

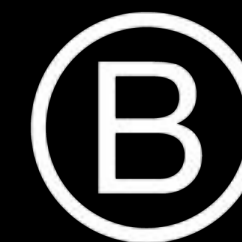
OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD

# GOOD EMPIRE

## VISION 2025

## THE G REVOLUTION

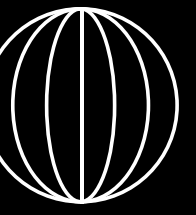
Certified



Corporation

This company meets the  
highest standards of social  
and environmental impact

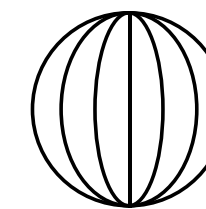




# It started with a realisation...

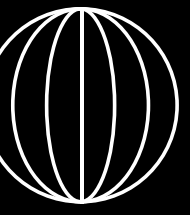
OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD

# IT'S TIME TO SAVE THE F\*\*KING WORLD.



OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD

FOR A MORE ABUNDANT, EQUITABLE  
AND SUSTAINABLE WORLD

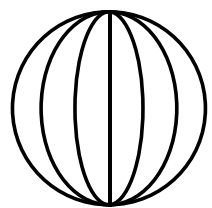
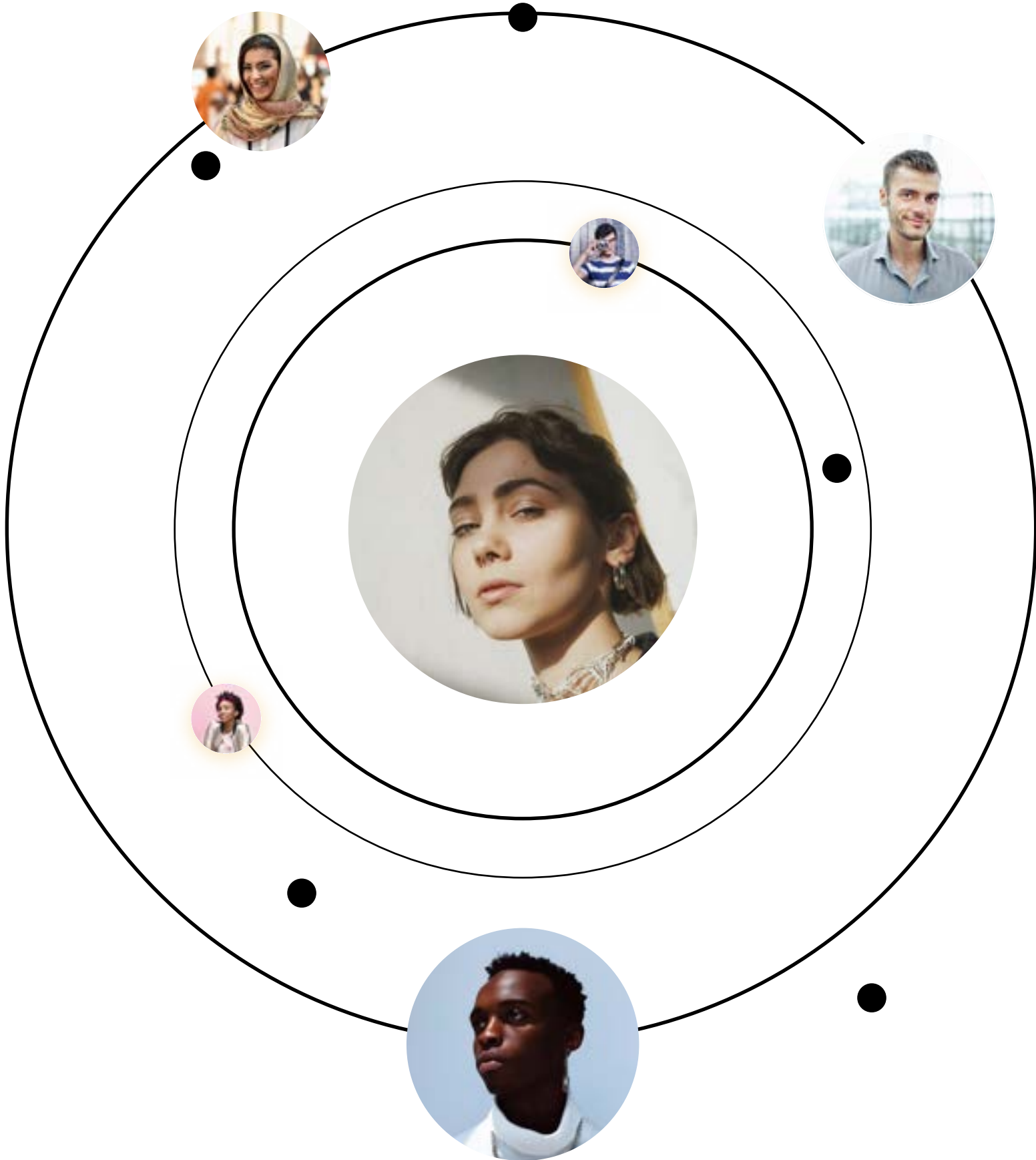


OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD

# Which seeded a vision...

# OUR VISION

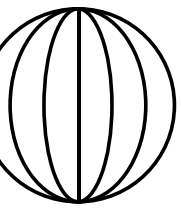
**A nation without borders,  
an empire of good, united  
around a shared vision for a  
more abundant, equitable  
and sustainable world, and  
a willingness to act.**



OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD



# Core beliefs this vision is built upon:



**As individuals and organisations with privilege and opportunity, we have a responsibility to act**



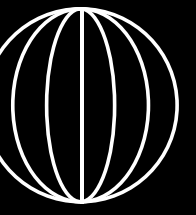
**There are enough people and organisations in the world who care, to solve everything, if together we act**



**The solutions are out there, to solve climate change, equality, hunger, all of it. They just need our support to accelerate their impact**

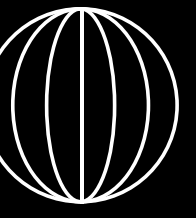
OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD





OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD

# And a problem we needed to solve...



The problem we seek to solve:

**How do we empower the millions, billions of individuals and organisations who care about people and planet, to act?**

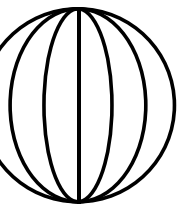


BY MICHAEL PERFECTO

OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD



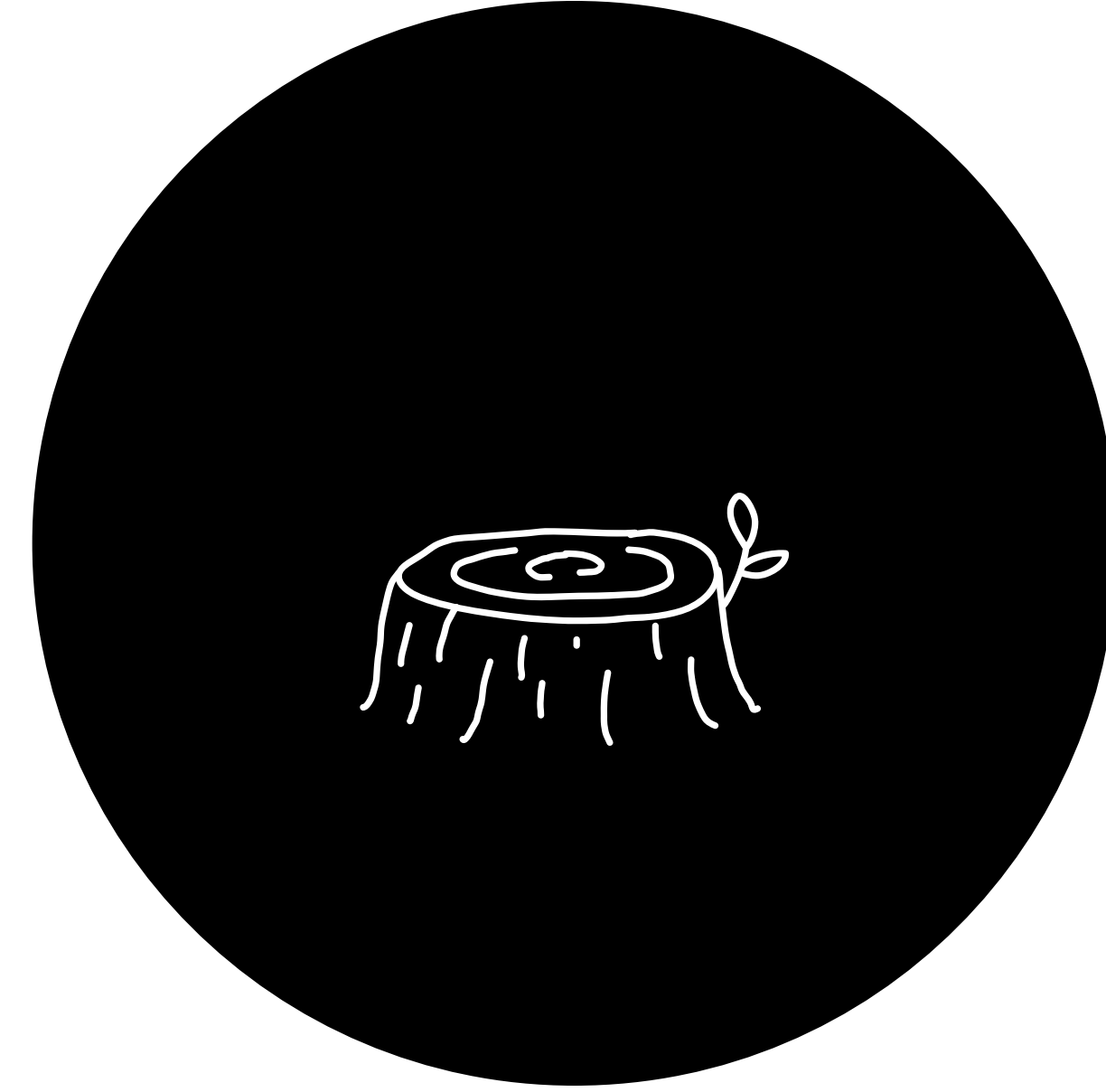
# The 3 core customer challenges:



**We don't know what to do to help; don't know where to start**



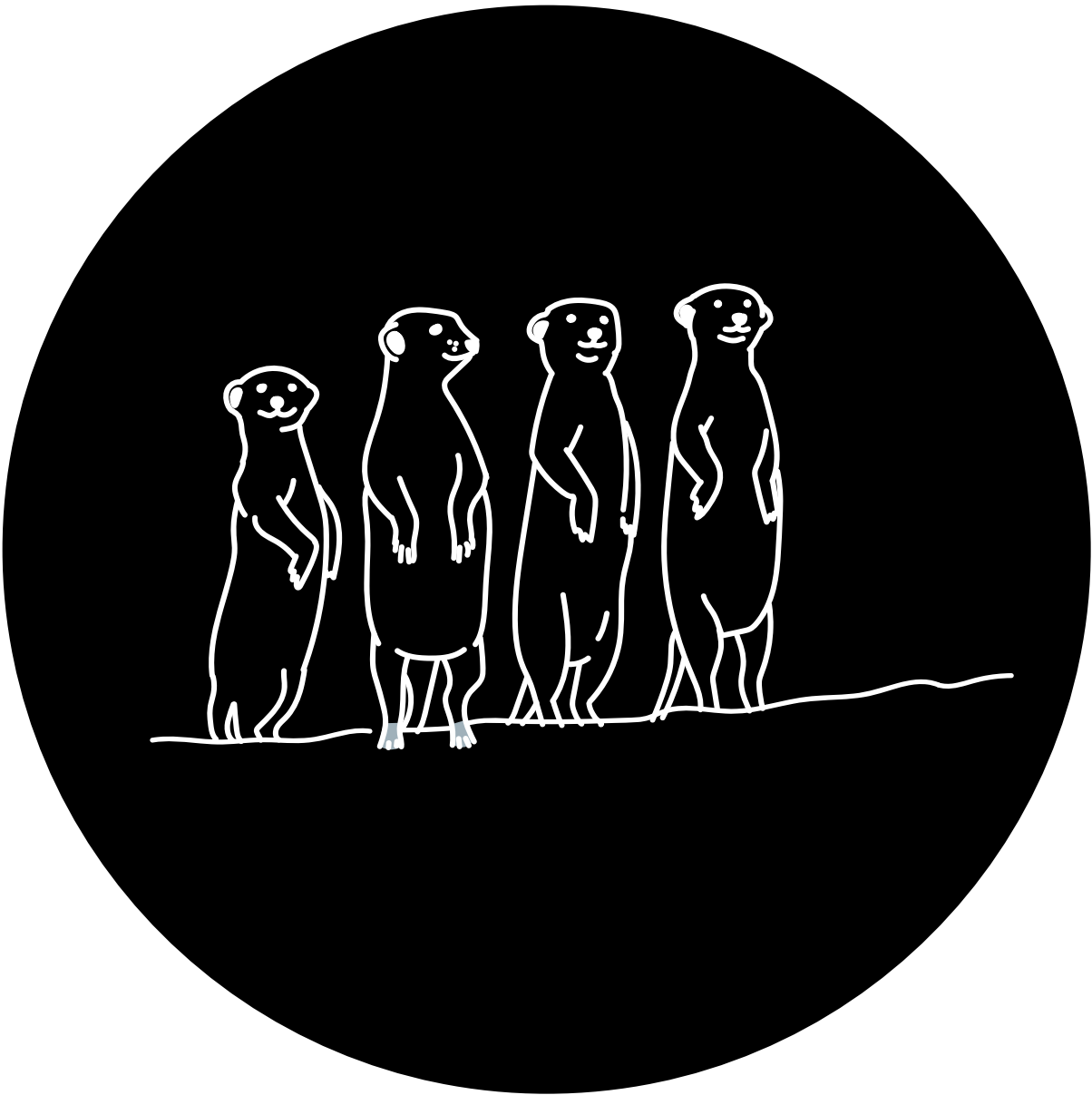
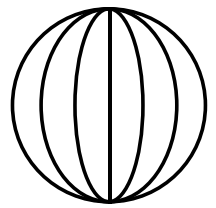
**Change is hard, and inconvenient, and we're addicted to convenience**



**We don't really believe that our actions can make a difference**

OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD

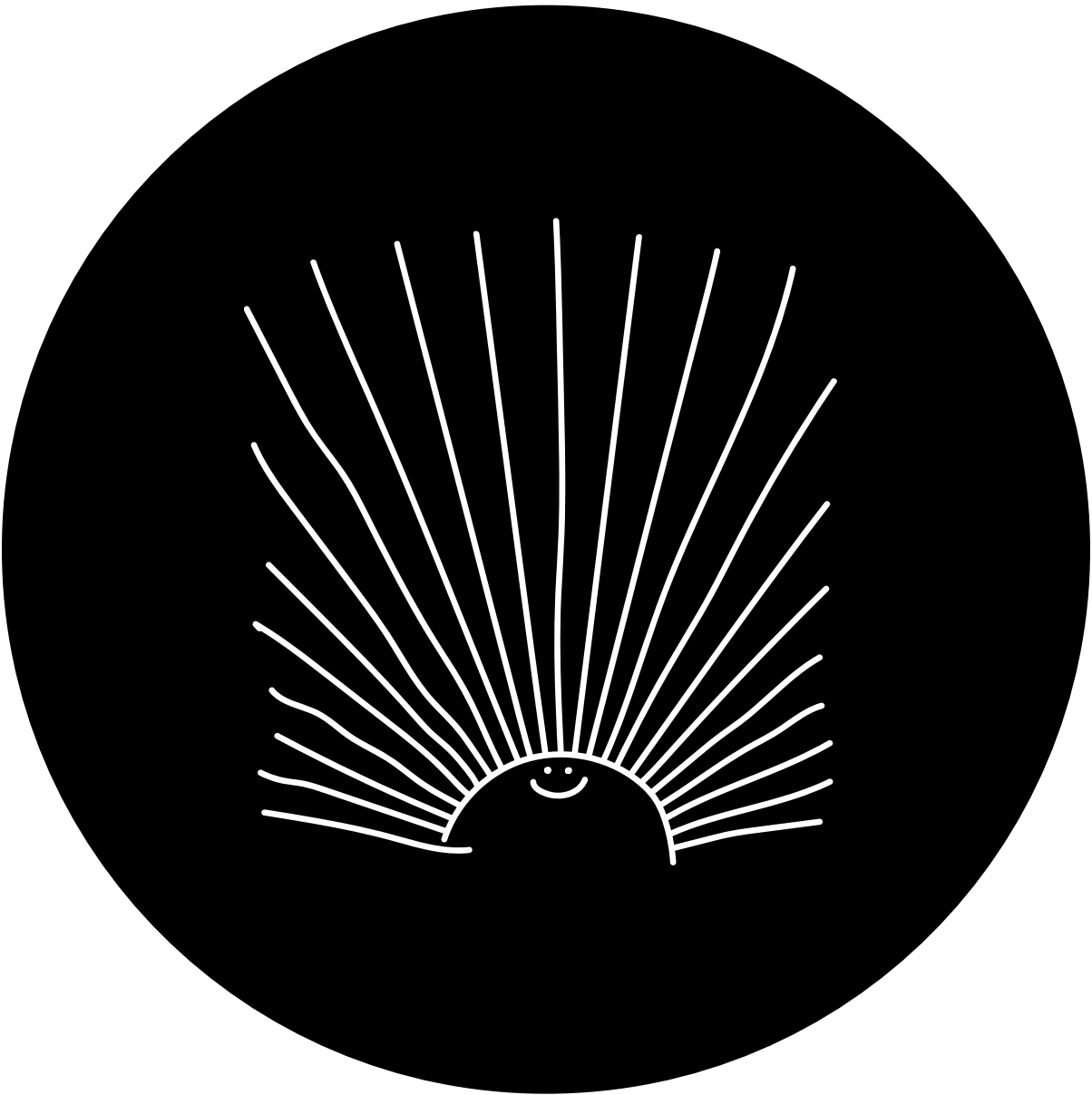
Therefore this is what we seek to solve:



Show people how they can help, give them a place to start

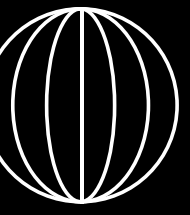


Make it as easy and rewarding as possible to take action, to make change



Show them the impact they're having, and that together, we're making a difference

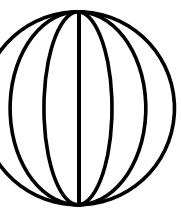
OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD



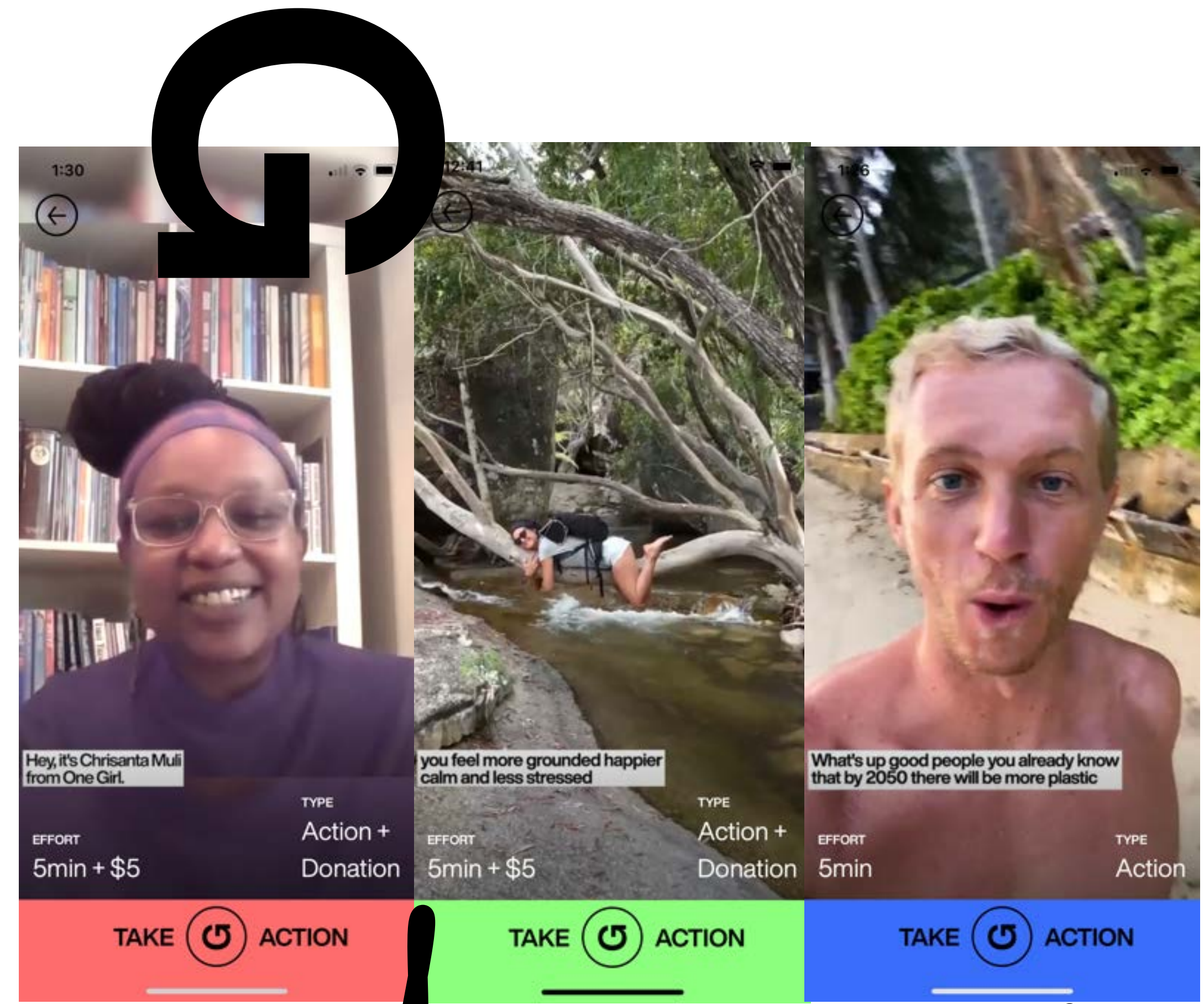
OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD

# We began to build...





# Good Empire is a global impact platform to challenge us all to level up for people and planet.

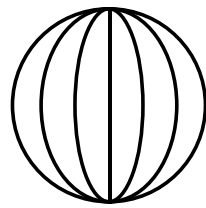


OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD

good empire



Through this platform, we empower individuals and organisations to:



**Set impact goals across the SDGs aligned with what you care most about and the change you would like to make in the world**

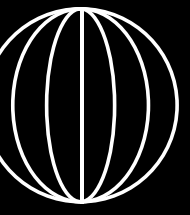


**Take action and donate to the most impactful projects actually helping to save the world**



**See and track your impact, not just your contribution, and be rewarded for the good you do for people and planet**

OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD

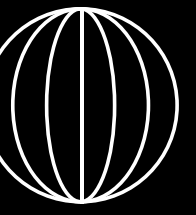


# Driven by a mission...

OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD



# OUR MISSION



**Gather, unite and empower  
100 million people and  
100,000 organisations to  
fund and support 1000 of the  
most impactful projects  
across 17 impact goals by  
2030.**



OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD





G1
IMPACT GOAL

NO POVERTY

HELP 1 MILLION PEOPLE RISE ABOVE THE POVERTY LINE

G2
IMPACT GOAL

ZERO HUNGER

END HUNGER FOR 1 MILLION PEOPLE

G3
IMPACT GOAL

WELLBEING

IMPROVE WELLBEING FOR 1 MILLION PEOPLE

G4
IMPACT GOAL

EDUCATION

GIVE 1 MILLION CHILDREN ACCESS TO QUALITY EDUCATION

G5
IMPACT GOAL

GENDER EQUALITY

EMPOWER 1 MILLION WOMEN AND GIRLS

G6
IMPACT GOAL

CLEAN WATER

PROVIDE ACCESS TO CLEAN WATER & SANITATION FOR 1 MILLION PEOPLE

G7
IMPACT GOAL

CLEAN ENERGY

PROVIDE ACCESS TO CLEAN, AFFORDABLE ENERGY FOR 1 MILLION PEOPLE

G8
IMPACT GOAL

FAIR WORK

PROVIDE ACCESS TO CLEAN, AFFORDABLE ENERGY FOR 1 MILLION PEOPLE

G9
IMPACT GOAL

INNOVATION

PROVIDE ACCESS TO INTERNET + TECHNOLOGY FOR 1 MILLION PEOPLE

G10
IMPACT GOAL

EQUALITY + OPPORTUNITY

EMPOWER 1 MILLION PEOPLE IN MARGINALISED COMMUNITIES

G11
IMPACT GOAL

SUSTAINABLE CITIES

HELP 1 MILLION PEOPLE EXPERIENCING HOMELESSNESS

G12
IMPACT GOAL

RESPONSIBLE CONSUMPTION

REDUCE WASTE BY 1 MILLION TONNES

G13
IMPACT GOAL

CLIMATE ACTION

REDUCE CO2 EMISSIONS BY 1 BILLION TONNES

G14
IMPACT GOAL

CLEAN OCEANS

SAVE 1 BILLION OCEAN PLASTICS

G15
IMPACT GOAL

REFORESTATION

PLANT 1 BILLION TREES

G16
IMPACT GOAL

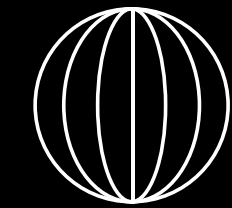
PEACE + JUSTICE

FREE 1 MILLION WOMEN AND CHILDREN FROM VIOLENCE

G17
IMPACT GOAL

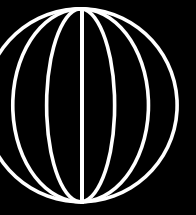
COMMUNITY

GATHER, UNITE AND EMPOWER 100 MILLION PEOPLE AND 100,000 ORGANISATIONS



OUR MISSION IS TO GATHER, UNITE AND EMPOWER AN EMPIRE OF GOOD HUMANS TO HELP SAVE THE F\*\*KING WORLD



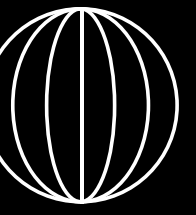


OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD

# And with time, things became clearer...



# OUR GOALS



# 1

**Gather, unite and empower a self-organising global community of individuals and organisations around a shared set of 17 impact goals aligned with the SDGs**

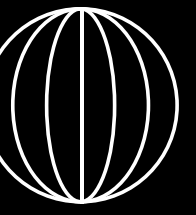
# 2

**Create a seamless and compelling way for individuals and organisations to set goals and connect with the most effective impact projects, and take action, at scale, to support those projects**

# 3

**Build a system where contributions can easily be traced through to impact, and impact shared back to contributors in stories and data, and where the good we do for people and planet is rewarded**

OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD



OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD

# And a bold new plan emerged...

**We are building a new system.**

**A gamified global impact platform, using blockchain technology for a decentralised, transparent and accountable matrix where every action and donation can be traced to its impact.**

**Where you, and anyone, can forever see the impact your contributions have made.**

**Where you can truly feel part of the projects you're helping catalyse.**

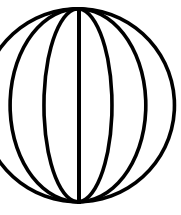
**Where the good you do for people and planet is rewarded.**

**This is the web3 future of impact. Your future.**

**We think it could be game-changing.**

**We think it could spark the world to act.**

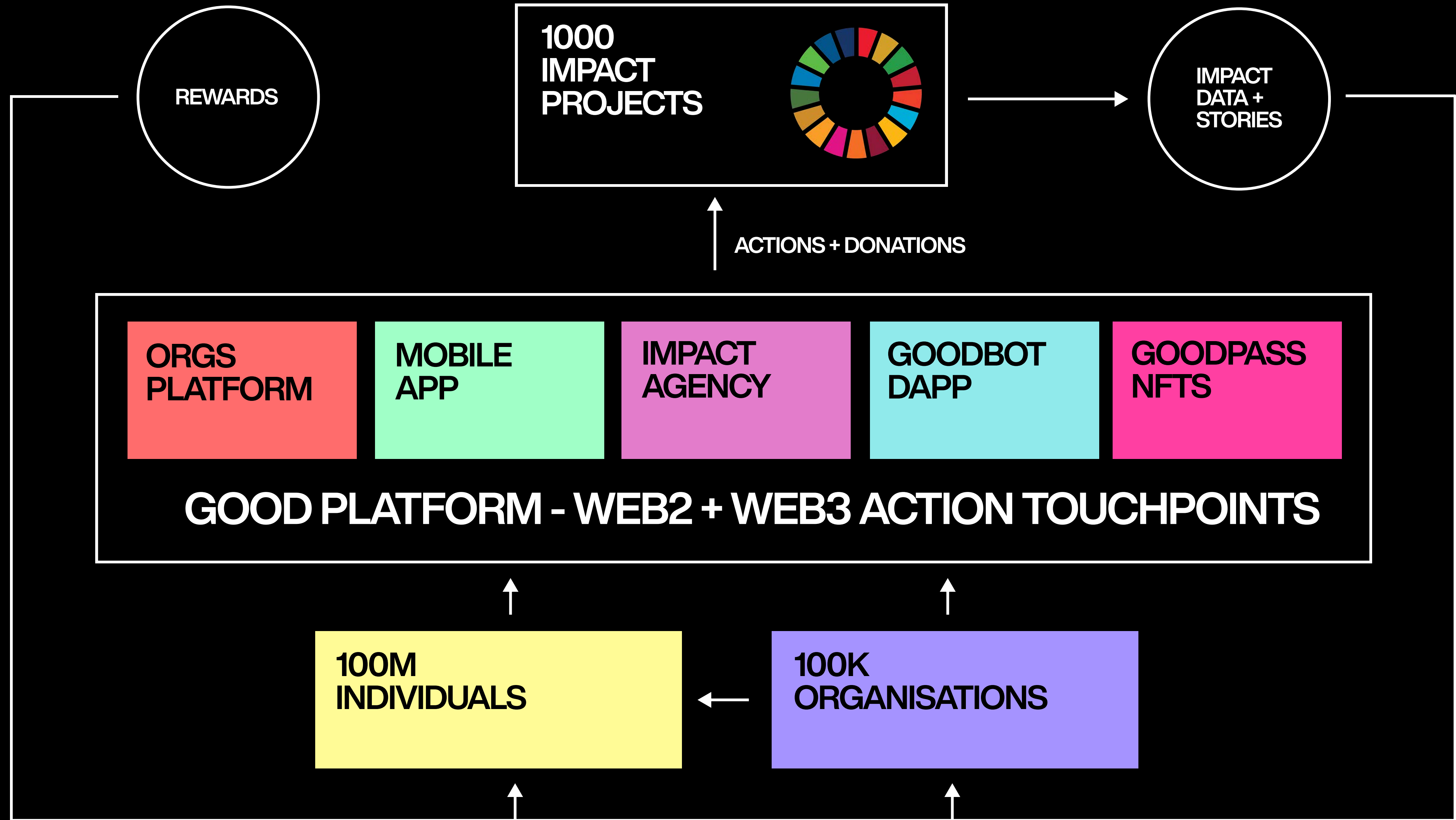
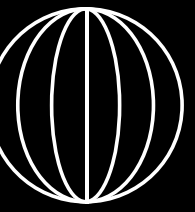
**Welcome to the G Revolution.**



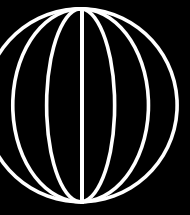
OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD

BY PATRICK PERKINS





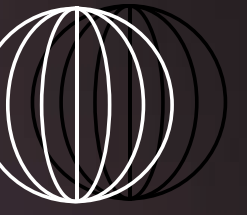
OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD



OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD

# Let's unpack the pieces...

# BLOCKCHAIN IMPACT NETWORK



There is a shift in the impact / charity space from “contribution mindset” to “impact mindset”.

This is something we embraced early in the Good Empire platform - the power of someone having “helped plant 100 trees”, or “freed 3 people from hunger” rather than having “donated \$100”.

There is a building desire and need in the charity space to be able to track contribution to impact. This is a strong use case for blockchain.

We plan to rebuild our whole platform ecosystem on-chain, with a web2-friendly interface.

New protocols like ERC-6551 also have strong application for our model.

OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD



# GOOD EMPIRE WEB PLATFORM

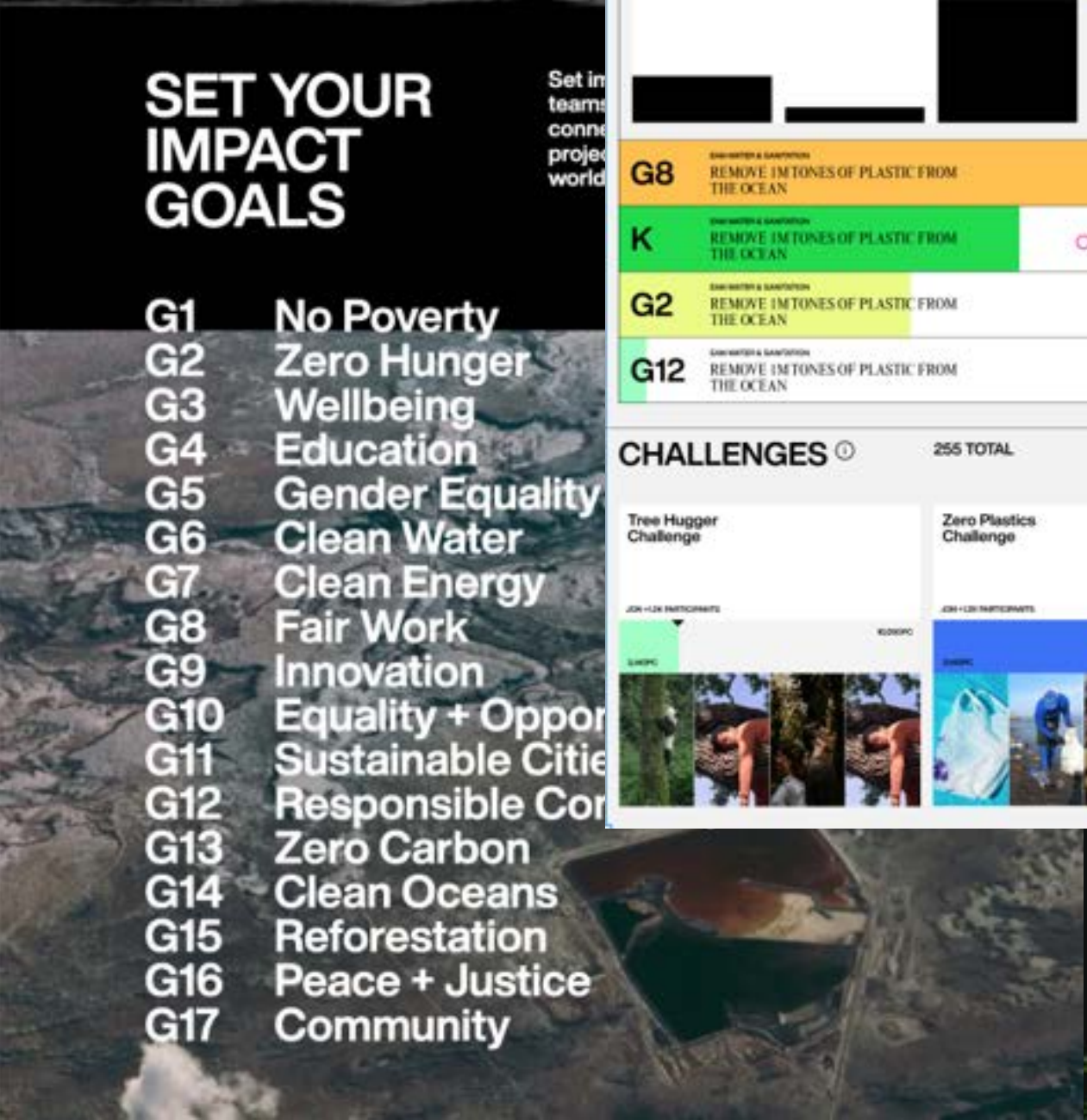
A powerful Impact Engagement platform for organisations.

A SaaS subscription model, the platform helps companies, schools and non-profits engage their teams, customers and community to amplify their social and environmental impact.

Basically, Good Empire is an ESG game changer.

Charities, nonprofits and the like can use the platform to engage their supporters in new fundraising initiatives.

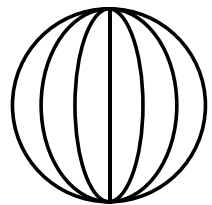
The platform is currently in pilot mode.



OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD



# Pilot organisations include:















OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD

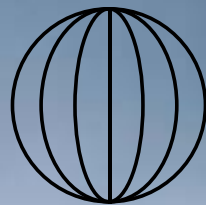
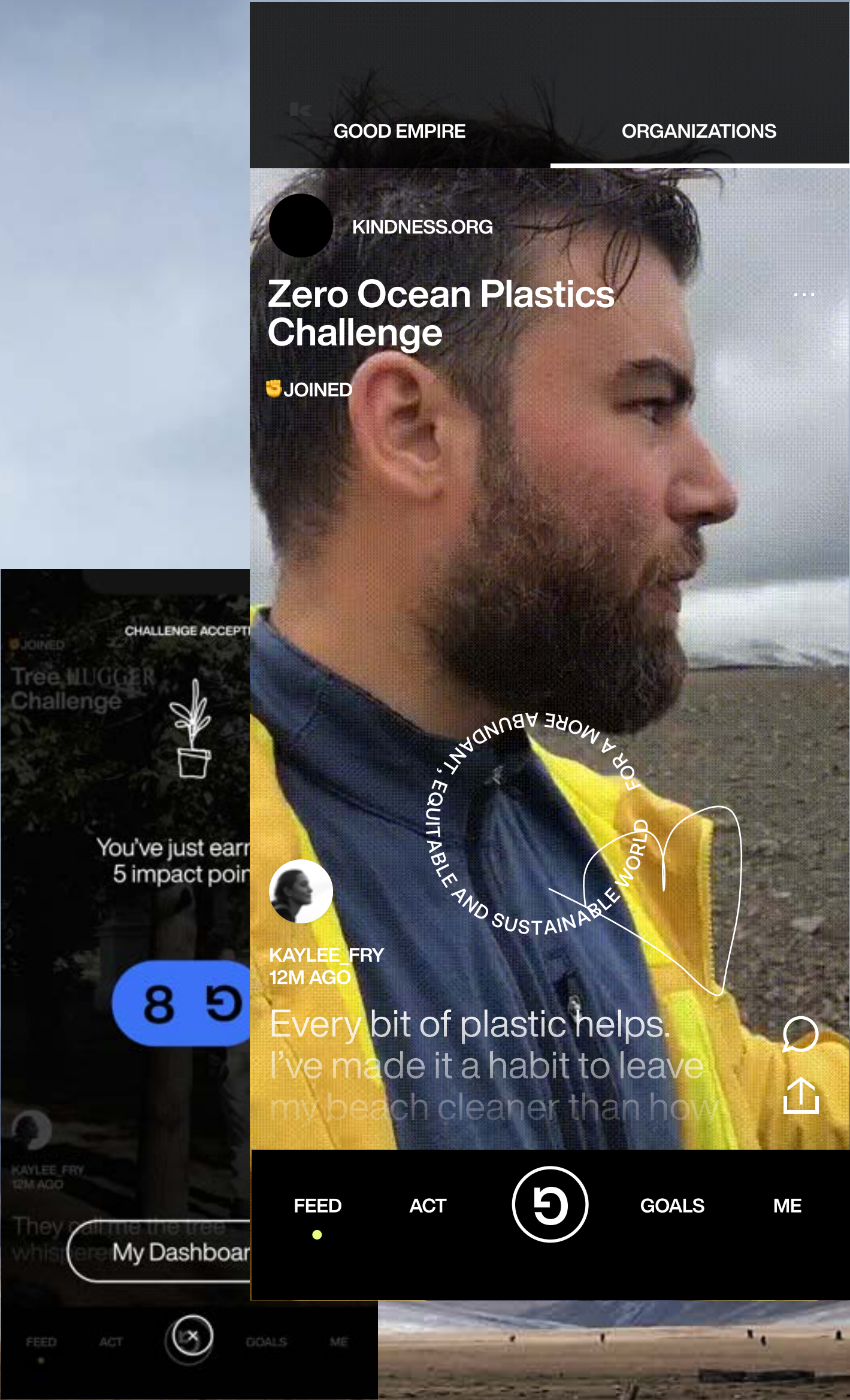


# GOOD EMPIRE MOBILE APP



A gamified impact app for individuals., the app also serves as “tool in hand” for platform users.

Users can currently join challenges, log and capture actions, film and share video content from within alpha version of the app.



OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD



# GOODBOT DAPP

We're developing a new telegram/discord charity bot called the GoodBot that allows any token project, room, community to run short burst fundraising campaigns for charities, from within their chatroom.

A global dashboard showcases which communities have raised what for who, gamified with progress visuals and leaderboards.

It is a powerful engagement tool for communities, and gives them exposure.

The GoodBot is key to driving #cryptoforgood in the space.

GoodBot

Dashboard

Partners

GOODBOT

IMPACT

DASHBOARD

84

296

17

36.4

\$46.7k

PROOF

PLATFORM

6

2

6.4

LIVE

IMPACT DRIVE

PROJECT

ONE TREE PLANTED

RANDED

0.79

G15

REFORESTATION

FUND THE PLANTING OF 1000 TREES

IMPACT HISTORY

G2

ZERO HUNGER

48%

The Hunger Project

1.00 ETH

\$1.8k USD

48 people freed from hunger

G14

CLEAN OCEANS

100%

The Ocean Cleanup

1.00 ETH

\$1.8k USD

15,000 ocean plastics saved

GOODBOT

IMPACT

DASHBOARD

84

296

17

36.4

\$46.7k

FEATURED

IMPACT DRIVE

G15

REFORESTATION

FUND THE PLANTING OF 1000 TREES

55%

DONATE

LIVE

IMPACT DRIVES

G14

CLEAN OCEANS

SAVE 10,000 OCEAN PLASTICS

61%

G2

ZERO HUNGER

FREE 100 PEOPLE FROM HUNGER

32%

G13

CLIMATE ACTION

REDUCE CARBON EMISSIONS BY 100 TONNES

85%

G5

GENDER EQUALITY

EMPOWER 50 WOMEN AND GIRLS

15%

LEADERBOARD

PARTNERS

PROJECTS

24 HRS

1 WEEK

ALL TIME

#1

@PROOF PLATFORM

9.34 ETH

\$18.4k USD

18.4k ETH

#2

@HOLA MARKETING

9.34 ETH

\$18.4k USD

18.4k ETH

#3

@EVERMOON

9.34 ETH

\$18.4k USD

18.4k ETH

#4

@COMMUNITY

9.34 ETH

\$18.4k USD

18.4k ETH

#5

@COMMUNITY

9.34 ETH

\$18.4k USD

18.4k ETH

#6

@COMMUNITY

9.34 ETH

\$18.4k USD

18.4k ETH

#7

@COMMUNITY

9.34 ETH

\$18.4k USD

18.4k ETH

#8

@COMMUNITY

9.34 ETH

\$18.4k USD

18.4k ETH

#9

@COMMUNITY

9.34 ETH

\$18.4k USD

18.4k ETH

#10

@COMMUNITY

9.34 ETH

\$18.4k USD

18.4k ETH

OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD

Good Empire

Vision 2025 - The G Revolution

November 2023

027

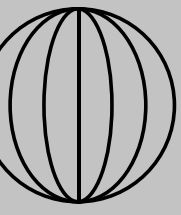


# GOODPASS GENERATIVE NFTS

Together with brand and venture partners SantosDilone, whose clients include Apple, Nike, Foundation and Algorand, we've created a collection of dynamic and generative NFTs that represent the future of fundraising.

The first of its kind, each dynamic NFT is paired with a specific impact project, aligned with one of the 17 SDGs, and contains a donation portal. As you “feed” the NFT donations, it “grows” and evolves.

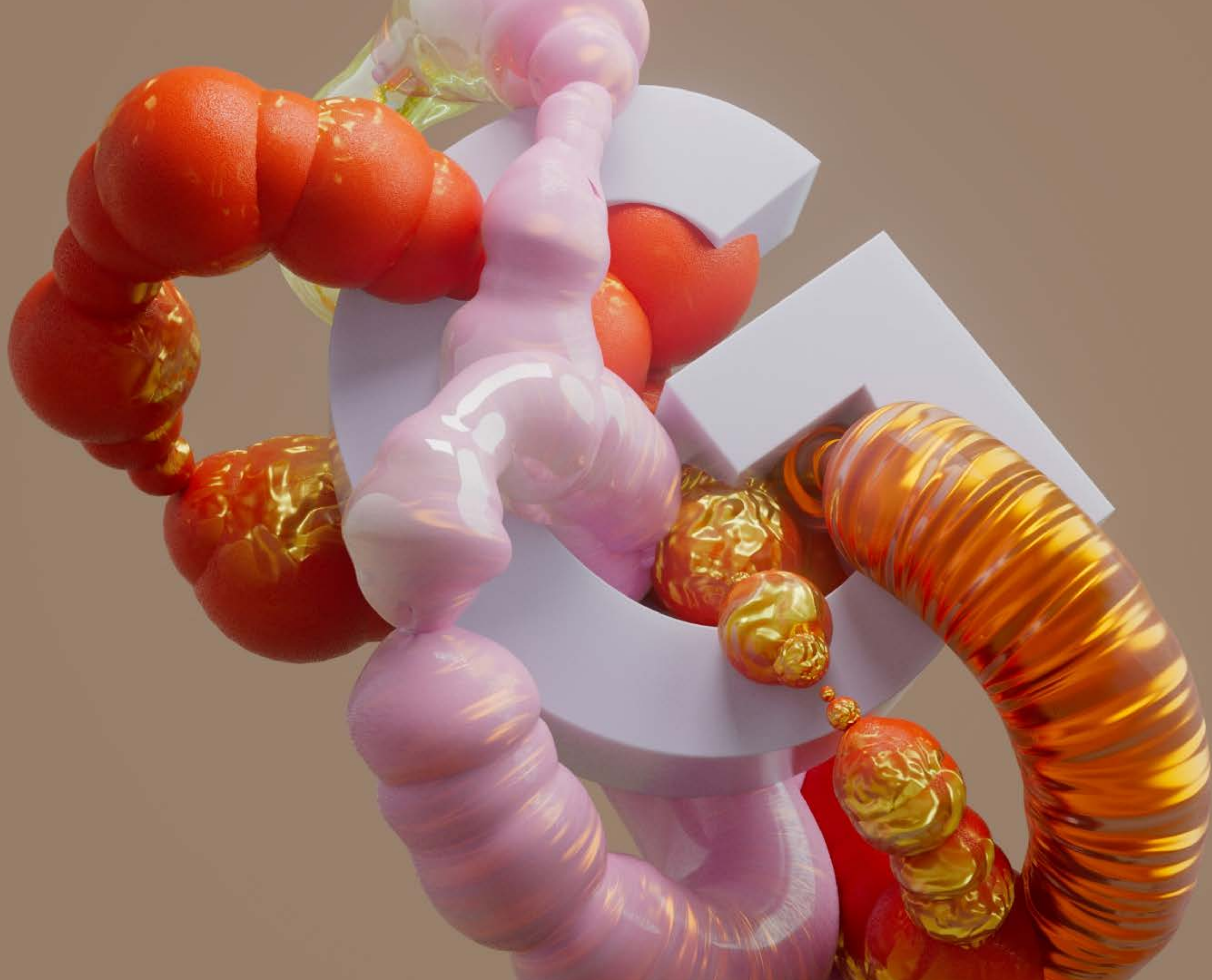
Royalties and donations go to the paired impact project, and we have some of the biggest global charities on board.



OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD



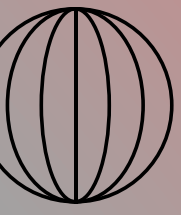
# G1 No Poverty



MADE OF GOOD HUMANS AND GOOD COMPANIES FOR A MORE ABUNDANT, EQUITABLE AND SUSTAINABLE  
WORLD FOR GOOD.







# \$G TOKEN ECOSYSTEM

## This is #cryptoforgood.

\$G is an impact token, the currency of the G Revolution, it is the first, foundational piece of the Good Empire web3 ecosystem.

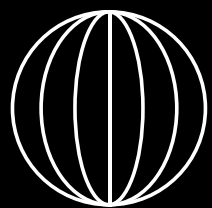
It's also an Impact to Earn token, reward for taking action and donating through the platform ecosystem.

We have a vision for a global marketplace for ethical and sustainable brands you can only buy from with the \$G coin, through the good you do for people and planet.

So you could pay your renewable energy bill with G coin, or buy a limited edition G Revolution Patagonia T-shirt.



# \$G tokenomics



100 000 000  
SUPPLY

80%  
LP

10%  
OPERATIONS

10%  
COMMUNITY POOL



## TAXES

5% / 5%  
BUY SELL

3% OPS + MARKETING  
1% GOODBOT  
1% PROOF

0.5%  
MAX TRANSFER

1%  
MAX WALLET

OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD





# IMPACT ACT TO EARN



Art by Hugo Boesch  
...



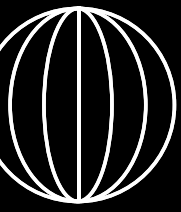
Web3 Activist @mecdot  
...



OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD



# ROADMAP



## Phase 1 - **DONE**

\$1.5m Crowdfund Raise  
Good Empire App (Alpha)  
Pilot for Organisations

## Phase 3 - **COMING**

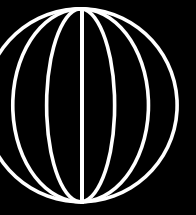
Good Empire Web Platform  
Blockchain Platform Rebuild  
Impact to Earn  
Good Emporium Rewards  
Marketplace

## Phase 2 - **CURRENT**

\$G Token Launched  
GoodBot Dapp (in build)  
GoodPass NFTs (in build)

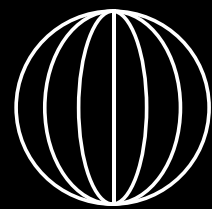
OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD





OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD

# We're an experienced, tenacious, but desperately under-resourced team...



Andre Eikmeier

FOUNDER, CEO

[linkedin.com/in/andreeikmeier](https://www.linkedin.com/in/andreeikmeier)

Founder of Good Empire  
Co-founder of Vinomofo  
Mentor, Speaker



Tom Pennington

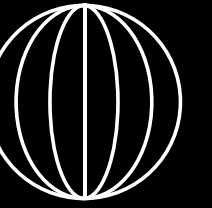
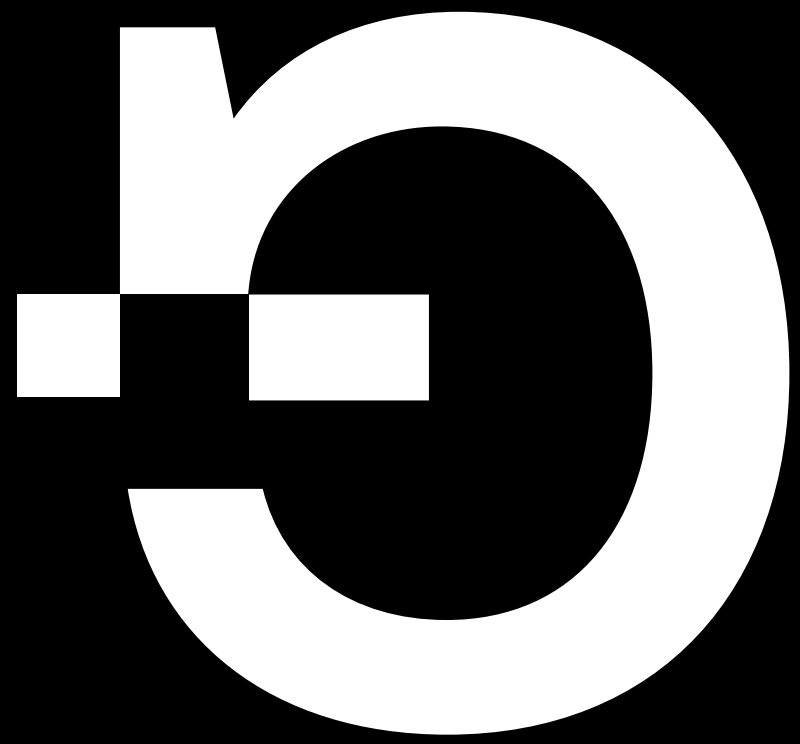
TECH CO-FOUNDER

[linkedin.com/in/tom-pennington-9611a34](https://www.linkedin.com/in/tom-pennington-9611a34)

Tech co-founder of Good Empire  
Director Tech Consulting - PwC  
Head of Engineering CommBank

OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD





**Because if not us, then who?  
And if not now, then when?**

OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD

# THE G REVOLUTION

From the north, the earth rotates counter-clockwise around its axis.

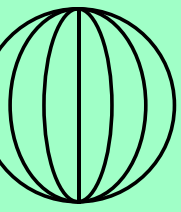
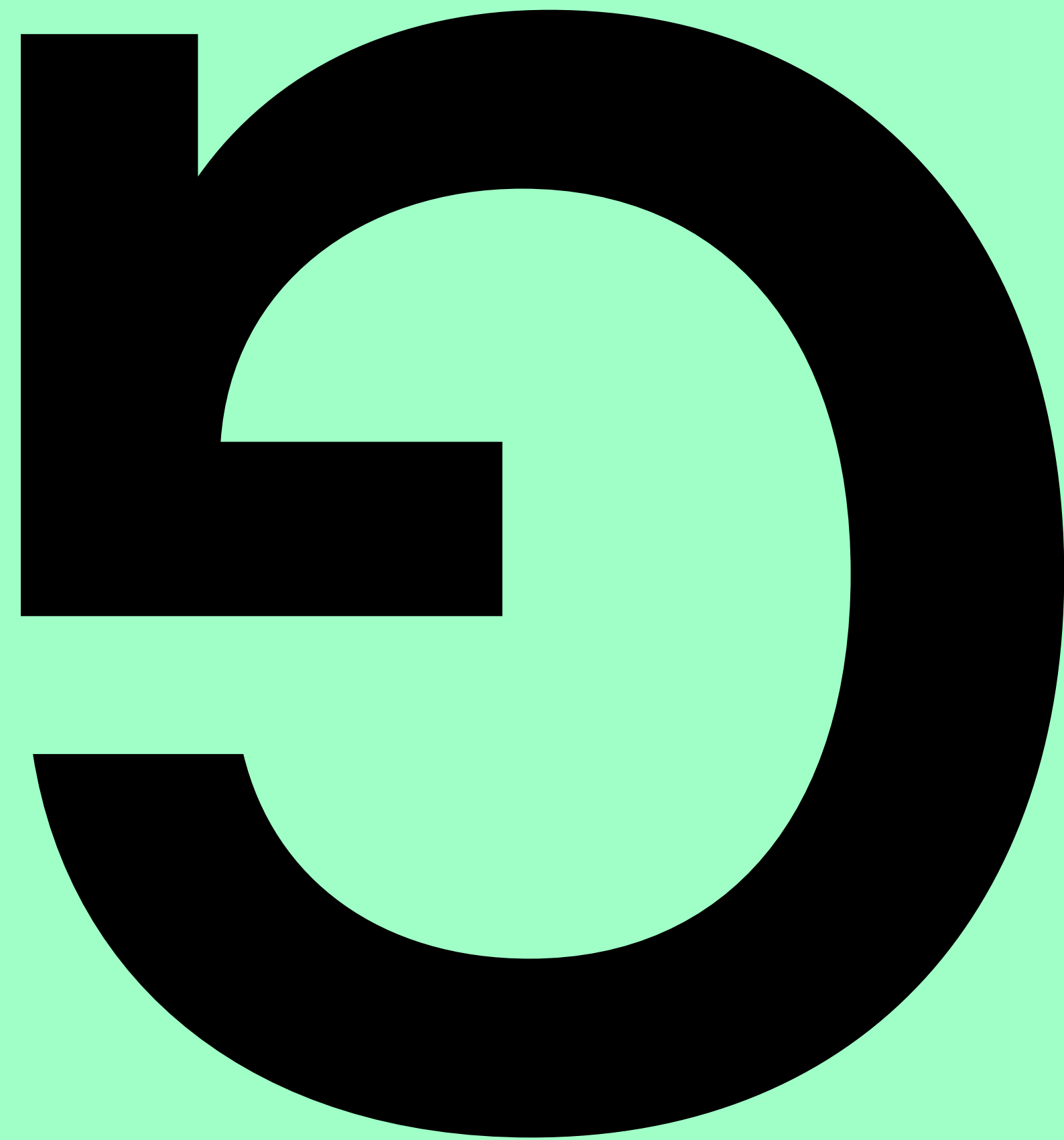
And yet we humans hurtle forwards, clockwise - consuming, burning - potentially toward our own destruction.

We need a revolution.

We need to change the way we live and consume, before it's too late.

This is the inspiration behind the **G**.

Join us.



OUR MISSION IS TO GATHER, UNITE AND EMPOWER  
AN EMPIRE OF GOOD HUMANS TO HELP SAVE  
THE F\*\*KING WORLD

Web

Twitter

Telegram

Discord

[goodempire.org](https://goodempire.org)

@goodempire\_

@g\_revolution\_portal

G Revolution