rewards project owners based on the transactional economy they create.

#### 4. Strong advisory support and growing community

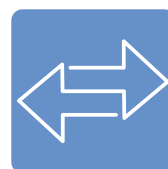
Advisory support from Hydra Chain and their growing community have been crucial factors in our decision to build upon Hydra Chain.



Low  
Transaction  
Fees



High  
Scalability



Gas  
Royalty



Strong  
Support

# 7. Token Sale

## 7.1. Token Sales Structure

| Description                             | Value  |
|---|--|
| Token Name                              | GoMeat   |
| Token Ticker                            | GOMT   |
| Cap Per Person                          | 25,000 GOMT  |
| Pre ICO: Duration <b>Sold out Early</b> | 24th Jun - 16th Aug 2021                                   |
| Main ICO - Tier 1 <b>Sold out Early</b> | 25th Aug - 14th Sep 2021                                   |
| Main ICO - Tier 2 <b>Sold out Early</b> | 17th Sep - 6 Oct 2021                                      |
| Main ICO - Tier 3 <b>Sold out Early</b> | 7th Oct - 27th Oct 2021                                    |
| Payment Methods                         | ETH, BTC, LTC, HYDRA, USDC, USDT, BUSD, BNB, DAI, PAX, GBP |
| Token Soft Cap (ICO) <b>Achieved</b>    | \$250,000  |
| Token Sale Hard Cap <b>Achieved</b>     | \$1,565,250  |

## 7.2. Key Token Sale Goals

1. Raising funds for developing and promoting the GoMeat marketplace. Raised funds will be used to grow the platform, integrate the token, and finance promotions and marketing. Depending on the raised sum, we can execute horizontal expansion into Europe and Asia. Funds raised during the ICO will be used as a capital investment in GoMeat Services Inc., USA, and shall be intended for the development and expansion of the GoMeat platform
2. Adoption of GOMT tokens by consumers, rewards distribution programs, and marketplace purchases
- 3- Soft Cap of USD 250K, achieved in the pre-ICO and a Hard Cap of USD 1.5 Million achieved at the end of the ICO.
- 4- The Token Sale was planned to end when the Hard Cap threshold is reached or the main ICO event duration has ended. End date of the launch of ICO was announced after the completion of the pre-ICO sale.
5. Price of GOMT for main ICO event was announced after the completion of the pre-ICO. Price for each tier of main ICO event was announced at the end of its subsequent tier.

## 7.3. Token Burning

1. Any tokens are left unsold during the ICO, were planned to be burnt. GoMeat ICO sold out 100%.
2. In the first quarter after ICO completion, 3% of the GoMeat generated revenue were burned.
3. 4% of the 2022 revenue were burned. 5% of the 2023 revenue is currently being burnt on a monthly basis.
4. Burning rate from 2024 onwards will be decided based on revenue amount, quarterly financial reports will be released to keep the community updated
5. Once GoMeat hits \$3 million in gross volume, then an additional 3% GoMeat revenue will be burnt every quarter
6. Additional tokens for burning will be bought from exchanges if needed
7. Additional 3% will be burnt for every order placed using crypto
8. Company tokens will be adjusted based on the tokens remaining after ICO

### 7.3.1. Why Token Burning Is Necessary

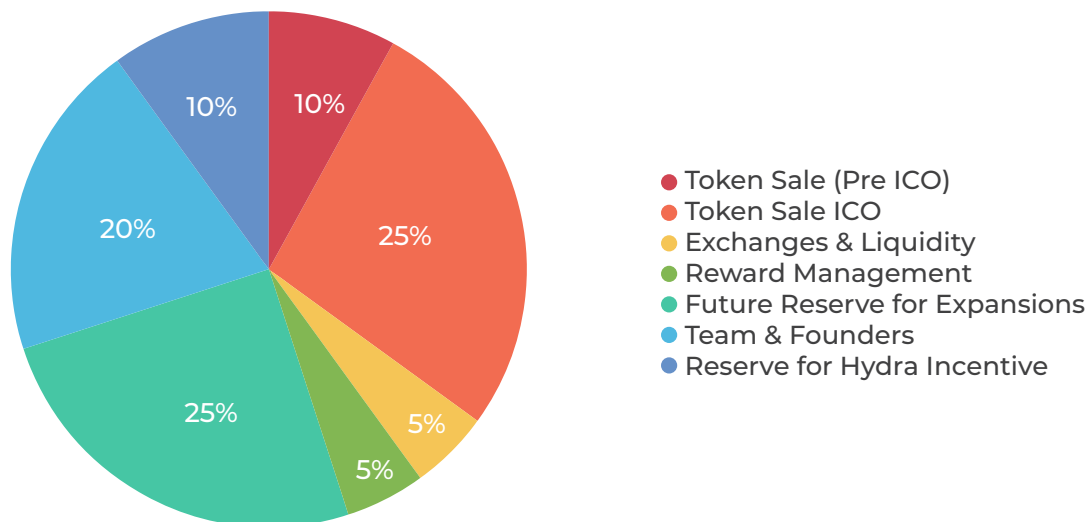
Our token burn mechanism helps regulate and increase GOMT value. This protects GOMT holders' buying power and increases GOMT utility in the long run. Our burn mechanism consistently increases the utility of the token and gives the holders more value with limiting supply.

Additionally, a certain number of GOMT will need to be staked for approval of specialty certification for the stores. Increasing token utility will provide stores with more initiative to keep their certifications updated so as to not risk losing the staked amount.

Our bonus system will reward stores, drivers, and employees for meeting their weekly goals and outstanding performance. GOMT burning mechanism will serve as an incentive for our partners and employees to continue working with us and become valuable members of the GoMeat ecosystem.

### 7.4. GoMeat Token Distribution

| Total Tokens                  | 100% | 5,000,000 | Balances Till 2022 |
|-------------------------------|------|-----------|--------------------|
| Token Sale (Pre ICO)          | 8%   | 400,000   | -                  |
| Token Sale ICO                | 27%  | 1,350,000 | -                  |
| Exchanges & Liquidity         | 5%   | 250,000   | 105,819.77         |
| Reward Management             | 5%   | 250,000   | 161,213            |
| Future Reserve for Expansions | 25%  | 1,250,000 | 1,250,000          |
| Teams & Founders              | 20%  | 1,000,000 | 1,000,000          |
| Reserve for Hydra Incentive   | 10%  | 500,000   | 239,212.23         |
| Reserve for Uniswap ERC20     | -    | -         | 236,571            |
| Token Circulating Supply      | -    | -         | 1,967,322          |
| Token Burn                    | -    | -         | 39,862             |



We offered up to 35% tokens for the community excluding 25% for future expansion.

| Team Reserve Release Cycle | 20% |
|----------------------------|-----|
| 1st Year                   | 5%  |
| 2nd Year                   | 5%  |
| 3rd Year                   | 5%  |
| 4th Year                   | 5%  |

| Expansion Reserve Release | 25% |
|---------------------------|-----|
| Phase 2                   | 15% |
| Phase 3                   | 10% |

35% tokens from 5 million total supply have been offered for funding USD 1.5 Million in the following phases:

| Stages                       | % of Total | No. of Tokens    | USD / Token | Bonus % | USD Bonus      | US Dollar        |
|------------------------------|------------|------------------|-------------|---------|----------------|------------------|
| Pre ICO <b>Sold Out</b>      | 8%         | 400,000          | \$1.00      | 20%     | 80,000         | 320,000          |
| ICO (Tier 1) <b>Sold Out</b> | 15%        | 750,000          | \$1.00      | 15%     | 112,500        | 637,500          |
| ICO (Tier 2) <b>Sold Out</b> | 7%         | 350,000          | \$1.10      | 10%     | 35,000         | 315,000          |
| ICO (Tier 3) <b>Sold Out</b> | 5%         | 250,000          | \$1.15      | 5%      | 12,500         | 237,500          |
| <b>Sum</b>                   |            | <b>1,750,000</b> |             |         | <b>240,000</b> | <b>1,565,250</b> |

GoMeat provided early bird bonuses. The ICO was divided into two stages and the second stage was further divided into three tiers. Bonuses were provided throughout the span of the ICO but bonus amount decreased overtime to allow early buyers to profit the most.

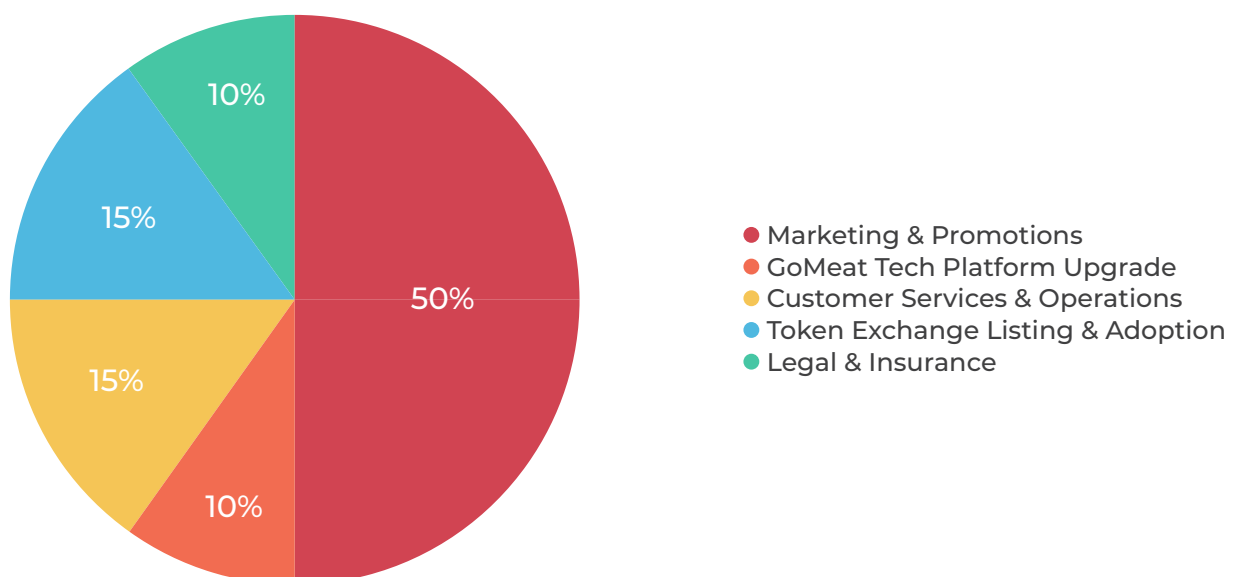
### Stage 1

| GOMT Bought | 20% Bonus | Total GOMT Received |
|-------------|-----------|---------------------|
| 1000        | 200       | 1200                |

### Stage 2 (Tier 3)

| GOMT Bought | 5% Bonus | Total GOMT Received |
|-------------|----------|---------------------|
| 1000        | 50       | 1050                |

## 7.5. Planned Funds Allocation



### Token Referral Program:

Buyers were able to generate their own referral links to share with friends and family. For every GOMT purchase made using the referral link, the referrer received 3% bonus GOMT while the referee received 2% bonus tokens. This is further explained in the example below:

| GOMT Bought By Referee | Bouns GOMT For Referrer | Bouns GOMT For Referee |
|------------------------|-------------------------|------------------------|
| 1000                   | 30                      | 20                     |

Referral bonus tokens were provided from tokens allocated for Pre ICO and Main ICO.

### 7.6. Hydra Incentive

- GoMeat is committed with Hydrachain
- To Strengthen Hydra eco-system, GoMeat launched the Incentive for GOMT Token acquisition via Hydra.
- All Hydra Coins collected have been staked for reward and the reward will be shared with Hydra investors as GOMT tokens .
- To reap the benefit of high APR:
  - 100% of Hydra Coins collected during Pre-ICO and ICO have been vested for 1 year
  - They constitute less than 70% of total funding goal in Hydra.
- The conversion of HYDRA reward into GOMT Token will be based on average rate at the date of expiry of 1 year term.
- Hydra Staking started with the launch of this incentive plan to the community on Aug 8, 2021.
- A Staking Reward Dashboard on GoMeat website has been developed where investors can track the staking rewards and corresponding GOMT.
- A Reserve of GOMT token is already created (10% of total GOMT) from ICO to fund this incentive for Hydra conversions.
- Any additional GOMT Tokens needed to fund these incentives will be acquired from the market/exchanges.
- People who had already made investments as of Aug 6 in non-Hydra token have also been able to participate based on average Hydra value on the date of their investment.

### 7.7. GoMeat Token Usage

Customers can use GOMT to pay for their meat, grocery and food orders. They will receive free delivery and get exclusive discounts.

1. Paying with GOMT will provide 1% cashback. These tokens will be provided from our circulating supply
2. App referrer and referee will receive GOMT as part of our referral program
3. Drivers opting for GOMT as their mode of payment will be assigned orders on priority basis
4. Drivers will be provided with bonus GOMT for delivering a certain number of orders per week
5. Stores will be paid using GOMT. Stores which opt for GOMT payment will be charged a lower commission rate. Stores will be rewarded with GOMT for execution of errorless orders and for completing a certain number of orders every month

6. Employee bonuses and a predefined percentage of their income will be paid through GOMT
7. In phase 3 of expansion, Halal/Kosher boards and slaughterhouses will be paid using GOMT
8. Specialty Certifications will be approved once a certain amount of GOMT is staked. To ensure accountability, the staked amount will be burnt in case of breach of certification.
9. Buyers can choose to hold on to GOMT as our token burning mechanism will ensure that the tokens in circulation remain limited thus leading to an increase in utility over time

## 7.8. Cryptocurrency Exchange Listing

GoMeat token has been listed on Hydra Dex. Hydra to GOMT conversions can be made through the HydraDex.org interface. GOMT listed at the launching price of \$1.15 with a liquidity pool of \$20k. GOMT is listed on Bitmart as of 13 May, 2022 and can be actively traded here.

[https://www.bitmart.com/trade/en?symbol=GOMT\\_USDT](https://www.bitmart.com/trade/en?symbol=GOMT_USDT)

In the future, GOMT will be easily bought or sold on reliable cryptocurrency exchange markets. Our main focus is on increasing GOMT utility but the number of exchange markets will grow with the increase in platform trade turnover and users' demand from different countries. Our team is working to introduce GoMeat Tokens to international cryptocurrency exchange markets. There, it will be possible to exchange GOMT for any fluid cryptocurrency (BTC, ETH, etc.).

### 7.8.1 GOMT is now available on Ethereum

Thanks to the cross-chain Hydra-Ethereum bridge developed by the Hydra blockchain team, you can now trade your GOMT HRC 20 tokens with ERC 20 tokens and vice versa. We are excited to announce that the Hydra Bridge has started operations and the first GOMT cross-chain swaps have been confirmed successfully! You can access the application through the link below:

[bridge.hydrachain.org](https://bridge.hydrachain.org)

This is a major development by the Hydra blockchain which has allowed the GoMeat token to be available to a larger Ethereum community, who can now easily interact with GOMT with only a few clicks.

GoMeat team has deployed the smart contract on Ethereum. The smart contract is the same as HRC 20 contract, which is deployed on the Hydra blockchain. It means that:

- The total supply of GOMT token is the same as before i.e. 5 million, which will be locked in the Hydra cross-chain bridge.
- The GOMT token is still a deflationary token, which means burning will be the same for both HRC 20 and ERC 20 GOMT tokens. Find GOMT on **Etherscan**

<https://etherscan.io/token/0xfbb1172b050bcc798e37ae8abf620cc528e771162>

### 7.8.2 How to Swap your GOMT on the Bridge?

If you want to move over your Ethereum-based GOMT to the Hydra chain, you can easily do this with a few clicks. For this, you will need the following:

- MetaMask Extension
- Hydra Extension Wallet
- And of course — Funds to Bridge!

Simply connect your two extension wallets with the Hydra Bridge interface and enter the amount you would like to swap. Also, make sure to enter the correct Hydra receiving address. Once you connect to your HYDRA wallet you can populate the field by clicking on the “Use my Hydra Address”.

Once you verify the information, you will need to approve the swap transactions via your extension wallets. Since the swapping event requires action on both chains, you will need to approve multiple transactions (usually two).

You will know the transaction has been initiated when you see the “In Progress” status appearing together with a Tx Hash of the sent transfer.

Swapping from this moment onwards is automatic and even if you close the webpage should conclude the entire sequence.

You will know the sequence has been initiated once you see your transaction with the status “Inactive” This indicates that the procedure of voting and burn/minting has not been concluded yet.

After another 2–3 minutes the votes should broadcast on both Hydra and Ethereum and you will see the status updated.

If for any reason you don't see your transaction being swapped, you can reach out to Hydra Block Chain Team <https://hydrachain.org/contact>, and they will look into the matter if, both of these criteria are met:

- Funds are not received within 1 hour from the moment of initiating
- Verified the transaction hash of the outward payment from the sending wallet

For more details on how your GOMT tokens are swapped on the bridge please check out this article. <https://medium.com/hydra-chain/hydra-bridge-goes-live-d76c84799b51>

## **7.9. GoMeat Token Utilities**

Utility tokens are those tokens which allow the buyer access to the services and/or products provided by the platform that issued the Tokens. Thus, ownership of GoMeat Tokens will give its owner access to services provided by the platform.

GoMeat Token Utilities on our platform:

- Place orders for meat, food & grocery
- Get free delivery to your doorstep
- Avail amazing discounts on each order
- Stores owning a specified number of tokens get free marketing
- Drivers who choose token payments receive orders on priority basis
- In general, GoMT can be exchanged and traded on crypto exchanges, however the founders' sole goal for the token is to promote its utility purposes

### **7.9.1. How To Get GoMeat Tokens:**

- Buy GoMeat Tokens during the pre ICO and ICO event
- Earn GoMeat Tokens by working as a GoMeat Driver
- Refer GoMeat App to your friends and get rewarded with GoMeat Tokens
- Become a GoMeat Store and earn tokens on execution of a certain order volume and number of orders executed without error

### **7.9.2. GoMeat Token Uses:**

GoMeat Tokens can be used to place orders on the GoMeat platform and purchase specialty meat, grocery & food items.

## **7.10. KYC Compliance Guidelines**

Due to regulation uncertainties, citizens and residents of the following countries were restricted from participating in the ICO: United States of America, China, Canada, South Korea, Afghanistan, Bahamas, Barbados, Botswana, Cambodia, Ghana, Iraq, Jamaica, Mauritius, Myanmar/Burma, Nicaragua, Panama, Syria, Trinidad and Tobago, Uganda, Vanuatu, Yemen, Zimbabwe, North Korea, and Iran.

### **Buyers will be requested to submit the following details:**

- The full name /first and last names/ of the User;
- The date and place of birth;
- An official personal identification number or other unique element for establishing the identity, contained in an official identity document, the term of validity of which has not expired and on which there is a photo of the client;
- Any citizenship that the person possesses;
- Country of permanent residence and address (mailbox number is not sufficient);
- Current address (mailbox number is not sufficient).

A valid Hydra Wallet address.

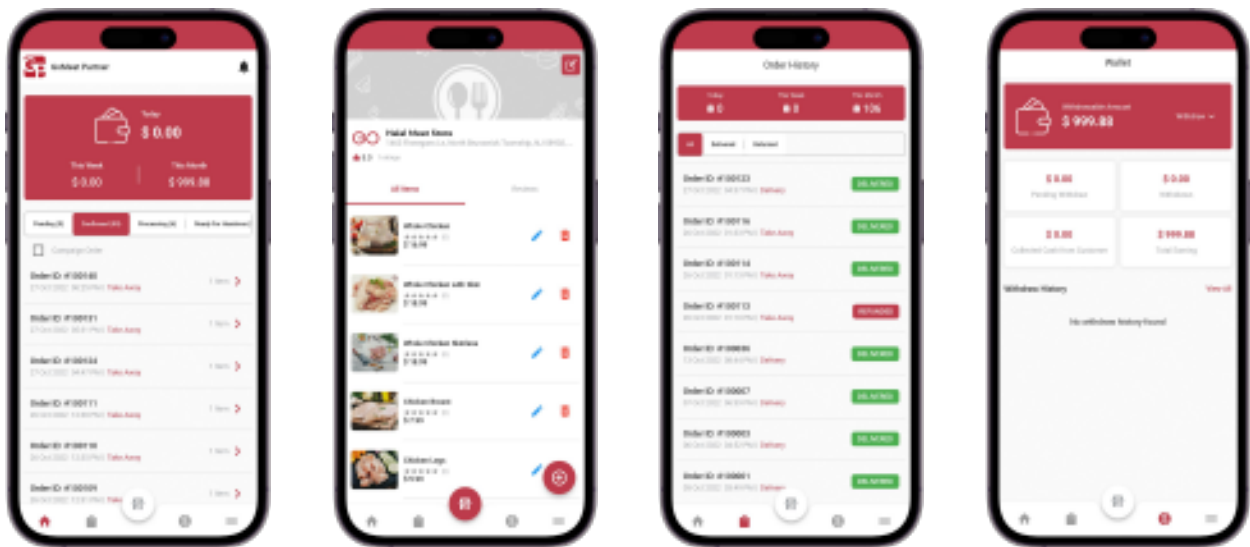
In connection with the above identification, GoMeat collected copy of the presented identity document (ID card/ passport/ driving license). Furthermore, a passport-sized picture with the submitted document was necessary for proof of identification. User's identification information was processed strictly and in accordance with GoMeat's Privacy Policy and applicable regulations.



# 8. Apps & Interface

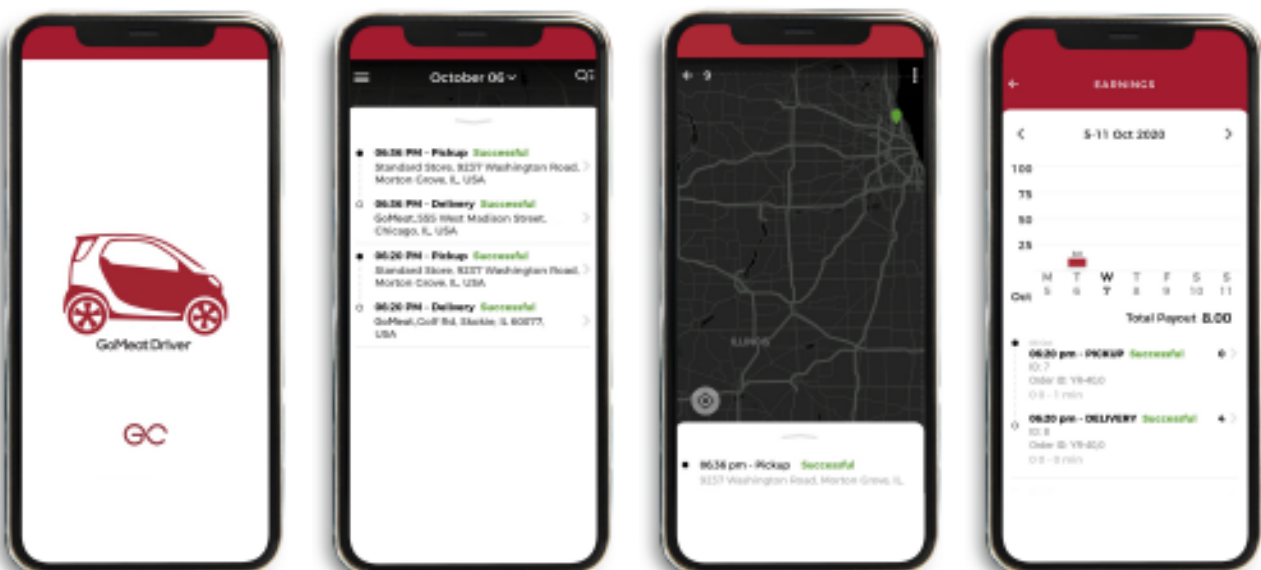
## 8.1. GoMeat Partner App

The GoMeat Partner App is available on all devices, all mobile platforms, tablets for store owners / managers to manage and process their orders.



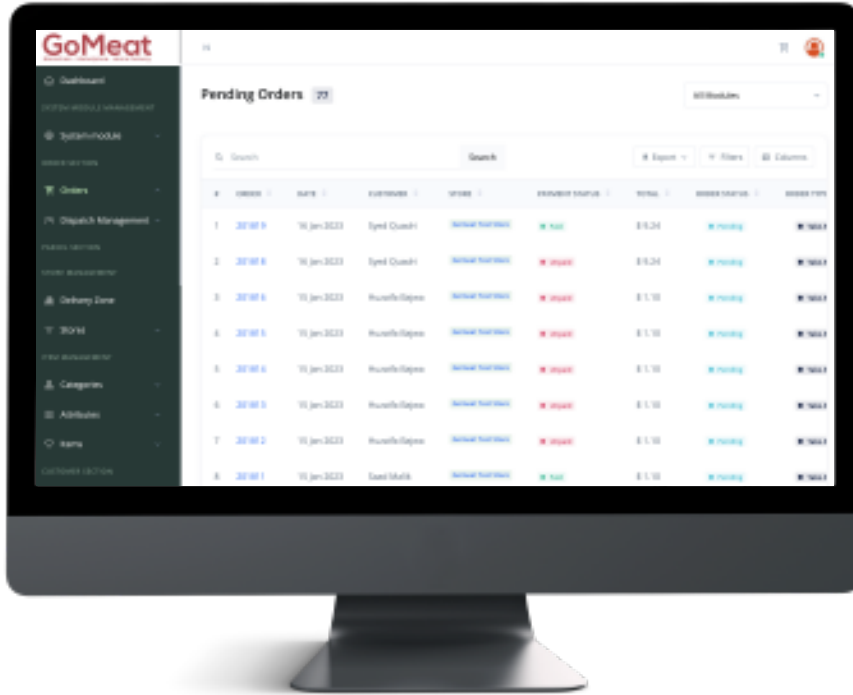
## 8.2. GoMeat Driver App

GoMeat Driver App is available on all mobile platforms. The driver can download the app, sign up, accept orders and start earning.



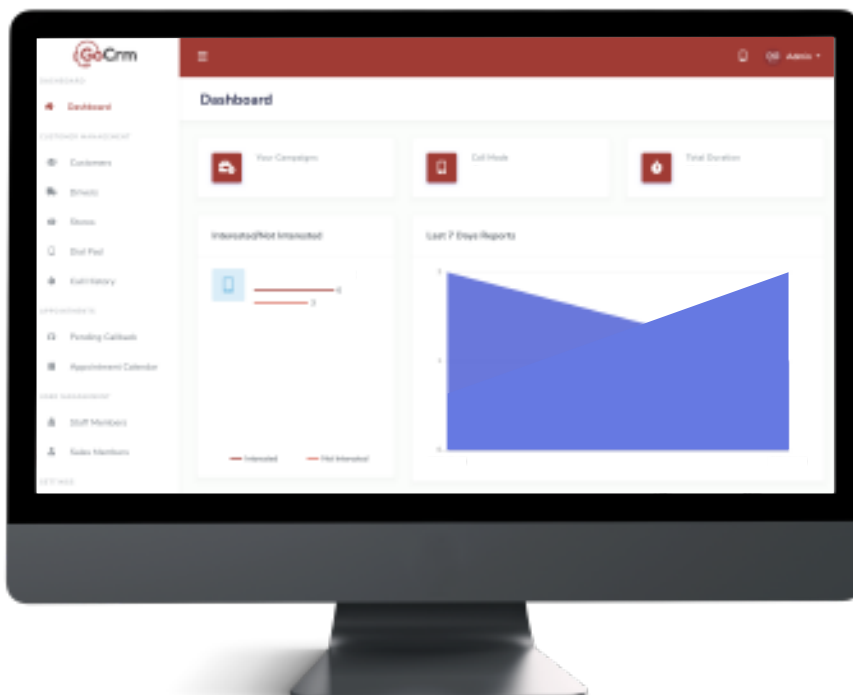
### 8.3. Orders Admin Dashboard

The Order Dashboard is to manage all incoming orders, setup marketing, user management, promotion management, application configurations, menu management and overall day to day order management operations.



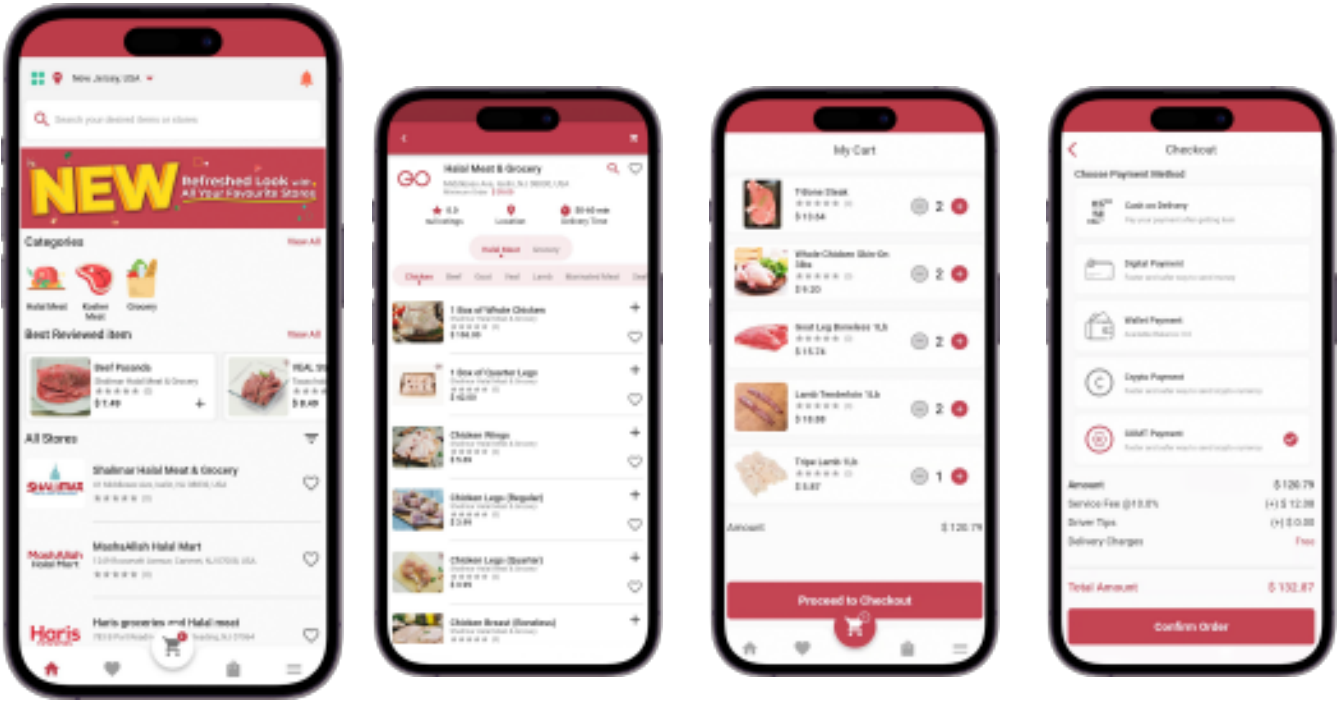
### 8.4. GoCRM Dashboard

The GoCRM application is utilised by our customer service team and the sales team. The application can support multiple processes such as marketing, communication, sales lead and revenue analytics.



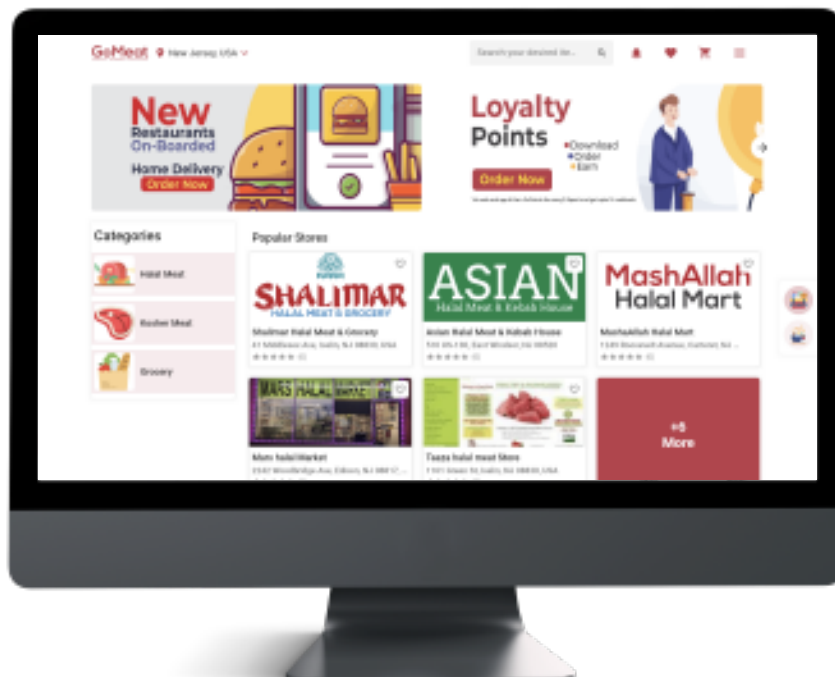
## 8.5. GoMeat Customer App

The GoMeat Customer ordering App is available on all mobile platforms, tablets and web. Customers can download the app and start ordering Specialty Meat, Grocery and Food. Same-day delivery and on-demand delivery is available.



## 8.6. Web Ordering

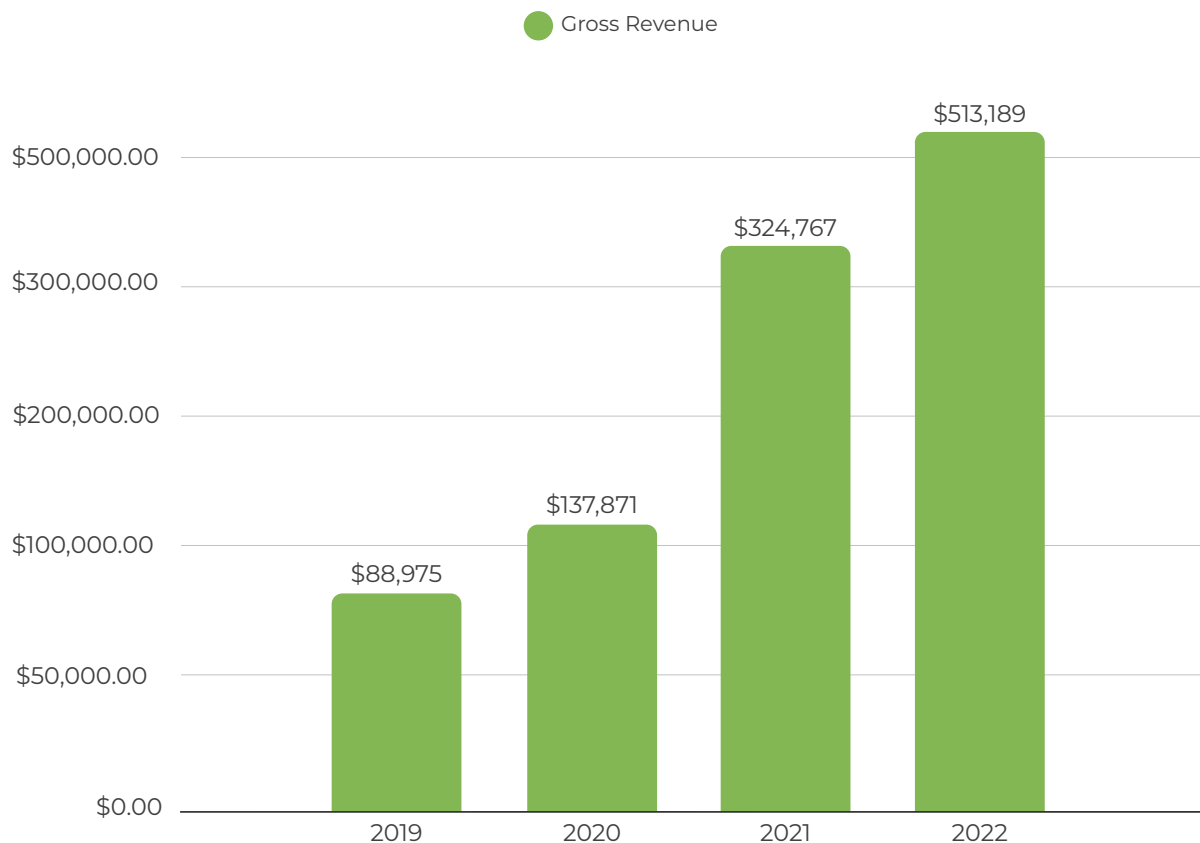
Web ordering is available for the customers to order from any browser platform.



# 9. Financial Plan Summary

|   | Actuals  |           | Projections |           |             |              |               |
|---|----------|-----------|-------------|-----------|-------------|--------------|---------------|
|   | 2019     | 2020      | 2021        | 2022      | 2023        | 2024         | 2025          |
| Gross Revenue   | \$88,975 | \$137,871 | \$324,767   | \$513,189 | \$3,240,000 | \$25,952,500 | \$103,810,000 |
| No of Stores <small>(Estimated in 2021 Onwards)</small> | 17       | 16        | 600         | 2,003     | 10,000      | 50,000       | 100,000       |
| Avg No of Customers                                     | 700      | 4,300     | 4,600       | 5,541     | 70,000      | 100,000      | 150,000       |
| No Of Orders  | 841      | 3,621     | 2,775       | 4,749     | 30,000      | 50,000       | 1,000,000     |
| Avg Order Size  | \$110    | \$84      | \$117       | \$108     | \$108       | \$108        | \$108         |

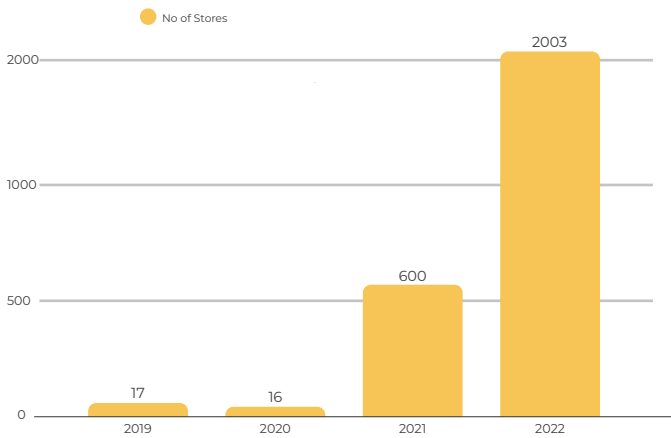
GoMeat Gross Revenue - Actuals



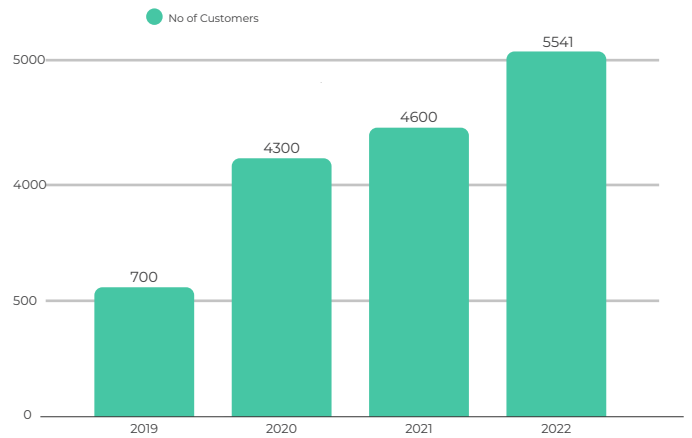
|                     | 2019 | 2020 | 2021 | 2022 |
|---------------------|------|------|------|------|
| <b>No of Stores</b> | 17   | 16   | 600  | 2003 |

|                        | 2019 | 2020 | 2021 | 2022 |
|------------------------|------|------|------|------|
| <b>No of Customers</b> | 700  | 4300 | 4600 | 5541 |

No of Stores - Actuals



No of Customers - Actuals



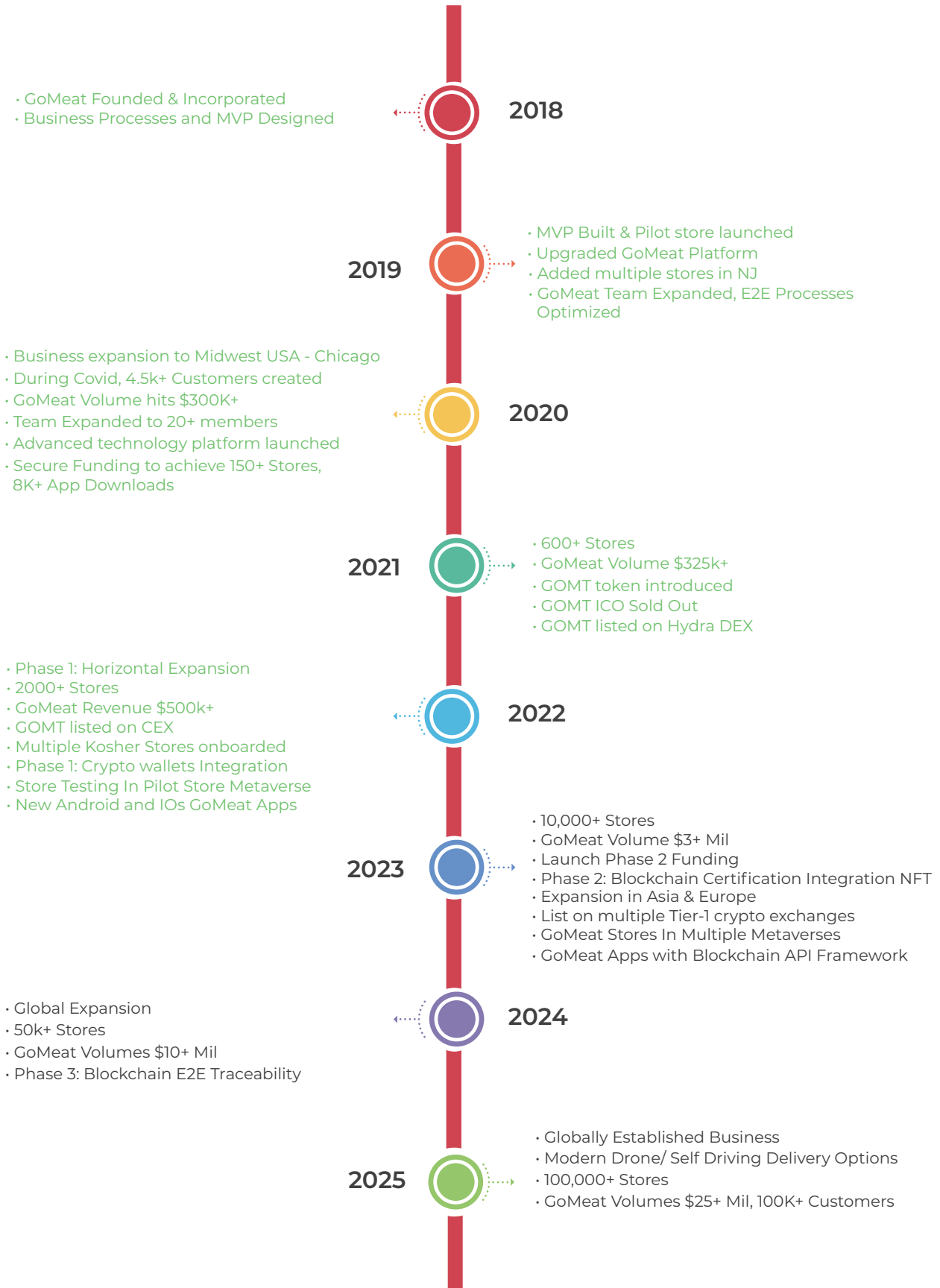
The graph below represents a high level Financial forecast for Revenue and Earnings which are subject to assumptions:

|                      | 2023        | 2024         | 2025          |
|----------------------|-------------|--------------|---------------|
| <b>Gross Revenue</b> | \$3,240,000 | \$25,952,500 | \$103,810,000 |

Projected - GoMeat Revenue



# 10. Roadmap



# 11. GoMeat Team

## 11.1 Founders

### Waqas Siddiqi

#### Co-Founder



Over 20 years of professional experience with the biggest consulting and technology companies in the world. Experienced in setting up and running large scale Technology practices in Asia, the Middle East, and North America. Managed Large scale IT and Business Transformation projects for many Fortune 500 companies globally in FMCG, Telco, Public Sector, Utilities, Oil and Gas, and Financial Services. Associated with acquisition and successful execution of several multi-million dollar programs. A Chartered Accountant, PMP, PRINCE2, and Scrum Alliance Certified Professional. Based in New Jersey, USA, and responsible for giving the vision and setting the strategic direction of GoMeat.

Waqas' primary job is with SAP America, Inc. as a Delivery Executive. Waqas works for GoMeat for 20 hours per week.

### Syed Hamed Ullah Quadri

#### Co-Founder & CTO



Over 15 years of professional experience in the financial capital market, banking, food industry, and with Leading Technology companies. Experience applying people management, process optimization, and technical problem-solving skills to improve team and program performance. Managed and implemented complex technology industry solutions such as Banking, CRM system, Insurance Billing, Treasury Risk Mgmt., International GRC,. Experienced and result-oriented professional with analytical, conceptual, and people skills. He has a "can-do" attitude with a success record in large-scale projects in multinational and multicultural environments. BS in Network technologies, MBA, Network Security Certification, PMP, Scrum Master, and Agile. Based in Chicago IL, USA. Syed's primary job is with SAP America, Inc. as a Program Manager. Syed works for GoMeat for 20 hours per week.

Syed's primary job is with SAP America, Inc. as a Program Manager. Syed works for GoMeat for 20 hours per week.

### Ibrahim Quadri

#### Co-Founder



Over 25 years of professional experience with the biggest consulting and Technology companies in the world. A Global Director in the Digital Transformation Office of one of the largest Enterprise Application company. Experienced in business transformation programs across several companies in industries such as Financial Services, Oil & Gas, Manufacturing and Life Sciences. Active involvement in community services and striving to make this world a better place for generations to come. Based in New Jersey, USA

### Ehsan Muhammad

#### Co-Founder



Experienced and results-oriented professional with over 20 years of experience in technology and business development projects across various industries. Proven record of success in large scale projects including those in multi-national and multi-cultural environments. Industry experience in Insurance, Financial Services, Utilities, High-Tech, and Public Sector domains including building long term relationships with Executive & C-level management. PMP certified and a technology evangelist with deep interest in new disciplines like cloud and blockchain. Based in Boston, MA USA.

### Asim Qureshi

#### Co-Founder



Over 20 years Professional Experience in wide range of Sales, Business Development, Project Management, Business Intelligence, and ERP Implementations. Multi-industry acumen having expertise in business intelligence business process analysis and re-engineering, business process transformation, application development, program management, and change management. Experience in full cycle of building alliance and partnership with vendor as well as customer all the way to recognizing revenue. Bachelor of Science in Aerospace and Mechanical Engineering; Master of Science in Technology Management; MBA in Strategy Management; Six Sigma Blackbelt. Based in Atlanta, GA USA

## 11.2 Team Members



**Haris Hameed**  
CEO



**Graphics & Design Lead**  
Saif Ullah Khalid



**CS Lead**  
Fajer Mahmood



**Marketing Lead**  
Noor-UI-Ain



**Store On Boarding Lead**  
Zakir Somji



**Lead**  
Rahat-UI-Ain



**Full Stack Developer**  
Huzaifa Bajwa



**Finance Lead**  
Nauman Ali



**Cs Team**  
Osama Kaleem



**Cs Team**  
Faryal Zubair



**Store On Boarding**  
Huma Khalid



**Store On Boarding**  
Syeda Umm E Kulsoom



**Graphic Designer**  
Anoushay Shahid



**App Developer**  
Saad Malik

### LinkedIn Profiles:

<https://www.linkedin.com/in/waqas-siddiqi-5a031712/>  
<https://www.linkedin.com/in/quadrised/>  
<https://www.linkedin.com/in/ibrahim-quadri-212063169/>  
<https://www.linkedin.com/in/ehsan-mohammad-7bbb33/>  
<https://www.linkedin.com/in/asimq73/>  
<https://www.linkedin.com/in/haris-hameed-62a09b154/>



# 12. GoMeat Applications



## Dashboard

<https://dashboard.gomeat.io/>



## GoMeat Io

<https://www.gomeat.io/>



## Order Website

<https://orders.gomeat.io/>



## Driver App

### iPhone

<https://apps.apple.com/us/app/gomeat-driver/id1479449038>

### Android

<https://play.google.com/store/apps/details?id=com.gomeat.driverapp>



## Customer App

### iPhone

<https://apps.apple.com/us/app/gomeat/id1441921154>

### Android

[https://play.google.com/store/apps/details?id=com.gomeat.app&hl=en\\_US](https://play.google.com/store/apps/details?id=com.gomeat.app&hl=en_US)



## GoPartner

### iPhone

<https://apps.apple.com/us/app/gopartners/id1534134861>

### Android

<https://play.google.com/store/apps/details?id=com.gomeat.partners>

# 13. Socials



**Facebook**

<http://www.facebook.com/gomeat-token-106780171562711>



**Instagram**

<https://instagram.com/gomeatservices>



**Twitter**

<http://www.twitter.com/GoMeatToken>



**Youtube**

<https://www.youtube.com/@gomeatservices>



**Linkedin**

<https://www.linkedin.com/company/gomeattoken/>



**Telegram**

<https://t.me/joinchat/9WQ6etD4NSiINzQx>



**Medium**

<https://medium.com/@GoMeatToken>



**Discord**

<https://discord.gg/yq5QqaXZ>



**Pinterest**

<https://www.pinterest.com/gomeatservices/>



**Reddit**

<https://www.reddit.com/user/gomeattoken>



**6k+**  
Twitter



**5k+**  
Facebook



**5.5k+**  
Telegram



**5.5k+**  
Instagram

# 14. Disclaimer

PLEASE READ THIS SECTION AND THE FOLLOWING SECTIONS ENTITLED “DISCLAIMER OF LIABILITY”, “NO REPRESENTATIONS AND WARRANTIES”, “REPRESENTATIONS AND WARRANTIES BY YOU”, “CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS”, “MARKET AND INDUSTRY INFORMATION AND NO CONSENT OF OTHER PERSONS”, “NO ADVICE”, “NO FURTHER INFORMATION OR UPDATE”, “RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION”, “NO OFFER OF SECURITIES OR REGISTRATION” AND “RISKS AND UNCERTAINTIES” CAREFULLY. IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S).

The GoMT tokens are not intended to constitute securities in any jurisdiction. This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction. This Whitepaper does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by the issuer/vendor of the GoMT tokens (the “Issuer”) to purchase any GoMT tokens nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision. No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of the GoMT tokens and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper. Any agreement as between the Issuer and you as a purchaser, and in relation to any sale and purchase, of GoMT tokens (as referred to in this Whitepaper) is to be governed by only a separate document setting out the terms and conditions (the “T&Cs”) of such agreement. In the event of any inconsistencies between the T&Cs and this Whitepaper, the former shall prevail.

You are not eligible and you are not to purchase any GoMT tokens in the Token Sale (as referred to in this Whitepaper) if you are a citizen, resident (tax or otherwise) or green card holder of a jurisdiction, where the GoMT token might be considered as a form of security. No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this Whitepaper does not imply that the applicable laws, regulatory requirements or rules have been complied with. There are risks and uncertainties associated with GoMeat and its respective businesses and operations, the GoMT tokens, the GoMeat Token Sale (each as referred to in this Whitepaper). This Whitepaper, any part thereof and any copy thereof must not be taken or transmitted to any country where distribution or dissemination of this Whitepaper is prohibited or restricted. No part of this Whitepaper is to be reproduced, distributed or disseminated without including this section and the following sections entitled “Disclaimer of Liability”, “No Representations and Warranties”, “Representations and Warranties By You”, “Cautionary Note On Forward-Looking Statements”, “Market and Industry Information and No Consent of Other Persons”, “Terms Used”, “No Advice”, “No Further Information or Update”, “Restrictions On Distribution and Dissemination”, “No Offer of Securities Or Registration” and “Risks and Uncertainties”.

## **DISCLAIMER OF LIABILITY**

To the maximum extent permitted by the applicable laws, regulations and rules, GoMeat shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you.

## **NO REPRESENTATIONS AND WARRANTIES**

GoMeat does not make or purport to make, and hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy and completeness of any of the information set out in this Whitepaper.

## **REPRESENTATIONS AND WARRANTIES BY YOU**

By accessing and/or accepting possession of any information in this Whitepaper or such part thereof (as the case may be), you represent and warrant to GoMeat as follows:

- you agree and acknowledge that the GoMT tokens do not constitute securities in any form in any jurisdiction;
- you agree and acknowledge that this Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities and you are not bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper;
- you agree and acknowledge that no regulatory authority has examined or approved of the information set out in this Whitepaper, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this Whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;
- you agree and acknowledge that this Whitepaper, the undertaking and/or the completion of the GoMeat Initial Token Sale, or future trading of the GoMT tokens on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of the GoMeat, the GoMT tokens, the GoMeat Token Sale (each as referred to in this Whitepaper);
- the distribution or dissemination of this Whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to GoMeat ;
- you agree and acknowledge that in the case where you wish to purchase any GoMT tokens, the GoMT tokens are not to be construed, interpreted, classified or treated as:

- (i) any kind of currency other than cryptocurrency;
  - (ii) debentures, stocks or shares issued by any person or entity (GoMeat);
  - (i) rights, options or derivatives in respect of such debentures, stocks or shares;
  - (ii) rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;
  - (iii) units in a collective investment scheme;
  - (iv) units in a business trust;
  - (v) derivatives of units in a business trust;
  - (vi) any other security or class of securities.
- (g) you are fully aware of and understand that you are not eligible to purchase any GoMT tokens if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen or resident of the China, Canada, Korea;
- (h) you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, GoMeat-based software systems, cryptocurrency wallets or other related token storage mechanisms, GoMeat technology and smart contract technology;
- (i) you are fully aware and understand that in the case where you wish to purchase any GoMT tokens, there are risks associated with GoMeat and its respective business and operations, the GoMT tokens, the GoMeat Token Sale (each as referred to in the Whitepaper);
- (j) you agree and acknowledge that GoMeat is not liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you; and
- (k) all of the above representations and warranties are true, complete, accurate and non-misleading from the time of your access to and/or acceptance of possession this Whitepaper or such part thereof (as the case may be).

## **CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS**

All statements contained in this Whitepaper, statements made in press releases or in any place accessible by the public and oral statements that may be made by GoMeat or its respective directors, executive officers or employees acting on behalf of GoMeat (as the case may be), that are not statements of historical fact, constitute “forward-looking statements”. Some of these statements can be identified by forward-looking terms such as “aim”, “target”, “anticipate”, “believe”, “could”, “estimate”, “expect”, “if”, “intend”, “may”,

However, these terms are not the exclusive means of identifying forward-looking statements. All statements regarding GoMeat's financial position, business strategies, plans and prospects and the future prospects of the industry which GoMeat is in are forward-looking statements. These forward-looking statements, including but not limited to statements as to GoMeat's revenue and profitability, prospects, future plans, other expected industry trends and other matters discussed in this Whitepaper regarding GoMeat are matters that are not historic facts, but only predictions. These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results, performance or achievements of GoMeat to be materially different from any future results, performance or achievements expected, expressed or implied by such forward-looking statements.

These factors include, amongst others:

- (a) changes in political, social, economic and stock or cryptocurrency market conditions, and the regulatory environment in the countries in which GoMeat conducts its respective businesses and operations;
- (b) the risk that GoMeat may be unable or execute or implement their respective business strategies and future plans;
- (c) changes in interest rates and exchange rates of fiat currencies and cryptocurrencies;
- (d) changes in the anticipated growth strategies and expected internal growth of GoMeat;
- (e) changes in the availability and fees payable to GoMeat in connection with their respective businesses and operations;
- (f) changes in the availability and salaries of employees who are required by GoMeat to operate their respective businesses and operations;
- (g) changes in preferences of customers of GoMeat ;
- (h) changes in competitive conditions under which GoMeat operate, and the ability of GoMeat to compete under such conditions;
- (i) changes in the future capital needs of GoMeat and the availability of financing and capital to fund such needs;
- (j) war or acts of international or domestic terrorism;
- (k) occurrences of catastrophic events, natural disasters and acts of God that affect the businesses and/or operations of GoMeat;
- (l) other factors beyond the control of GoMeat ;

and

- (m) any risk and uncertainties associated with GoMeat and their businesses and operations, the GoMT tokens, the GoMeat Initial Token (each as referred to in the Whitepaper).

All forward-looking statements made by or attributable to GoMeat or persons acting on behalf of GoMeat are expressly qualified in their entirety by such factors. Given that risks and uncertainties that may cause the actual future results, performance or achievements of GoMeat to be materially different from that expected, expressed or implied by the forward-looking statements in this Whitepaper, undue reliance must not be placed on these statements. These forward-looking statements are applicable only as of the date of this Whitepaper. Neither GoMeat, the Issuer nor any other person represents, warrants and/or undertakes that the actual future results, performance or achievements of GoMeat will be as discussed in those forward-looking statements. The actual results, performance or achievements of GoMeat may differ materially from those anticipated in these forward-looking statements. Nothing contained in this Whitepaper is or may be relied upon as a promise, representation or undertaking as to the future performance or policies of GoMeat. Further, GoMeat disclaim any responsibility to update any of those forward-looking statements or publicly announce any revisions to those forward-looking statements to reflect future developments, events or circumstances, even if new information becomes available or other events occur in the future.

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This Whitepaper includes market and industry information and forecasts that have been obtained from internal surveys, reports and studies, where appropriate, as well as market research, publicly available information and industry publications. Such surveys, reports, studies, market research, publicly available information and publications generally state that the information that they contain has been obtained from sources believed to be reliable, but there can be no assurance as to the accuracy or completeness of such included information. Save for GoMeat, the Issuer and their respective directors, executive officers and employees, no person has provided his or her consent to the inclusion of his or her name and/or other information attributed or perceived to be attributed to such person in connection therewith in this Whitepaper and no representation, warranty or undertaking is or purported to be provided as to the accuracy or completeness of such information by such person and such persons shall not be obliged to provide any updates on the same. While GoMeat have taken reasonable actions to ensure that the information is extracted accurately and in its proper context, GoMeat have not conducted any independent review of the information extracted from third party sources, verified the accuracy or completeness of such information or ascertained the underlying economic assumptions relied upon therein. Consequently, neither GoMeat, the Issuer, nor their respective directors, executive officers and employees acting on their behalf makes any representation or warranty as to the accuracy or completeness of such information and shall not be obliged to provide any updates on the same.

## **TERMS USED**

To facilitate a better understanding of the GoMT tokens being offered for purchase by the Issuer, and the businesses and operations of GoMeat, certain technical terms and abbreviations, as well as, in certain instances, their descriptions, have been used in this Whitepaper. These descriptions and assigned meanings should not be treated as being definitive of their meanings and may not correspond to standard industry meanings or usage. Words importing the singular shall, where applicable, include the plural and vice versa and words importing the masculine gender shall, where applicable, include the feminine and neuter genders and vice versa. References to persons shall include corporations.



## **NO ADVICE**

No information in this Whitepaper should be considered to be business, legal, financial or tax advice regarding GoMeat, the Issuer, the GoMT tokens, the GoMeat Initial Token Sale (each as referred to in the Whitepaper). You should consult your own legal, financial, tax or other professional adviser regarding GoMeat and its respective businesses and operations, the GoMT tokens, the GoMeat Initial Token Sale (each as referred to in the Whitepaper). You should be aware that you may be required to bear the financial risk of any purchase of GoMT tokens for an indefinite period of time.

## **NO FURTHER INFORMATION OR UPDATE**

No person has been or is authorized to give any information or representation not contained in this Whitepaper in connection with GoMeat and its respective businesses and operations, the GoMT tokens, the GoMeat Initial Token (each as referred to in the Whitepaper) and, if given, such information or representation must not be relied upon as having been authorized by or on behalf of GoMeat. The GoMeat Initial Token Sale (as referred to in the Whitepaper) shall not, under any circumstances, constitute a continuing representation or create any suggestion or implication that there has been no change, or development reasonably likely to involve a material change in the affairs, conditions and prospects of GoMeat or in any statement of fact or information contained in this Whitepaper since the date hereof.

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## **RISKS AND UNCERTAINTIES**

Prospective purchasers of GoMT tokens (as referred to in this Whitepaper) should carefully consider and evaluate all risks and uncertainties associated with GoMeat, the Issuer and their respective businesses and operations, the GoMT tokens, the GoMeat Initial Token Sale (each as referred to in the Whitepaper), all information set out in this Whitepaper and the T&Cs prior to any purchase of GoMT tokens. If any of such risks and uncertainties develops into actual events, the business, financial condition, results of operations and prospects of GoMeat could be materially and adversely affected. In such cases, you may lose all or part of the value of the GoMT tokens.

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# GOMeat

Blockchain • Marketplace • Home Delivery



[www.gomeat.io](http://www.gomeat.io)

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