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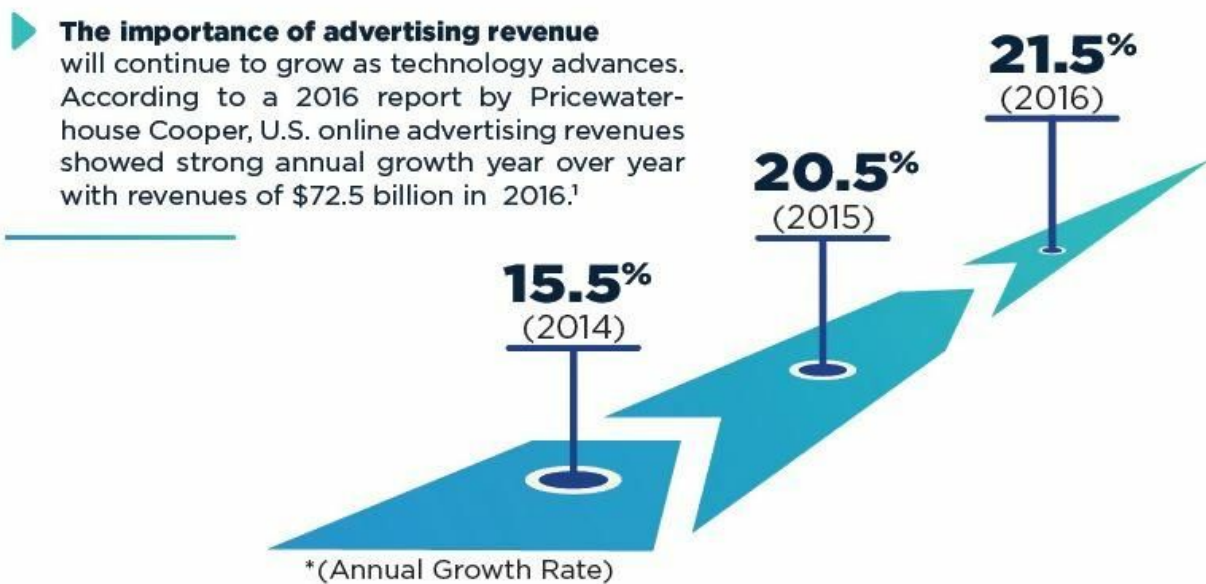
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Introduction

Advertising revenue is extremely important to the Internet sector. Advertising generates the vast majority of revenue in the search and social media portions of the Internet industry. Google, Yahoo and Baidu all rely heavily on income from advertising with Google and Facebook earning more than half of all advertising revenue.

That being said, sales of dead-tree media have fallen dramatically over the past 20 years, but as of 2011, a print reader was worth 228x more than an online reader in terms of revenue generated per-reader. Premium postings, banner spaces, pop-up and sidebar ads generate commissions from sales or click-through rates that websites often depend on for their very survival. At least, the ones that want to stay away from the subscription-based model and still maintain unique, high-quality content.



The importance of advertising revenue will only keep growing in the years as technology advances. A 2014 report by Pricewaterhouse Cooper, shows U.S. online advertising revenues grew 15.1% year over year to \$23.1 billion in the first half of 2014.¹

Monetizing web traffic with in-browser miners

Recently, blockchain technology emerged in the advertising industry as a sort of phenomenon in 2017. It provided a new monetization alternative to advertising through in-browser mining. And in-browser coin mining came on top as a huge win for websites in breaking the monopoly of site funding – something that is very difficult for modern websites to navigate.

However, this is not without its drawbacks. The revenue-from-ad model is considered intrusive and can adversely affect user experience, which can result in higher bounce and dropout rates. As a result, websites that become too dependent on advertising can actually be losing visitors and customers. With more and more people using ad-blockers now, the ad-quality is also dropping as copyright holders actively go after this revenue source. Other usual forms of monetization – merchandising, publishing rights, and referral commissions – aren't sufficient to make up for declining advertising revenue. Finally, the usual cryptocurrency mining requires too much computing power and expensive data-processing centers, which consume enormous amounts of electricity. This model is also susceptible to a malicious threat called "cryptojacking" as evidenced by the recent 51% attack suffered by Verge, formerly known as DogecoinDark.

Gath3r – The Next Step in in-browser mining

Gath3r adopts a new approach to in-browser mining with the introduction of a versatile native coin along with merged mining. The GTH coin works well with both browsers and apps, and has no UI issues, thus allowing new and existing coins to use Gath3r's hashrate. Ultimately, this new model provides better profitability for web-miners, less centralization and a solution to a host of other issues commonly associated with new coins and low hash rates.

By integrating merged mining – the mining of two coins simultaneously from a similar algorithm – Gath3r offers additional benefits to miners as well. New coins looking to launch could fork of GTH into XYZ -G, which effectively allows them to utilize the hashrate of Gath3r. Thus solving consensus issues and keeping their chain safe.

Giving lesser-known cryptocurrencies the chance to have their coins merge mined with the Gath3r blockchain will help secure the newer and less popular blockchain. It's about making things easier and more rewarding for miners by increasing their chances of gaining a reward for their work without much-added cost.

Our vision for Gath3r is a new in-browser that provides more utility to both miners and website owners alongside enhanced security, user experience and functionality.

The Future of Online Advertising

2017 was the year that put cryptocurrencies on the digital map. As the value of Bitcoin rose from around \$900 in January to over \$5000 as of writing this whitepaper, one of the core aspects behind this digital asset remains to be utilized to their full potential. One of the unique aspects of cryptocurrencies such as Bitcoin, is how they are created. The process is known as mining and consists of computers solving mathematical problems to verify transactions before they are added to the blockchain. As a result, new coins are generated and rewarded to the respective miner.

Several miners have since been deployed by sites to use the visitors' extensive computing power to create new coins in exchange for an ad-free browsing experience. The technology in question essentially takes over users' web browsers to mine cryptocurrency, thus making money by using the site's visitors' computers to mine cryptocurrency. The two most popular cryptocurrency miners to date are CoinHive and JSE Coin – adopted by the likes of The Pirate Bay, UNICEF, Alluc and others. Other sites like Clean Water have also turned to cryptocurrency miners to raise funds for charitable causes like disaster relief. This has allowed these sites to offer users an ad-free browsing experience with an opt-out option and rewarding the user if he chooses to let the miner run while providing a stable revenue source for the website.

▶ According to www.publicwww.com, a service that indexes the source code of Web sites, there are nearly 32,000 Web sites currently running Coinhive's JavaScript miner code. A weekly report from a movie review site gives the following stats:



In-browser miners are increasingly seen as a potential supplement or alternative to digital ads, which are notorious for being disruptive and insecure. Many others have followed in the footsteps of early adopters like The Pirate Bay in supporting in-browser mining to reduce ads. Rather than having pictures and videos spread across a website, users can offer the computing power of their PC or mobile and mine cryptocurrency for the website owner. The implication of this are huge!

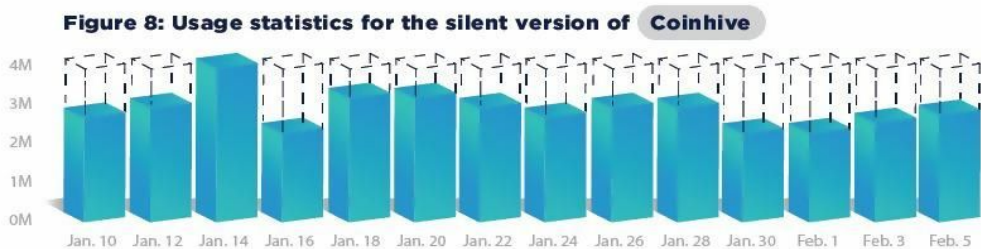
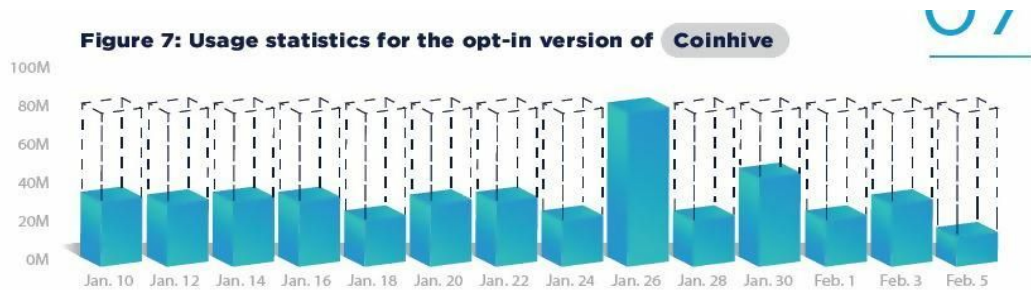
- As a user, you are not required to register or click any specific links, and get to enjoy an ad-free experience.
- As a website owner, you unlock a whole new stream of revenue.

Given the size of the total addressable market (TAM) of live websites, which is 2,500,000,000 there is a lot of potential for this mining technology in the future. Especially if websites were to offer it as an optional alternative to traditional advertising. If users were willing to offer their computing power to replace adverts, and if the website owner could be trusted to limit the computing power requested, the technology could be added into websites safely and effectively for everyone involved.

Current Uses and Limitations

Although the idea of browser mining is attractive to people who find adverts disruptive on websites, it has received mixed feedback as a potential alternative to their traditional ad banners. The concept is still in an early adoption stage and there are only a handful of mining scripts with the most popular ones being CoinHive and JSE Coin. As a first mover CoinHive remains the leader on the market, controlling the majority of websites & apps (approximately 32,000) but the Javascript-based miner has also become a favourite among malware developers. The other major player – JSE Coin – is limited by the lack of a way to exchange JSECoins for other crypto or fiat currencies as well as its lottery-based model, which makes payouts less predictable.

The rise of these in-browser miners and their associated problems are keeping the technology from evolving to a place that's more secure, and for anyone to trust using it. On top of that, more malware scanners are on the alert and rolling out features capable of detecting and blocking unauthorised crypto mining scripts. At least two ad blockers have added support for blocking Coinhive's JS library — AdBlock Plus and AdGuard. In addition, developers have also put together Chrome extensions that scan a user's browser and terminate anything that looks like Coinhive's mining script — AntiMiner, No Coin, and minerBlock. This will require a new and improved method for mining cryptocurrencies with the user's consent introduced to offset the damage that has already been done. But according to a report published in February by security firm Malwarebytes, the AuthedMine code is "barely used" compared to the use of Coinhive's mining code that does not seek permission from Web site visitors. At present, with 32,000 sites running the original Coinhive mining script, just under 1,200 sites are running AuthedMine. Since that actual malware such as cryptojacking scripts is viewed as less of a threat than trojans or other viruses people are less likely to install blocking scripts. This is in part due to the fact there is no real harmful damage to a system other than slowing it down.



The statistic above refer to the number of times per day between Jan. 10 and Feb. 5 that Malwarebytes blocked connections to AuthedMine and Coinhive, respectively.

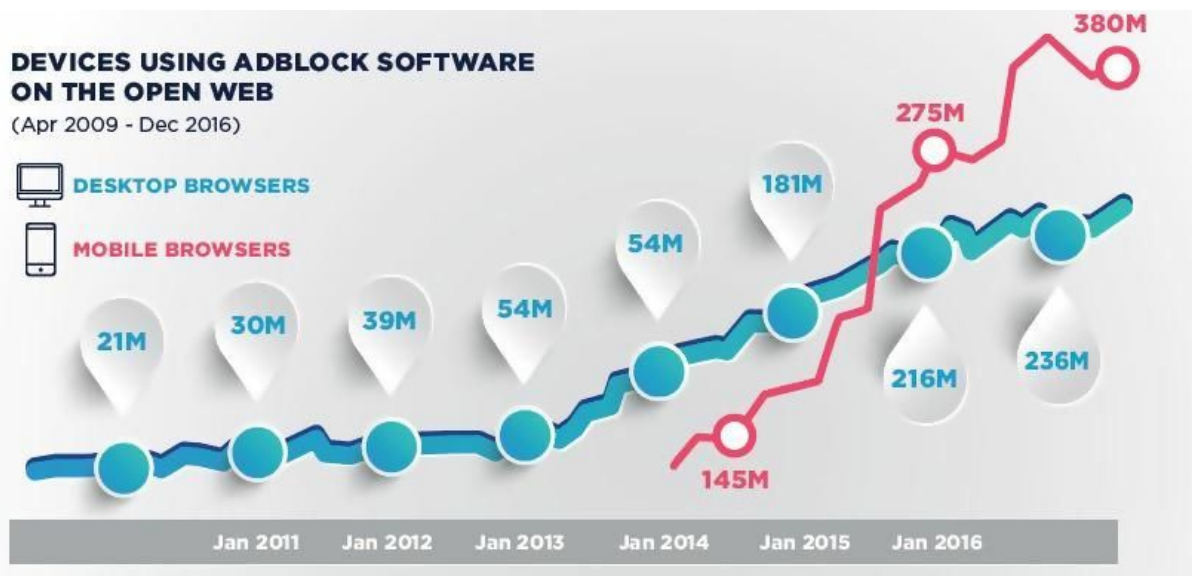
Cryptocurrency as a solution

With antivirus software, ad blockers, and dedicated browser extensions now able to block browsers from loading JavaScript code from domains associated with cryptojacking services, we need to see more evolution of this technology to the point where it cannot be abused by website owners who want to trick people into running these miners.

Because cryptocurrency is “the internet of money,” it is proving to be a better way to monetize the internet. An in-browser cryptocurrency miner provides a more straightforward approach to content monetization. When you integrate a script into your website, you are effectively using the CPUs of cooperative visitors to mine any cryptocurrency. All proceeds are split between a chosen crypto address and the script’s creators, who receive a share. Depending on the number of visitors your site receives and the time those visitors spend on the site (and the XMR price and mining difficulty) profits from an in-browser miner may allow you to forego other monetization options such as ads, paywalls, donations, and subscriptions. If the level of CPU usage is customizable and set at a reasonable level, it will not affect users’ devices and cause them to blacklist your site. Maintaining a transparent policy about using visitors’ CPU power for web mining will prevent any backlash or malware accusations. Ideally, web mining should be an opt-in process. This way a large number of new users are introduced to cryptocurrency and incentivized to generate revenue for websites.

Web mining - A new Market Segment

Advertising generates the vast majority of revenue in the search and social media portions of the Internet industry. Google, Yahoo and Baidu all rely heavily on income from advertising. According to Pricewaterhouse Cooper, the ten largest U.S. companies in terms of digital ad revenues control 71% of the market, and the next 15 companies hold an additional 11% market share. For the online marketplace operators Amazon, eBay, Alibaba and Priceline, advertising revenues contributed 7%, 16%, 1.6% and 5% respectively. That being said, software that blocks online advertisements—usually referred to as an ad blocker—is rapidly becoming the standard among users. According to PageFair, a company dedicated to analyzing and mitigating this trend, about 615 million devices were using ad blockers at the end of 2016. The total number of internet users in mid-2016 estimated to be 3.4 billion. This means that around 20% of users employ ad blockers and that number is only going to increase.²



Because most ad blockers are free and easy to install, there are no immediate downsides—and plenty of upsides—for their users. Google is considering adding an extension into Chrome, which blocks cryptocurrency miners on websites. Whilst this is to help protect users from unwillingly offering their devices, one must also remember that Google's AdSense software is used by over 14 million websites to provide adverts and generate revenue. Given that advertising contributed 90% of Google's total revenue, 79% of Yahoo's total revenue and 99% of Baidu's total revenue in 2014 alone, the importance of advertising revenue will continue to grow as technology advances. Digital advertising accounted for 92% and 90% of Facebook's and Twitter's total revenues, respectively. According to a 2014 report by Pricewaterhouse Cooper, U.S. online advertising revenues grew 15.1% year over year to \$23.1 billion in the first half of 2014. During this same period, mobile ad spending grew 76%. All this data shows that the prospect of browser mining can become increasingly valuable for businesses as it acts as competition to traditional ad advertising. If users were willing to offer their computing power to replace adverts, and if the website owner could be trusted to limit the computing power requested, the technology could be added into websites safely and form a new stream of revenue for website owners.

Monetizing your website through user browsers

Web mining is by far the most profitable approach to address declining revenues from traditional ads. If your site is able to retain numerous miners' time, you can expect to earn a decent amount of cryptocurrency.

There are some very obvious benefits to adopting web mining. It not only provides a viable financial revenue stream for your website but allows you to reduce the kinds of advertising that people hate. As a result, you improve reader retention and time spent on-site, thereby enhancing user experience as well. A lot of users prefer to contribute some CPU time to a website rather than seeing ads, if only because mining cryptocurrency for a voluntary cause or site gives the reader a feeling of personally contributing, as opposed to seeing ads that most people never click on.

In line with blockchain's principles of transparency, web mining should also be announced to site visitors to prevent any backlash or malware accusations. Ideally, web mining should be an opt-in process. It's about creating an entirely unobtrusive process that doesn't interfere with the design or user experience of a site in any way. Web mining respects user privacy and allows sites to do away with tracker ads and the like, incentivizing sites to produce high-quality and engaging content rather than the clickbait model incentivized by ads.

Web mining is the ideal tool to introduce users to new cryptocurrencies, achieving the best results when run over long periods of time.

The Gath3r Blockchain

Gath3r is more than just another in-browser miner. The novel model of the Gath3r blockchain appears as a solution to the very specific problem of new cryptocurrencies through merged mining. It popularizes the 2 main options of distributed databases: decentralization and impossibility of resource capture.

With the process of Auxiliary Proof-of-Work, the merged mining component of Gath3r increases chain security of new, weaker cryptocurrencies, which can at the same time enjoy the benefits of having their hash rate increased. Tying themselves to a parent chain gives auxiliary chains access to extra hash power that keeps them safe from 51% attacks.

In-built smart contracts permit interactions with other coins, without adding any work to the parent chain. Having two coins mined for the price of one power/electricity expenditure helps miners save up resources while providing the same amounts of hash power to both networks. It also gives them an ability to earn more for doing the same work, which is always a bonus and a good motivator to get into merge mining.

We built Gath3r as a turnkey solution that allows developers to fork or clone an existing blockchain, develop and deploy their own coin. This Smart Contract capability permits the unification of blockchains through Gath3r and PMN. These Smart Contracts can be deployed directly from the GUI and can trigger cross network transactions and tasks based on pre-defined conditions. This will enable the technical scaling of the network to build Enterprise DApps on the Gath3r chain.

Gath3r will allow communication between validated blockchains with the ability to perform advanced functions and tasks. With the help of PMN, Gath3r acts as a unifying bond between blockchain ecosystems.

To further support engagement, we have created a separate governing body part of the platform – the Gath3r Foundation. The purpose of the foundation is to support development projects on the Gath3r blockchain with the seed funding they need to launch.

The Meeting Point between Web Mining, Digital Advertising and Secure blockchains

Gath3r is a next-gen cryptocurrency miner developed to solve websites' dependence on advertising revenue by offering an alternative form of monetization. Its nonintrusive nature allows for seamless integration without degrading the user experience.

A rewards-based system and loyalty program ties into the merged mining mechanism, allowing miners to increase their cryptocurrency load. By allowing auxiliary chains to use the hashrate of Gath3r's parent blockchain, there will be no need to switch between blockchains and we will increase auxiliary network protection and the usability of available capacity.

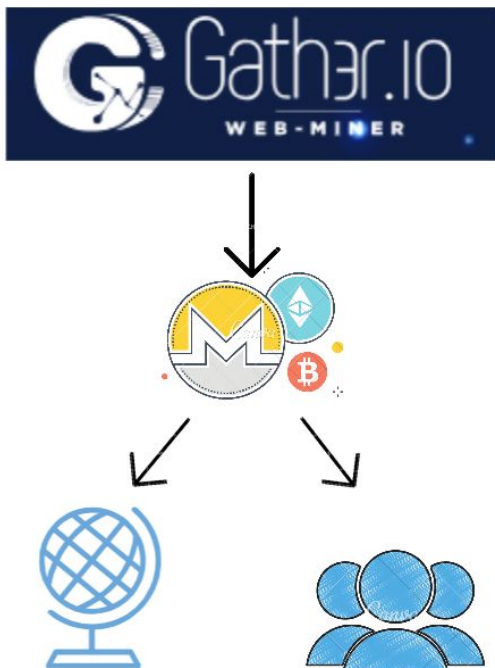
We will further introduce Smart Contract capability that will enable the unification of blockchains through Gath3r and private masternode networks. These Smart Contracts can be deployed directly from the GUI and can trigger cross network transactions and tasks based on pre-defined conditions.

Once hosted on a platform, the code allows website owners to earn commissions based on their users passively mining our cryptocurrency with their excess GPU and CPU computer power. Since each user must opt-in to participate, you can let them mine with confidence. Website owners can choose to let users browse for free and reward them for their success by electing to share a percentage of their payments with them through Gath3r's loyalty program.

To further increase user engagement and promote adoption, Gath3r's loyalty program will be enhanced by the wallet staking capability of the blockchain. Users will receive additional rewards for staking their GTH coins. Staking will provide a financial incentive to help build the Gath3r network infrastructure and helps to keep the nodes honest.

How It works

Gath3r provides website and application owners an alternate/additional form of non-intrusive monetization. The core revenue model proposed to websites is to earn simple commissions from the pool fees, and computational power of their visitors. Website and application owners can integrate the Gath3r code with their respective platform(s) to earn additional revenue via their users' CPU and GPU computational power to mine cryptocurrencies.



A miner utilizing both the CPU and GPU web-based miner that pays out in Gath3r coins, BTC or local currency where supported. The chain can handle large loads of websites and/or applications and their users. A mandatory Opt-in will be built in to ensure transparency and user privacy protection. Webmasters will be able to choose to let users browse for free a portion of their website(s) while visiting other sections will prompt a pop-up for opting in. A new block in the chain or network of Gath3r or any other cryptocurrency can only be enabled with a complex code, called a hash that makes it unprofitable for hackers to attempt to crack the code. Once the Gath3r code is installed on a site, visitors can elect to use their excess GPU or CPU power while they're browsing to try to figure out the code. The process is known as mining. Employing the POS model in combination with our own blockchain will reduce

operational costs and introduce staking to further increase the coin's value. If the website submits the correct hash, the webmaster enables the block, grows our ecosystem, and enhances the value of the Gath3r coin. The system then rewards the webmaster with a payout, which can be in coins, BTC or, where permitted, in cash. Publishers would be split into different mining pools, based on their hashrate, i.e. Small, Medium and large hashrate. Each of them would have a separate pool so that each of the publishers would be rewarded fairly.

Web/Mobile wallet based staking

As an addition to our loyalty program, Gath3r will introduce a web based staking wallet. The benefits are that any coins that are earned by visitors can then be automatically sent to a web based staking wallet, allowing both the user and publisher to earn interest on their stake with ease.

This encourages people to take control of their finances rather than leaving their private keys in the hands of third party services. The more cryptocurrencies miners stake, the higher their power to validate transactions on the Gath3r blockchain will be.

Masternodes and Lite nodes

Gath3r will use a web lite chain with where a compressed web-lite blockchain node that is locally stored on the browser for very specific purposes only, leaving out much of the heavy data - thus making it feasible. The rest of the data will be on a Masternodes which host the full blockchain - the web lite server syncs with the masternode - Masternodes are mandatory and web-lite chains will not work without them.

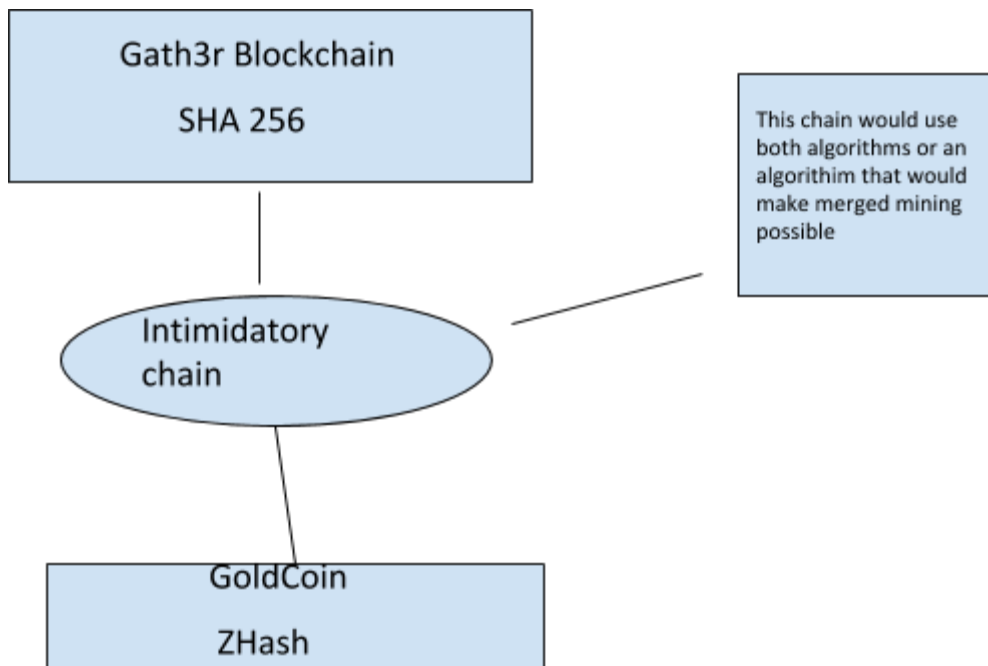
This model promotes simplicity as it lowers barriers of entry by orders of magnitudes and will foster mass-adoption of cryptocurrencies. The main purpose is to establish consensus quickly to prove their accounts' balances and send transactions into the network.

Merged Mining and Auxiliary chains

Gath3r's blockchain will support merged mining of our blockchain via auxiliary chains. The parent Gath3r chain is better suited for browsers and apps, allowing new and existing coins to use its hashrate. By doing this, at scale we would be able to provide better profitability for web-miners and more importantly stop centralization and a host of other issues commonly associated with new coins and low hash rate.

The parent chain needs no additional work to participate in merged mining. And the only additions to its blockchain are the auxiliary chain hashes that are added to its transaction tree.

Smaller blockchain projects can use merged mining to tap into the hashing power of Gath3r's larger parent chain. Ideally, miners would have no issue in switching to merged mining because they receive increased rewards for the same amount of work.



Smart contracts

Gath3r will introduce Smart Contract capability that will enable the unification of blockchains through Gath3r and private masternode networks.

Every auxiliary chain that forks/clones of Gath3r will inherit Gath3r's in-built smart contracts functionality. The more auxiliary chains that exist, the more interoperability there will be between different auxiliary chains which are part of the Gath3r ecosystem.

Enterprise sales

Gath3r will integrate a one stop shop for all related crypto issuance needs of companies. This will give enterprises the option to develop and launch/fork their product/service on the GTH chain payable in USD,

The chain launch, development, and mining (since the coin would be merged mined with GTH, and GTH would be mined by websites and applications) are all covered under the service.

Gath3r Foundation

The Gath3r Foundation is the governing body of Gath3r, Ltd.

Part of the capital raised during the token sale will be allocated to the Gath3r Foundation.

The Foundation's purpose is to help increase adoption of the GTH chain by Awarding grants (both in GTH and FIAT) to promising projects/developers who would then build on the GTH chain.

Additionally, their secondary objective is to act as custodian and deploy funds if in case there are fiscal troubles with the GTH coin on the market.

Gath3r has a holding company independent of the foundation and with no control over the foundation. The Gath3r Foundation will have a board made up of a majority of external stakeholders and a minority of Gath3r founders/advisors to ensure fairness, objectivity and transparency.

Chain Governance

The Gath3r Chain Governance will follow a simple voting system mechanism, where the voting power split between four distinct groups:

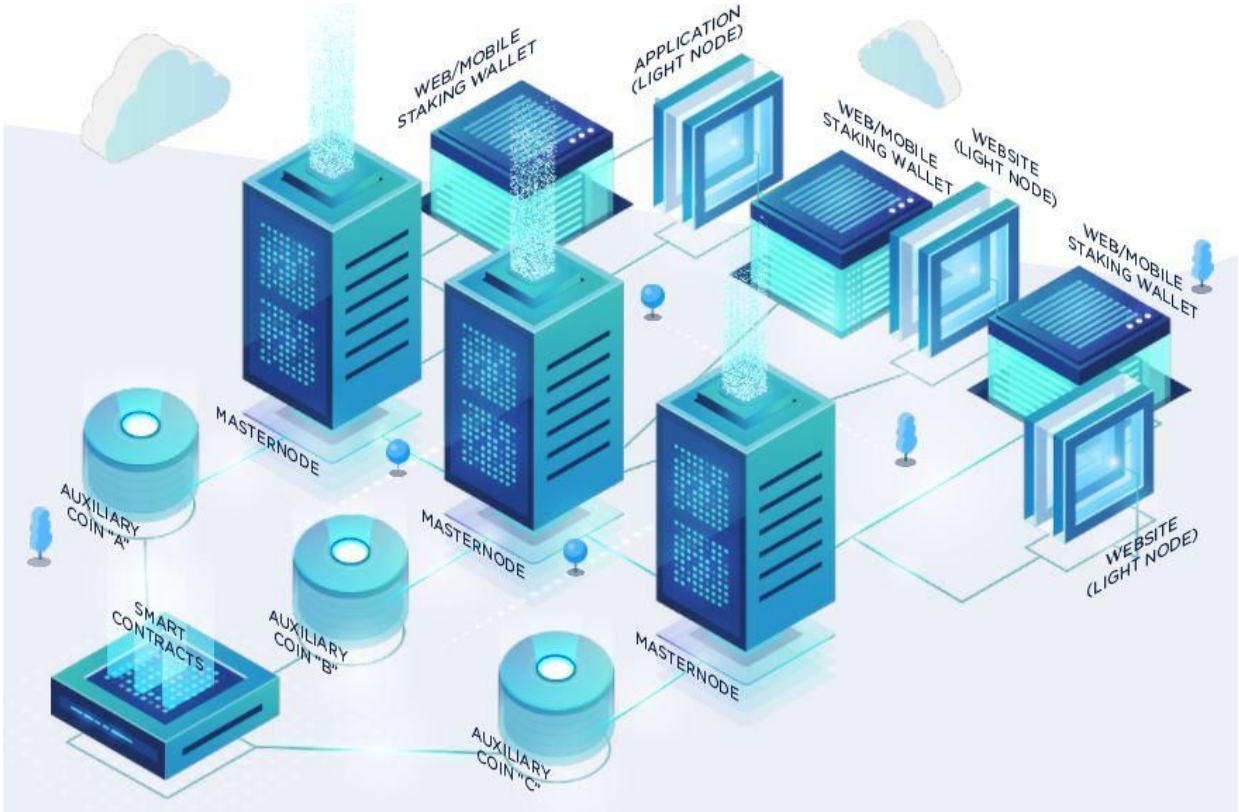
Group 1: Publishers

Group 2: Masternodes

Group 3: Auxiliary chains

Group 4: Gath3r team

Ecosystem Overview



What makes Gath3r different

Gath3r's payout system is developed to support payouts in Bitcoin, Gath3r coins or, where permissible, in local fiat currency.

We will continue to develop and expand Gath3r's functionality with additional features in the future, such as a Paywall Program that will allow webmasters to collect payments in Gath3r coins in lieu of website mining. This feature will be optional - the webmaster can choose whether to make it mandatory or not).

There will also be a loyalty program where the rewards for mining will promote user loyalty and incentivize more time spent on participating websites, which can be added into a web based staking wallet, earning users interest.

By utilizing a web based blockchain, Gath3r enables the implementation of smart contracts that enable cross chain functionality and interoperability - specifically for new coins that have forked off Gath3r or existing coins where technically feasible. The combination with merged mining increases security as the network grows, making it more resilient to 51% attacks.

Giving users have full control over their private keys in what is known as web wallet staking will further drive user engagement by rewarding miners with additional GTH coins. The core of the Gath3r platform is transparency, user engagement and security. Users that hold more coins, are rewarded more often. This allows for all individuals staking to be rewarded, without long waiting times due to others large weight.

The platform aims to bring the usage of blockchain to the mainstream by bridging the gap between websites and normal users by promoting transparency and rewarding all participants.

Benefits of Gath3r

Gath3r is developed as an alternative to existing crypto mining scripts that are inefficient for both website owners and users. It offers a new, significant, and long-term solution with multiple benefits:



By integrating merged mining into our model, Gath3r's publishers will end up earning more coins as an addition to the coins they mine. This will be done with no additional computing power.

A Gath3r Masternode is a 24/7/365 dedicated server connected to the blockchain network which adds an additional layer of stability and two additional levels of functionality to the network. The additional functions are increased transaction speeds and enablement of Gath3r's services. The masternodes feature is built to enhance gath3r's security capability and will be available to verified and vetted business and government institutions and will act as a secure information gateway on the blockchain. Any wallet or transaction on the Masternode will be encrypted with the ip addresses auto-changed. These wallets and transactions are invisible to prying eyes to meet institutional security pre-requisites.


Ultimately, Gath3r will allow communication between validated blockchains with the ability to perform advanced functions and tasks.

Project Economics

The project's economic model will be based on the following monetization and charges:

1. A fixed charge for forking a new coin
2. Recurring, subscription-type charges dependent on the amount of Merged mining,
3. Smart contract Charges and network interaction charges - Payable In GTH coins
4. Intimidatory chain - if a new intimidation chain is required, charges would need to be paid in GTH coins
5. Entrepise charges for launching, developing products and/or features on behalf of clients
6. Additional charges may be added on such as a dev fee on stakes and/or and child coins mined via Merged mining

Competitive Analysis

		
Merged mining capability		
Full transparency with an opt-out option	Marked as malware due to hidden mining	Marked as malware
Minimal CPU usage	High CPU usage	High CPU usage
Wallet staking capability	Low hashrate due to the last Monero hard fork	
Auxiliary chain support	Vulnerable to cryptojacking	Vulnerable to cryptojacking
Masternodes support		
Rewards-based and loyalty program		
Secure main blockchain		

The market for in-browser mining is in desperate need of a new, improved and secure solution like Gath3r that will excel where existing miners failed. As of March 2019, one of our main competitors Coinhive is shutting down services due to the drop in the hash rate following the hard fork and algorithm update of the Monero network.

Compared to remaining crypto miners, Gath3r has the basis to become the next dominant force on the legal in-browser cryptojacking scene.

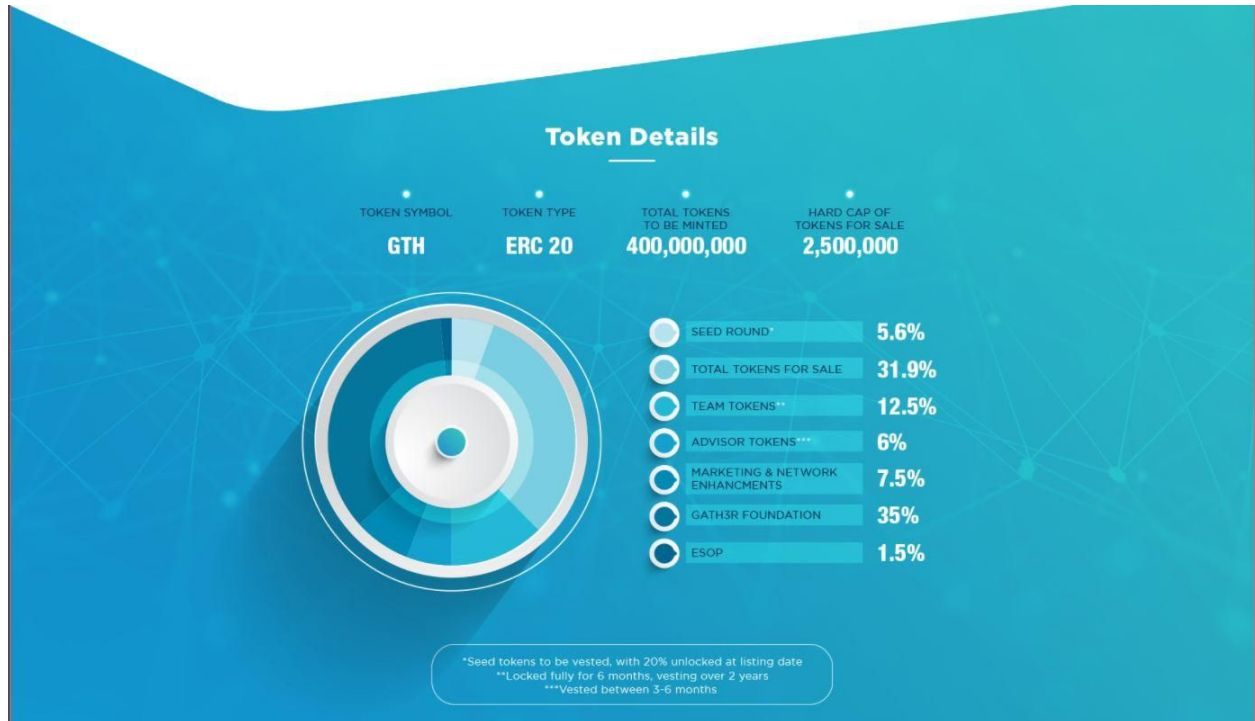
Gath3r Crowdsale

To reach our aims we intend to issue our own token, the Gath3r token (GTH), for initial Fundraising, which will then be changed to our native blockchain at a later date

Many tokens offered in crowd sales are used as pure speculative objects, but ours stands apart from the crowd as it will have direct utility thanks to the wallet staking mechanism and merged mining mechanism we have adopted.

Gath3r will use the ERC-20 standard for the sale. Once the native Gath3r blockchain is ready we will transfer over to our own chain. ERC-20 GTH holders will go through a coin swap process at the ratio of 1:1

Token Specifics



GTH Coin specifics

The chain itself starts as an unlimited supply blockchain that then transitions into a limited supply blockchain based on the below trigger factors:

1. Sustained Volume over time
2. Hash Rate over sustained over time
3. Number of Top end participants (publishers)
4. Number of active Forks of a predefined chain size



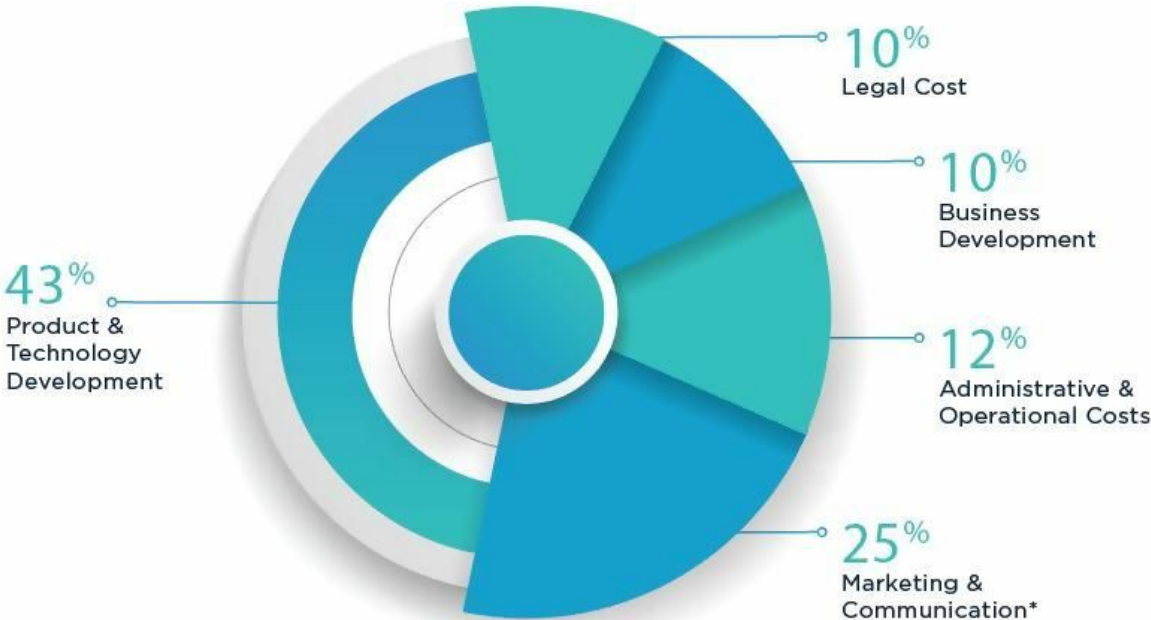
Coins Mined in a day - ~115,200

Coins Mined in a year - ~42,048,000

Once the Chain moves to Limited supply with the initiation of trigger events

Only 1,314,000 new blocks will be made, which is approximately 60,000,000 coins which takes about 5 years to mine.

Allocation of Funds



*Product & Technology development includes salaries

Roadmap

