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AN INTRODUCTION TO

<u>GAUSS</u> 🛞 GANG



GAUSS GANG 🚳

A tokenized ecosystem to serve the evolving needs of any brand.

The purpose of this ecosystem is to support and work with brands to launch utility tokens on our blockchain and empower them to engage with their audiences in a new, captivating manner.

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You can't buy engagement. You have to build engagement.

Tara-Nicholle Nelson, Founder + CEO of RETHINK Multimedia

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01 INTRODUCTION

The best marketing doesn't feel like marketing.

It's getting harder for brands to engage with their most loyal customers. Many are restricted by limited budgets and so they put tons of effort into pushing traditional marketing campaigns. This is often vital, but these channels do not allow for twoway communication between the brand and consumer. In a time of increasing engagement and highly immersive marketing -as has evolved into the most prominent and preferred channel over the last five years- brands should actively choose to stand out by embracing fresh techniques.

As time goes by, in this modern age, attention spans nosedive even more. Having a tangible asset as a way to engage consumers, and that an audience wants to "buy into," will help brands stand out. Tokens are a type of cryptocurrency and utility that can be acquired by or gifted to users. This is what Gauss Gang is all about. **Tom Fishburne**, Founder & CEO of Marketoonist

The Gauss ecosystem will be a frontrunner regarding token design for brands. End users of these tokens will be able to connect with the brand on a deeper level. We're creating a unified experience for users to engage with brands, and for brands to engage with their audience. The core Gauss Gang service is token design for brands of a variety of sizes as these brands don't have the in-house expertise or processes to be able to efficiently and effectively develop tokens. Gauss Gang enables brands to create tokens by collaborating with their team, then we'll launch them into a powerful ecosystem complete with broad and deep functionality.

GANG will begin as a token on the Binance Smart Chain (BSC). The logic behind this step is to catapult our user base around the time of the initial offering phase. Prompt adoption has a considerable impact on success rates when using existing blockchains rather than new blockchains.



INTRODUCTION

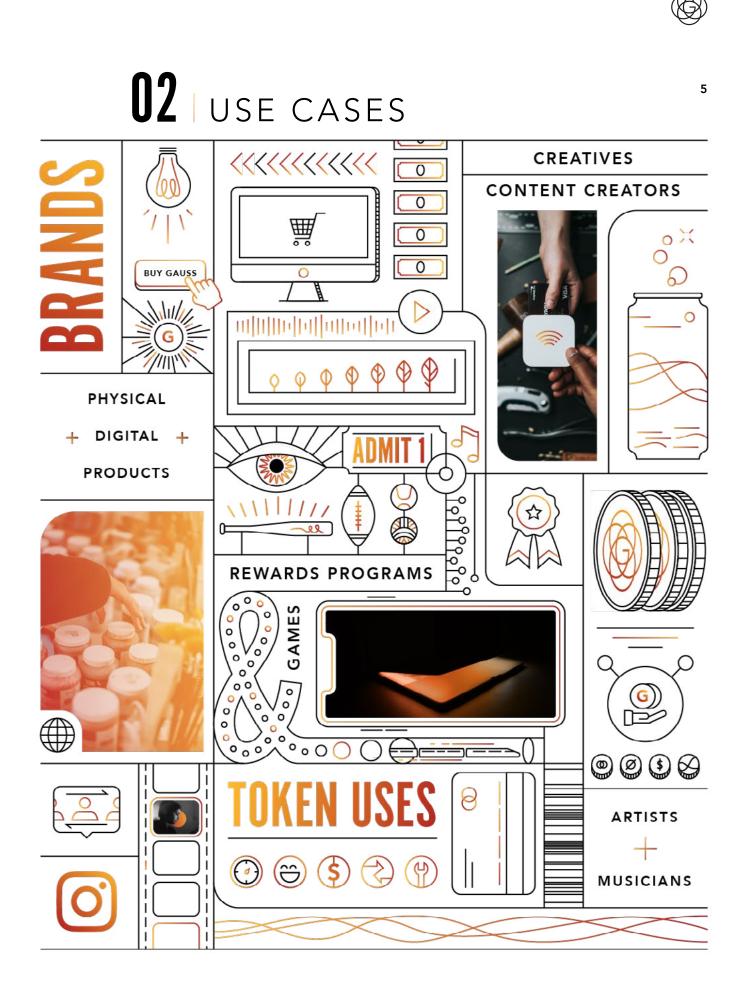
Numerous blockchain projects have stalled due to the process of incorporating new blockchains into different wallets, exchanges, and apps. This creates a serious hurdle for some companies, preventing them from launching their project on time or at all. Our approach actively mitigates this pitfall.

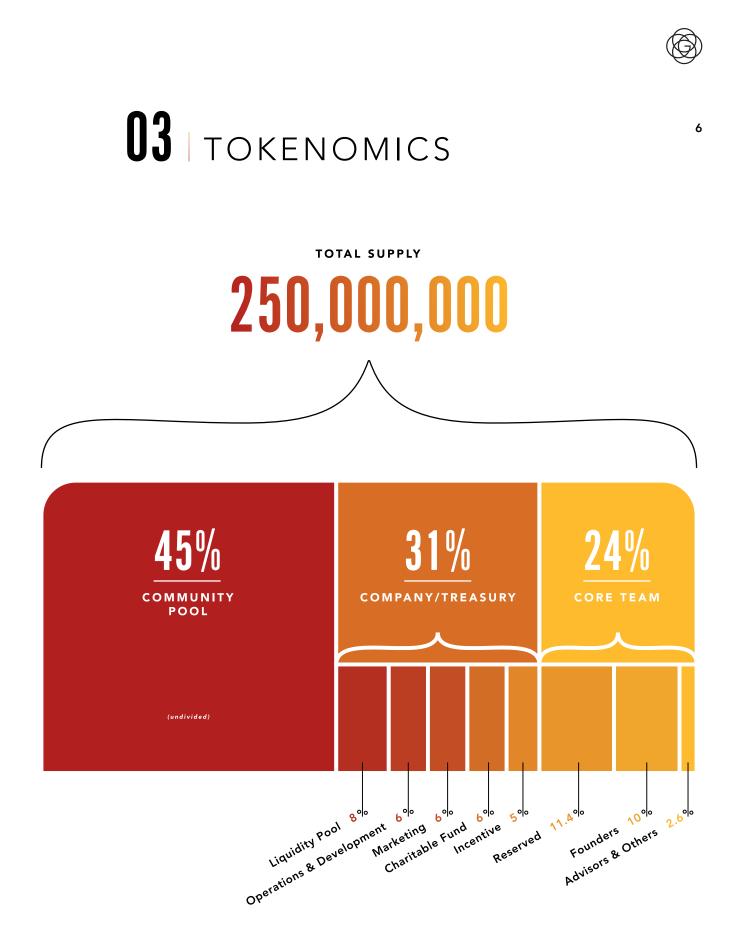
Our next step is to build our own blockchain, along with the necessary supporting tools. Following that, we'll migrate from BSC, launching tokens for our first partners immediately following migration. Partners will be able to use their own branded token for contests, reward programs, ecommerce, fundraising, and many other use cases.

Branded tokens will be tailored to fit the needs of each brand partner. We will also design with brand goals in mind and encourage our partners to think creatively about how they use their token through a collaborative effort. Gauss Gang will work alongside each partner to develop tokenomics that fit their brand's defined objectives. Certain fundamentals will be upheld across all partners' tokens, ensuring the health of the ecosystem overall, but ultimate ownership is in the hands of partners allowing for a great deal of freedom.

Gauss Gang will continually work alongside partners, building upon, promoting, and growing their status after their token has been launched. Our partnerships will not consist of shortterm interactions only at their inception. Rather, we're committed to the long haul, where our expertise will routinely be paired alongside our partners' latest goals and strategies.

Gauss will be run with dedication to building strong, lasting relationships with our partners. Furthermore, we will regularly improve the use cases of new and existing tokens both in terms of compatibility and general acceptance by global consumers and also for specifically-researched audiences.





GANG TOKENOMICS

Tokenomics are a crucial element of any crypto project, defining how tokens are distributed throughout the market and the endeavor itself. Gauss Gang is resolute in protecting our ecosystem, as well as current and future partners. These protections are critical to ensuring the continued success and growth of Gauss and its partners well into the future.

Gauss Gang is committed to transparency and open communication. Every single token in our total supply, company wallets, and every other aspect of our finances will be accounted for online, with full disclosure. These values run through every aspect of how we will conduct business, but are of chief importance when it comes to tokenomics. Every token under Gauss administration will be transparently managed, along with publicly published reporting.

Any questions will be thoroughly answered by the team and will always be so as to leave nothing obscured. Any details not found in early documentation are the consequence of accidental exclusion, with no malicious intent. Discrepancies will promptly be corrected if discovered, as trust is critical for our engagement with our community.

The total supply of GANG will be fully minted upon inception, then distributed to multiple wallets for different purposes. Each wallet and smart contract address will be disclosed and annotated to show what each will be used for. These tokens will have time locked schedules via smart contract, only unlocking based on the published release schedule.

GANG's transaction fee is broken down into four parts to secure the future of Gauss. A 12% ceiling is placed on the transaction fee as one of many efforts to support our community.

Transaction fees aid us when it comes to maintaining the Gauss ecosystem. It will provide for validation rewards and help the company to blossom as time progresses. Gauss has chosen this instead of a 'mint and burn' or inflationary methods which are likely more common among cryptocurrencies.



Redistribution

Many projects include redistribution within their tokenomics as a way to pull in adopters; this is similar to how a number of projects use token burning or other deflationary methods. We're not like that. Our system will reward holders and mitigate volatility. GANG will place more weight in the wallets of smaller holders with our redistribution methods - incentivizing more to participate, even at small amounts.

Liquidity

Larger liquidity pools make for more stable ecosystems and allow for more expansions (into new pairings and exchanges). As such, we are allocating a quarter of our transaction fees to building liquidity pools as well as paying staking rewards in the future.

Charitable Fund

To help support the growth of communities, entrepreneurs, and creators, 6% of our GANG tokens (15M tokens) will be allocated to the creation and sustainability of a charity fund. This charitable fund will give grants, scholarships, and other forms of financial assistance to aspiring entrepreneurs, artists, researchers, and the wider community in the hopes of building a better future for generations to come. A quarter of our transaction fees will add to this pool, maintaining this aspect of our goals long term.

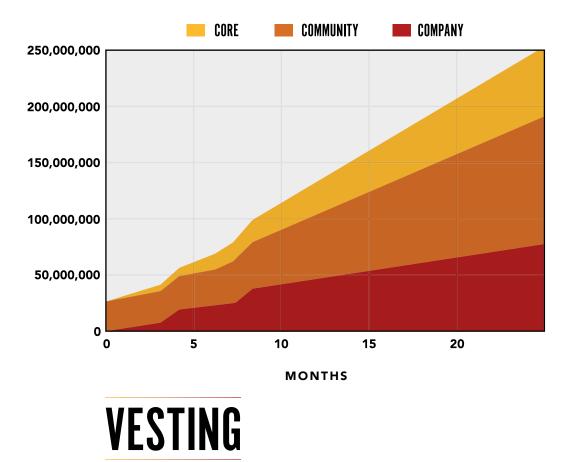
Company Funds

A portion of the transaction fees will fund Gauss Gang's operations, development, and marketing. Individual pools will be allocated for each area and will be replenished via transaction fees.



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04 DISTRIBUTION & VESTING RELEASE



Founders' distributions will be vested over a two year period, with a four month cliff, at 5% per month for twenty (20) months.

Advisors' distributions will be vested over twenty-four months, with no cliff, at 5% per month for the first sixteen months and 2.5% for the last eight months.





— First Brand Tokens Launched





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FOUNDERS



GARY PAULL JR CHIEF EXECUTIVE OFFICER | in

PATRICK ROONEY CHIEF FINANCIAL OFFICER | in



AUSTIN MCCALL Chief technical officer | in



LAUREN-MARIE WILLIAMS

ADVISORS







ALISTAIR MCKENZIE



















WILLIAM HERMANN

07 | DISCLAIMER

This litepaper provides a summary of the main features of the Company. It contains general concepts and has been prepared without taking into account any purchaser's objectives or financial situation. Purchasers should read the litepaper carefully and assess whether the information is appropriate for them in respect of their objectives or financial situation.

This litepaper does not purport to contain all the information that a prospective purchaser may require. In all cases, interested parties should conduct their own due diligence and analysis of the Company and the data contained in this litepaper.

The Company does not make any representation or warranty as to the accuracy or completeness of the information contained in this litepaper. Furthermore, the Company shall not have any liability to any party resulting from the reliance upon this litepaper in determining to participate.

The Company considers that the information contained in this litepaper has been prepared and presented in good faith. However, each purchaser must rely on their own examination of all information and no representations or warranties are, or will be, made by the Company as to the accuracy or completeness of such information.

The Company makes no representation about the underlying value of the tokens being offered. Prospective purchasers must make their own assessment about whether the price of the tokens being offered represents fair value at the time of purchase.

Purchaser Warning

Participation in a token offering carries high risks. It is highly speculative and before participating in any project about which information is given, prospective purchasers are strongly advised to seek appropriate professional advice.

The information contained in this litepaper has been prepared by, or on behalf of, the Company. Gauss Gang has not yet undertaken an independent review of the information contained in this version of its litepaper.

Prominent Statements

The information contained in this litepaper about the proposed opportunities are not

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intended to be the only information on which a decision is to be made and is not a substitute for a disclosure document, or any other notice that may be required under law. More detailed information than is presented solely within this litepaper may be preferred or needed to make a participation decision.

Future Statements

Except for historical information, there may be matters in this litepaper that are forward-looking statements. Such statements are only forecasts, plans, or intended outcomes and are subject to inherent risks and uncertainty. Forward-looking statements, which are based on assumptions and estimates and describe the Company's future plans, strategies, and expectations are generally identifiable by the use of the words 'anticipate', 'will', 'believe', 'estimate', 'plan', 'expect', 'intend', 'seek', or similar expressions.

Purchasers are cautioned not to place undue reliance on forward-looking statements. By its nature, forward-looking information, both general and specific, involves numerous assumptions, inherent risks, and uncertainties that contribute to the possibility that those predictions, forecasts, projections and other forward-looking statements will not occur. Those risks and uncertainties include factors and risks specific to the industry in which the Company operates as well as general economic conditions. Actual performance or events may be materially different from those expressed or implied in those statements, or those made by inference.

All forward-looking statements attributable to the Company or persons acting on behalf of the Company are expressly qualified in their entirety by the cautionary statements in this section. Except as expressly required by law, the Company undertakes no obligation to publicly update or revise any forward-looking statements provided in this litepaper whether as a result of new information, future events or otherwise, or the risks affecting this information.

None of the Company, its officers, or any person named in this litepaper with their consent, or any person involved in the preparation of this litepaper, makes any representation or warranty, express or implied, as to the accuracy or likelihood of fulfilment of any forward-looking statement except to the extent required by law. The forward-looking statements reflect the views held only as at the date of this litepaper.



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Value Risks

Tokens issued by Gauss Gang may drop substantially in value, or may remain illiquid for long periods of time or indefinitely. Gauss Gang cannot guarantee an active secondary market for the exchange of tokens purchased in the token sale. Not all disclosures or statements may be made in this disclaimer section. Purchasers should review the token sale agreement in its entirety and seek the professional advice of legal counsel and investment professionals.

Gauss Gang tokens may change in value based on a number of factors that are outside the Company's control. There is no guarantee or expectation that Gauss Gang tokens will increase in value, provide a return, or have sufficient adoption and liquidity on exchanges. Owning these tokens does not constitute a share of equity or ownership in the company. Regulatory circumstances may require that token mechanics be changed or altered.

Gauss Gang's tokens do not have any express or implied value, rights, uses, purpose, attributes, functionalities, or features including, without limitation, any uses, purpose, attributes, functionalities, or features on any platform. The Company reserves the right to refuse or cancel Gauss Gang's tokens at any time at its sole discretion.

Not a Security

It is important to note that any tokens issued on Company's platform are not intended to be securities, and this document is not a prospectus, offering document, or a solicitation for investment in a share or equity offering. Tokens issued on Gauss Gang's platform, as referenced in this litepaper, do not confer any type of ownership or debt within the Gauss ecosystem. Gauss Gang will not guarantee any value, secondary market, or commitments to the value of such tokens. Token buyers and holders shall participate in each economy at their sole risk.