

A photograph of a woman in the foreground taking a selfie with a pink smartphone. She has long brown hair, wears sunglasses, and has her face and arms covered in colorful paint (pink, blue, yellow). She is wearing a blue and white patterned strap over her shoulder. In the background, two men are visible, also smiling and wearing sunglasses. The background is a blurred outdoor setting with trees. A semi-transparent dark grey box in the upper right corner contains the text "Galaxy eSolutions WHITE PAPER".

Galaxy eSolutions WHITE PAPER

Table of Contents

Section 1: The Vision	3
Defining the Sharing Economy	4
Defining the Circular Economy	4
Section 2: The Problem	5
Refurbished Phones (B2B/C2B) Industry Pain Points	5
Opportunity: A Profitable Sector in Need of Standardization	6
Market Trends and Predictions	6
Section 3: The Solution	7
Blockchain: The Solution	7
Section 4: Galaxy eSolutions is the Answer	9
Company Overview	9
Partnerships	10
CNS Wireless Wholesale (CNS)	10
Dafzo	10
Milkyway Distribution	10
Origin Protocol	10
Sharder	10
Operational Structure	11
Traction and Milestones	11
Roadmap	12
Financials	13
Objectives	13
Core Metrics	13
The Galaxy eSolutions Hybrid eCommerce Business Model	14
Galaxy eSolutions Platforms	14
NDBD (live)	15
YABphones (live)	16
Android Reborn (under renovation)	17
Mobile Freak (under development)	18
Team	19
Management	19

Blockchain Development Committee	20
Professional & Compliance Team	21
Business & Advisory Team	21
Section 5: What Makes Us Special?	24
Key Differentiators	24
Branding	24
Price	24
Speed to Market	25
Warranty	25
Competitive Study and Comparisons	26
SWOT Analysis	27
Section 6: Strategic Positioning	28
eCommerce Solutions	28
Supply Chain and Partnership Advantage	29
Location Advantage	30
Section 7: GES Token Offering and Returns	31
Token Offering	31
Offer Schedule	32
ICO Bonus Structure	32
Token Distribution	32
GES Token and Value Model	32
Token Utility	32
Market Buyback and Burn Model	33
Terms and Conditions	33
GES Value Protection Mechanism	33
Terms and Conditions	33
Planned Use of Funds	34
Returns Analysis	35
Key Assumptions and Findings	36
Corporate Governance	36
Section 7: Conclusion	37

Section 1: The Vision



We envision a world made environmentally friendly through global adoption and growth of the sharing and circular economies. A world in which the lifespan of electronics is extended to the point where mining waste and landfills are a thing of the past.

“Our mission is to further environmental sustainability by utilizing a decentralized, pre-owned and refurbished ecommerce ecosystem designed to advance the sharing and circular economies.”

Please support us in promoting global sustainability and a clean future!

The Galaxy eSolutions ICO is February 28th - March 31st, 2018.

See our [website](#) or join the conversation on [Telegram](#).

Defining the Sharing Economy

The sharing economy, or collaborative consumption, refers to resource circulation systems which allow consumers a two-sided role, in which consumers may act as both providers of resources and obtainers of resources. This vision allows for a broad understanding of the sharing economy in regards to the overarching criteria of changing consumer capacity. The sharing economy is NOT a black and white ecosystem: it is a spectrum, and it is increasingly crucial to understand its different shades.

The driving forces behind the rise of sharing economy organizations and businesses include:

- Information technology and social media
- Urban lifestyle & demographic shifts
- Increasing volatility in cost of natural resources

Now that we understand what the sharing economy is, and what's driving the adoption of this sustainable lifestyle, how do we define truly collaborative, sharing economy companies?

1. The core business idea involves unlocking the value of unused or under-utilized assets ("idling capacity") whether it's for monetary or non-monetary benefits.
2. The company should have a clear values-driven mission and be built on meaningful principles including transparency, humanness, and authenticity that inform short and long-term strategic decisions.
3. The providers on the supply-side should be valued, respected, and empowered and the companies committed to making the lives of these providers economically and socially better.
4. The customers on the demand side of the platforms should benefit from the ability to get goods and services in more efficient ways that mean they pay for access instead of ownership.
5. The business should be built on distributed marketplaces or decentralized networks that create a sense of belonging, collective accountability and mutual benefit through the community they build.

Defining the Circular Economy

The circular economy aims to eradicate waste—not just from manufacturing processes, as lean management aspires to do, but systematically and throughout the life cycles and uses of products and their components. Looking beyond the current "take, make and dispose" extractive industrial model, the circular economy is restorative and regenerative by design: Extending the life of products and materials prevents the over-generation of waste and recovers the full value of products. Relying on system-wide innovation, the circular economy aims to redefine products and services to design waste out, while minimizing negative impacts. The circular model builds economic, natural and social capital.

Section 2: The Problem



Refurbished Phones (B2B/C2B) Industry Pain Points

1. Phone Versions Unclear/Products Not as Described

In most phone trading websites, only the phone models are listed. Therefore, the exact versions of the phones are not shown clearly. Phone version information is required so that buyers know that they are buying the right phones for the right markets. For example, a local shop trader in Australia might not be able to sell iPhones which are of USA versions, due to factors such as different network bandwidth, causing the phone to not work with local network frequencies. Different phone versions could cause consumer dissatisfaction as well: for example, phones in Japan are required to have an alert sound when taking pictures.

2. Potential Frauds/Scams

In many cases, phones are almost as good as cash, since it is highly tradable and of relative high value. Hence, the phone industry often is littered with scammers. The typical scams include failing to deliver goods after being paid, selling stolen goods on purpose and selling goods of questionable quality. There are also suppliers who mix some bad products with good products just to increase their margins. Clearly, the industry lacks trust.

3. High Cross-Border Transaction Costs

We all know that transacting for international payments is expensive and often incurs exchange losses. In some cases, payments have to go through intermediary banks, often taking days for one transaction to complete. Add to this concern stricter AML (Anti-Money-Laundering) measures, and we see even higher cross-border transaction costs.

4. Product Movement Verification

When deals are done, what is required next is the movement of the goods. There are many cases of goods not being delivered on time, or that the tracking numbers need to be chased. There are also cases of goods delivered to wrong addresses, held at customs or even being provided fake tracking numbers.

Opportunity: A Profitable Sector in Need of Standardization

The refurbished phone trade is a multi-billion USD, high volume and high trading frequency globalized business and yet it is a complex industry as it lacks standardization in areas such as trading terms, product versions and compatibility, and especially in product grading and quality.

Industry Statistics:

- **Double Digit** gross profit %.
- **Double Digit** Percentage Growth Year on Year.
- Fragmented industry with chance for consolidation.
- Environmental Friendliness (Government and Consumer Support).
- **30BN USD** Market Size by **2020** (Just phones).

Market Trends and Predictions

Galaxy eSolutions predicts that the preowned and refurbished consumer electronics market will continue to grow due to a variety of factors, including:

- Insatiable demand from developing countries.
- Growing needs for a consumer to have a second phone (one for business/work).
- Shorter life cycles of consumer electronics and the continuous upgrading.
- Growing awareness of the need for environmental sustainability.
- Large scale adoption of sharing and circular economies.

Section 3: The Solution



Blockchain: The Solution

1. Building Trust in a Trustless Environment

One solution to ensure the right products in the right markets is to obtain the phone IMEI (International Mobile Equipment Identity) from the sellers, of which every phone has one (or two, if it is a dual SIM version). This unique IMEI number of every phone will reveal information such as the model number, the region and hence the version and the related network bandwidth.

The IMEI can be obtained simply by dialling *#06# and can be verified online. Our team will design an API call to a online database service provider and put the information of the IMEI collection as well as the tracking of it on blockchain.

Payment amount would be held in escrow by the smart contract until certain conditions are met, such as the providing of IMEI and tracking numbers. The credentials of the sellers and buyers can also be provided and verified against, based on their previous trading records and/or credibility based on community voting.

2. Eliminating the Risk of Frauds and Scams

Since providing the IMEI numbers would mean that the supplier is likely to have the goods with them. The IMEI numbers can also be used to ensure that the goods are not stolen goods. As such, putting such critical information on blockchain would certainly help to stop scams as well as improving trading experience. An API with IMEI database companies could facilitate the checks even faster which is in the plan.

3. Reducing Transaction Costs and Time

Cross-border transaction fees will be greatly reduced by choosing to transact using cryptocurrencies such as BTC, ETH or even using **GES tokens**. Time will also be saved and transactions could happen within hours, rather than days.

Both of these are extremely important in the phone trading industry since it is a low margin, high turnover business where quick turnaround is always critical in business performance.

4. Tracking Product Movement and Refurbishment Details

Information such as when items have been refurbished, who did the refurbishment, current status of warranty period, courier used, dates dispatched, tracking numbers, shipment weight, and many other logistics records can be put on the blockchain, improving trading experience, combating fraud, and preventing shipment inconsistencies.

Section 4: Galaxy eSolutions is the Answer



Company Overview

Galaxy eSolutions, Limited is a Global Cross-border eCommerce business that is set to become the Market Leader in the Pre-owned and Refurbished Consumer Electronics Sector. We are headquartered in Hong Kong and have our eyes set on Global Markets. Achievements include:

- Reached almost **2M USD monthly sales** within 9 months.
- Reached monthly operational break-even point in August 2017.
- Projected to reach **120M USD** sales in 2018.
- Exclusive partnership with licensed Apple and Samsung refurbishment factory in bonded zone.

Company Details

- Global Cross-border eCommerce Specialist.
- Incorporated in Hong Kong.
- Launched December 2016.
- Current Products include refurbished Apple phones and iPads, Samsung, HTC, LG, Google phones, and DJI Drones.
- Overseas support offices in Philippines, Europe, Australia.
- Total Staff: 55
- Projected Sales (2017): 20M USD
- Number of Country Markets: 26 (Europe, ANZ, NA, etc)
- Planned Country Markets: 50+
- Number of Current Websites: 4 main sites (30 if including subdomains which are localised with local languages, marketing and payment options).
- Proprietary ERP system.
- Full eCommerce Solutions including logistics, fulfilment centre, payment gateway solutions, RMA support, e-marketing.

Partnerships

CNS Wireless Wholesale (CNS)

CNS is a government authorized refurbishment factory for Apple and Samsung products in the Shenzhen bonded zone. Besides Foxconn, CNS is the only other authorized refurbishment factory for Apple products in this zone.



Dafzo

[Dafzo](#) is a decentralised P2P logistics platform which will help develop the massive India market as well as the Galaxy eSolutions decentralized logistics platform.



Milkyway Distribution

[Milkyway Distribution](#) is a cross-border electronics eCommerce specialist with a wide network including Europe, United States, Australia and New Zealand.



Origin Protocol

“The sharing economy without intermediaries”, [Origin](#) develops protocol for creating sharing economy marketplaces using the Ethereum blockchain and IPFS, and will assist in building the Galaxy eSolutions marketplace and ecosystem.



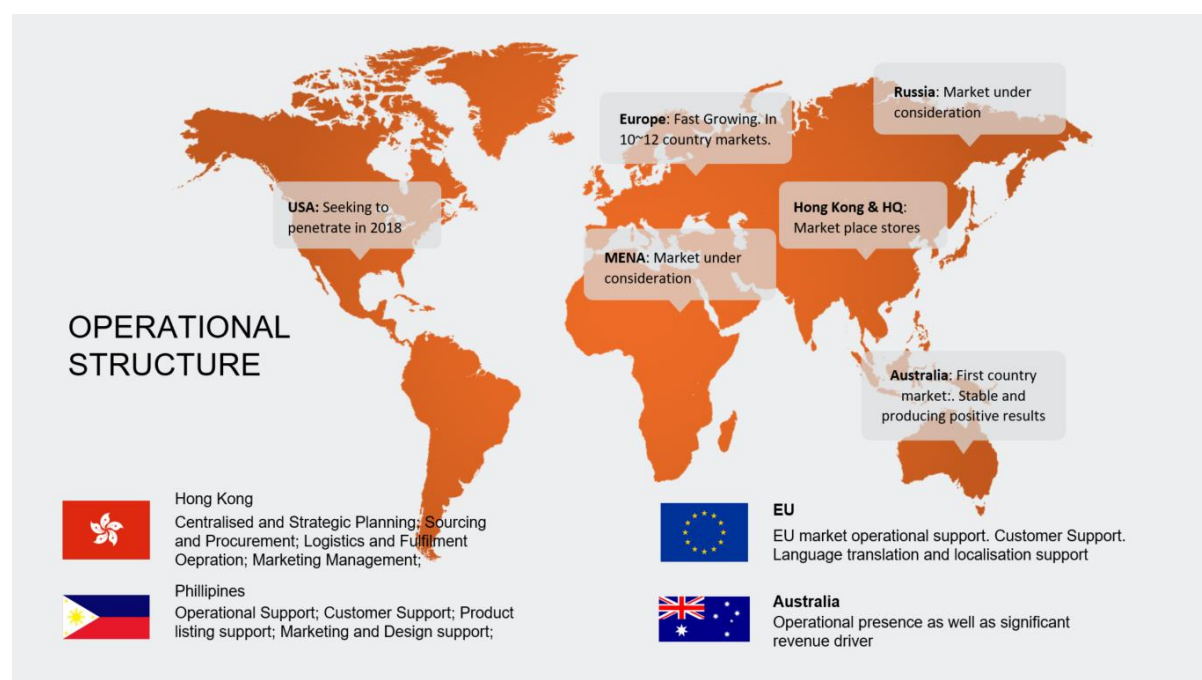
Sharder

[Sharder.org](#), a decentralised information processing and storage company, will assist in developing the Galaxy eSolutions hybrid eCommerce model. Sharder.org will also assist in promoting our project to the Chinese community.



Operational Structure

We have a full team of procurement specialists, quality inspectors, customer service specialists, logistic officers, marketing specialists, an IT team, and an accounting team.

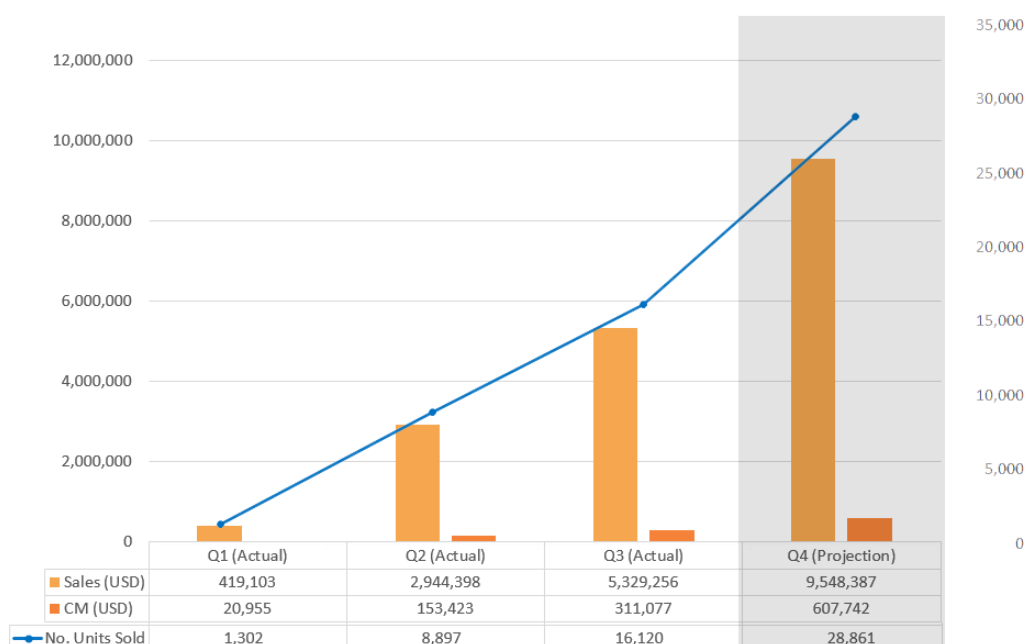


Traction and Milestones

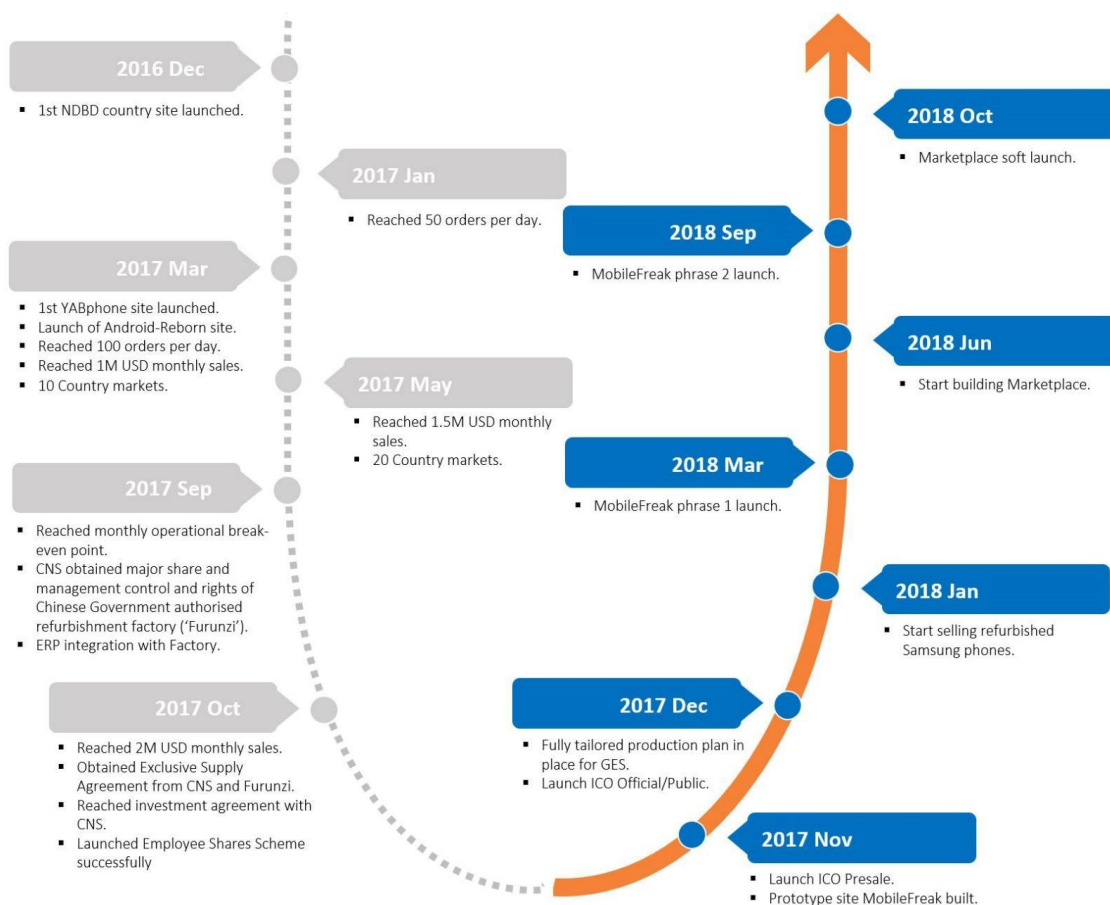
Galaxy eSolutions aims to create a “green” global marketplace for refurbished, pre-owned smartphones and other consumer electronics. The company repairs and cleans pre-owned consumer electronics, then sells those electronics for a discounted rate online. The entire business process is managed by Galaxy eSolutions.

- **Phones Shipped/Day:** ~200
- **Country Markets:** 30+
- **Web Traffic/Month:** ~2.5M
- **Customers:** 30,000+
- **Subscribers:** 70,000+

Sales, Contribution Margin and No. Units Sold Growth in 2017



Roadmap



Financials

So far, about **400,000USD** has been used to scale to current level, and monthly operational break-even point was reached in August 2017. Galaxy eSolutions is seeking funds to not only develop its decentralized marketplace and token application, but to also aggressively scale growth. With the right opportunity, timing, and partnerships, Galaxy eSolutions is poised for explosive growth.

Objectives

- Achieve clear profitability by end of 2018.
- Exceed **1BN USD** sales by 2022.
- Reach **300M USD** valuation of by end of **2022**.

Core Metrics

- **Average Order Value:** 320 USD
- **Stock Turn:** 52
- **Cash Cycle Turn:** 52

Note: The above metric simply suggests that a working capital of 5M USD, will allow Galaxy eSolutions to reach **250M USD annual turnover**. The cash cycle turn will be improved very soon due to a new payment gateway agreement which will shorten the sales proceeds settlement from 7 days to 2~3 days.

Quarter in 2017	No. Units Sold/Day	Sales (USD)	GP%	CM%	NP%
Q1 (Actual)	1,302	\$419,103	21.5%	5%	-25%
Q2 (Actual)	8,897	\$2,944,398	19.6%	5.5%	-2.5%
Q3 (Actual)	16,120	\$5,329,256	22.5%	6%	0.12%
Q3 (Projection)	28,862	\$9,548,387	23%	6.5%	2.96%

Remarks: Contribution Margin is GP less total direct variable costs of logistics, marketing, transactional, and IT fees



The Galaxy eSolutions Hybrid eCommerce Business Model

Galaxy eSolutions is an ecommerce ecosystem focusing on the pre-owned and refurbished economy which is worth multi-billions. We have several strategic business units, including NDBD, Yabphones, and Mobile Freak. NDBD and Yabphones are centralized, and focused on selling, while Mobile Freak is a decentralized P2P buy-and-sell platform. Together, centralized and decentralized platforms create the Galaxy eSolutions hybrid ecommerce ecosystem.

- **NDBD:** Currently a B2C (Business-to-Consumer) site evolving to become a marketplace with approved suppliers).
- **Yabphones:** A B2C and F2C (Factory-to-Consumer) site with own branding refurbished products.
- **Mobile Freak (mobilefreak.com):** a site to be built on blockchain to serve the C2C (Consumer-to-Consumer), C2B (Consumer-to-Business) and B2B (Business-to-Business) refurbished markets.

The reason for this hybrid model is Galaxy eSolutions' belief that in the B2C model, where it is sending goods to end consumers, the consistency in quality of goods and exceeding expectations are of utmost importance. This is a retail experience and only in a centralized model can Galaxy eSolutions fully control quality of supplied goods and consumer experience.

However, Galaxy eSolutions believes that a blockchain, or decentralized model, would suit a marketplace serving the C2C, C2B and B2B markets. GES will use Mobilefreak.com for this decentralized model and only focus initially on the highly tradable pre-owned and refurbished phones.

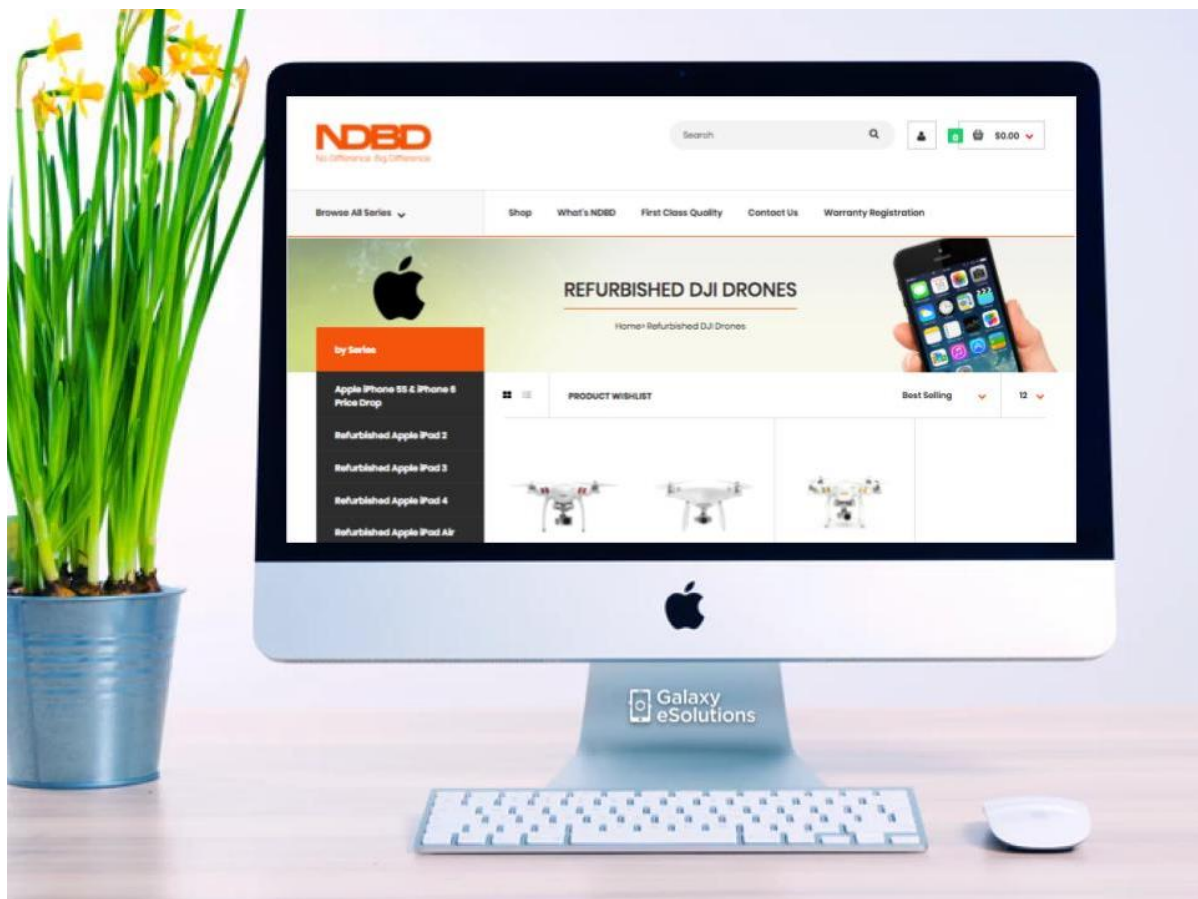
Galaxy eSolutions Platforms

Instead of selling refurbished electronics through a single, consumer-facing website, Galaxy eSolutions operates a number of platforms, including NDBD, YABPhones, Android Reborn (under renovation), and Mobile Freak (under development).

NDBD (live)

- Concept/Appeal: NDBD simply means No Difference, Big Difference (as in general usage and quality versus pricing). Targeting general market and consumers that look for savings and yet wanted quality assurance. A place where customers will find most professionally refurbished electronic products.
- Now: Offering professionally refurbished Apple phones and iPads, Samsung, HTC, LG, Google phones, and DJI Drones.
- Future: Will offer more brands and other products, such as Samsung and Macbooks.
 - Would evolve eventually into a marketplace plus direct B2C hybrid site (like JD/Amazon). This would involve adding more brands, products and suppliers, as well as talents with marketplace establishment and management experiences.
- Over 30 subdomains which are locally translated and customized.

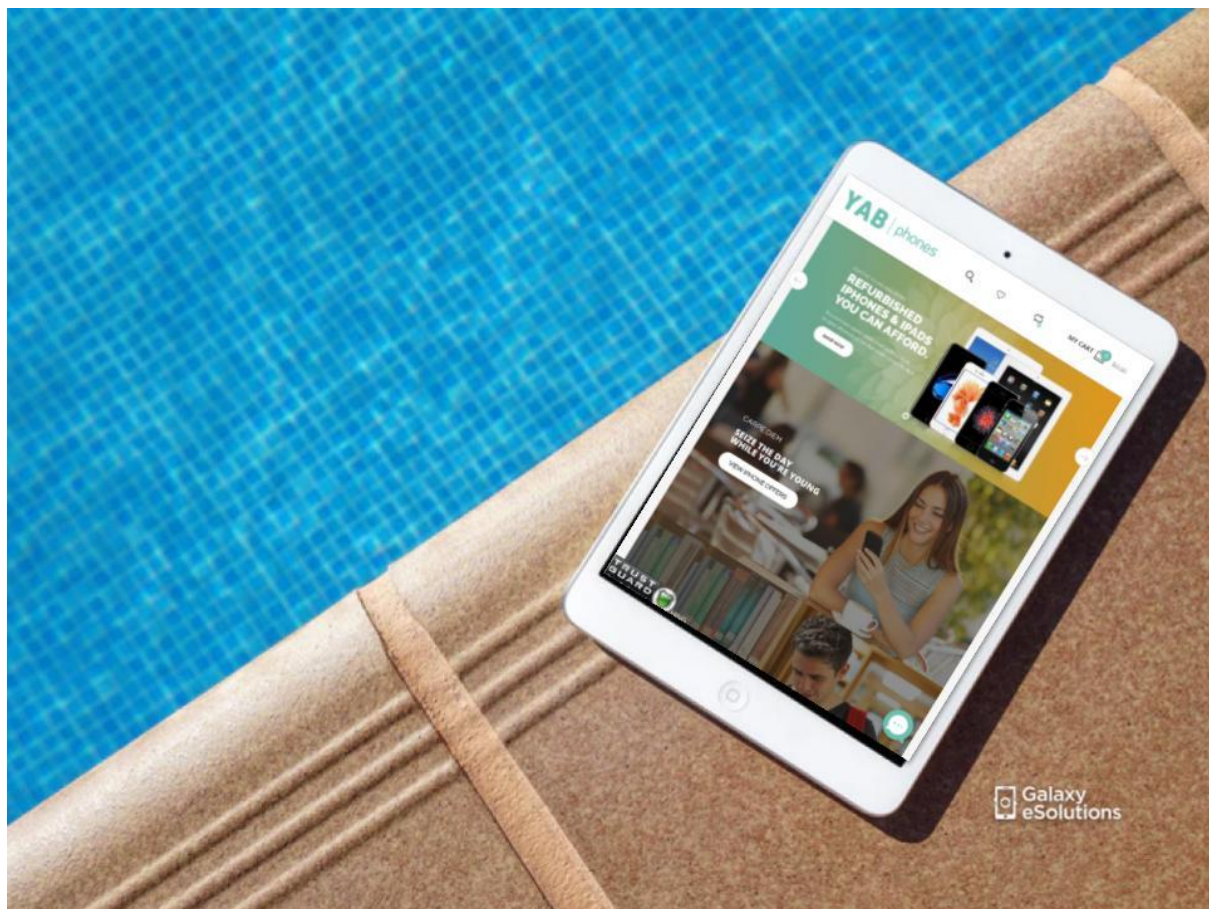
Site: nd-bd.com



YABphones (live)

- Concept/Appeal: As the focus is on young people, such as students/fresh grads/ new job entrants, GES will rely on social marketing platforms such as Facebook and Youtube.
- Now: Offering professionally refurbished Apple products, targeting at younger markets.
- Future: Will focus solely on Apple products and penetrate such markets.
 - YABphones will only focus on its own refurbished Apple products in order to meet and exceed customer expectations and experience. It will also keep its range limited to Apple for focused marketing.

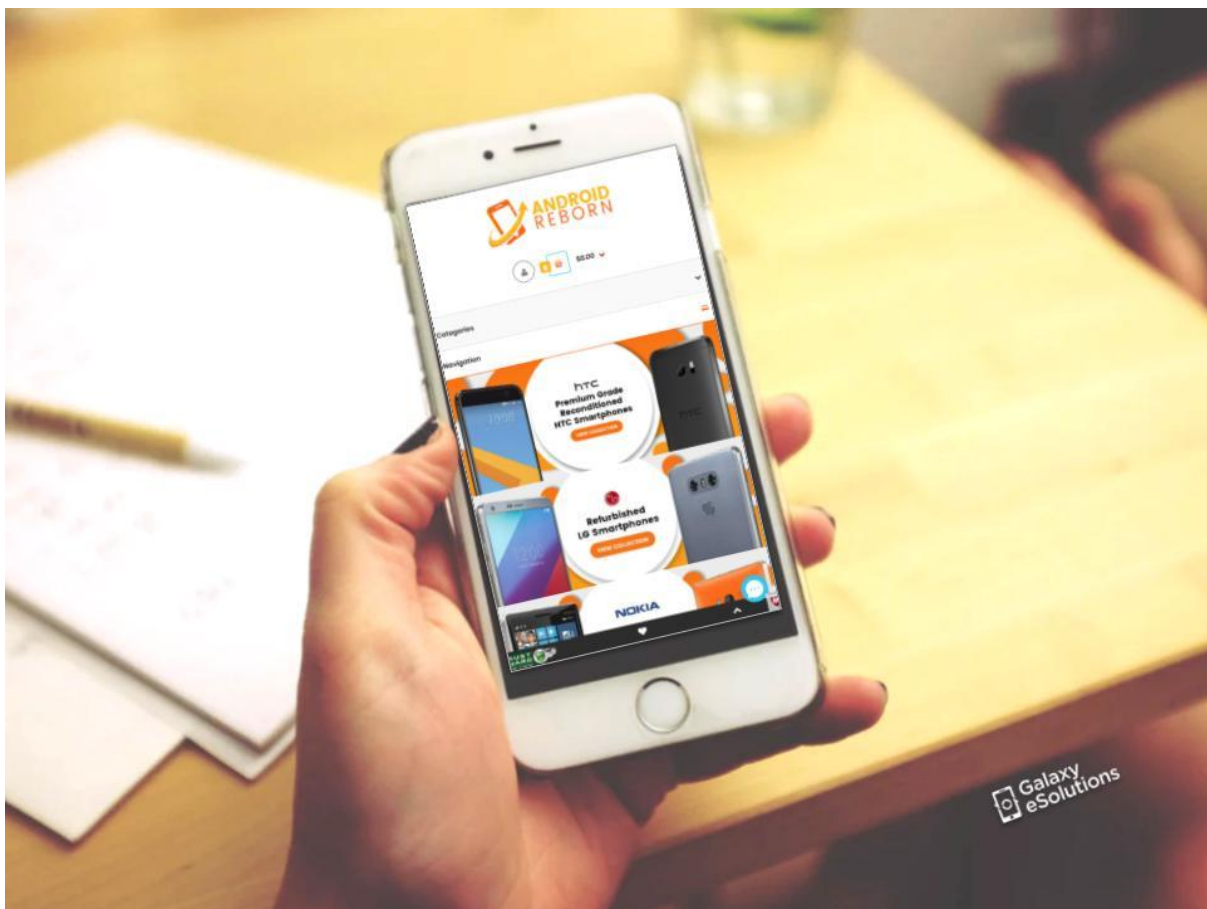
Site: yabphones.com



Android Reborn (under renovation)

- Concept/Appeal: For general markets that have preference for Android phones.
- Now: Testing phase with professionally refurbished Android phones.
- Future: Planning to go live after supply and quality control for Android phones are secured and funds ready.
- Remark: Android Reborn will only focus on its own refurbished Android products in order to meet and exceed customer expectations and experience. It will also keep its range limited to Android for focused marketing.

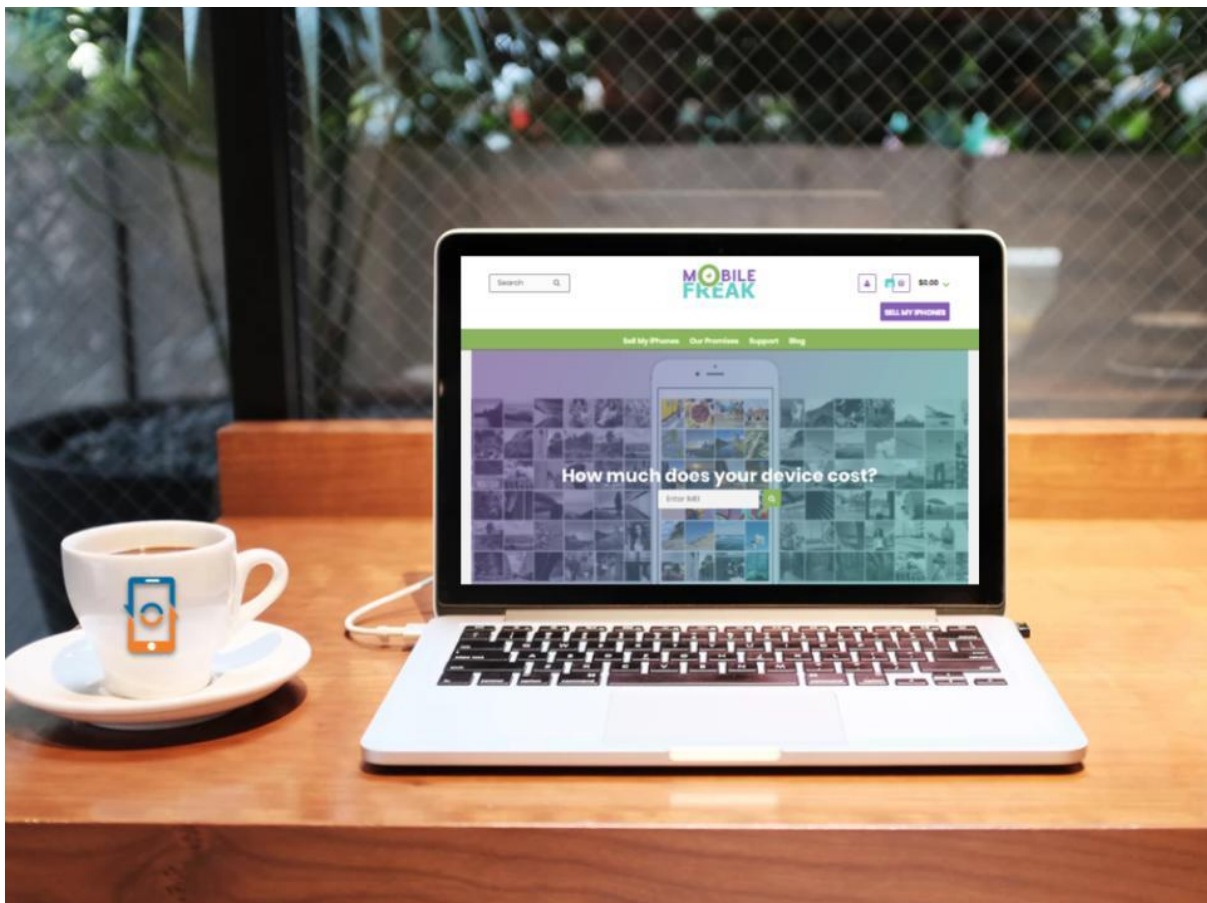
Site: android-reborn.com



Mobile Freak (under development)

- Concept/Appeal: Mobile Freak's marketing slogan would be "Mobile Freak offers freaking good prices to buy your phones!". The site will list the phones it could purchase, and list the different conditions and relative offer pricing, and market it to consumers wishing to sell (either they have extra/unneeded phones or looking for an upgrade).
- It will rely on online payment system and upon collecting the phones, they will be consolidated and sent to Hong Kong for either re-selling or refurbishment. Due to the supply chain and location advantage, highest prices would be fetched and hence profits maximized.
- Now: Testing phase and site to be launched soon. Need funding to support full marketing, operation and working capitals.
- Future: Will include online-to-offline commerce and mall carts/kiosks in shopping malls that we use to market buy-back services (buy the phone on spot after inspection) while also marketing the NDBD range of products (if customer place orders, we dispatch from centralised warehouse in Hong Kong or in that country).
- Remark: Aihuishou, a Chinese site doing similar business and concepts but only on domestic market, did 170M USD sales in 2017.

Site: mobilefreak.com



Team

Management



Yuen Wong
Co-Founder & CEO

Yuen has a strong e-commerce sense and entrepreneurial initiative that gives him the ability to make the business operate in the global consumer markets. Expertise: Entrepreneurship, Business Development, E-commerce specialist.



Joe Chan
Chief Technology Officer

A technology lead, he uses new innovative ways for product development and generates data-driven strategies and results. Expertise: Technical Engineer, Coding, Online Infrastructure and Database.



Erik Hohmann
Chief Marketing Officer

Managing digital projects and campaigns and leading the digital marketing team to effectively implement the campaigns across the global markets in which we operate. Expertise: Digital Marketing, Social media, PR and communication, Global outreach.



Chris Wong
Chief Operating Officer

Chris is data-driven and handles the day-to-day operations, such as inventory management, technical user interface on our website and analysis and reporting. Expertise: Data analysis, Coding and Development, Google Analytics, User interface.



Pranav Burnwal
Blockchain Director

Pranav is our Blockchain expert, he specializes in programming smart contracts used in blockchain technology. He is our lead developer on smart contracts and tokens that will be used in our ICO. Expertise: Blockchain, Coding, Digital Security, Online development, ICOs.

Blockchain Development Committee



Ben Xiong
Sharder, CEO & CTO

15 years of experience in programming, B.E. in software from Shanghai Jiaotong University, Architect of Seachange, Chief Architect of Yiji Pay, Co-founder and CTO of Taogushen.com, Founder of Conch Chain.



Wayne Shao
Sharder, COO

10 years of experience in management, operating and entrepreneurship, B.E. from Tsinghua University, M.S. in Columbia University, General Manager of Egholm Maskiner (China), Co-founder and COO of Taogushen.com.



Rick Wang
Sharder, CMO

6 years of experience in marketing, channel development and entrepreneurship, Marketing Director of HuangCheng Technology Co. Ltd., General Manager of Zebra Environment Technology Co. Ltd..

Professional & Compliance Team



Brian Colwell

ICO Advisor, Crypto Investor

Influencer Brian Colwell is THE specialist in Crypto, Fintech and IoT marketing and social media management. His background in financial services sales and marketing gives him an eye for producing return on investment, and Brian's own network includes over 100,000 followers. Not only that, but Brian is connected to many other influencers and journalists.



Simon Choi

Fintech, Blockchain & Global ICO Lawyer

Simon, previously Head of Legal at TCL, is our advisor on all matters legal. He advises on regulatory matters for conducting ICO and using blockchain technology. He dictated our terms and conditions for our ICO.



Brennan Bennett

Blockchain Technology Consultant

Brennan is a blockchain consultant, emerging tech entrepreneur and startup advisor. He specializes in HIT blockchain implementation and is a subject matter expert in biomedical informatics, clinical decision support systems, drug design and pharmacy operations.

Business & Advisory Team



Neil Thomas

CEO & Founder, Muzaara

Neil Thomas is a dynamic leader, who is well versed in the Asia-Pacific market and global eCommerce trends. With a diverse skill set across platform, technology, marketing and a solid business and financial acumen coupled with an enthusiasm for the growth opportunities within the region, he is highly engaged and effective in driving bottom line results.



Dr. John Wong

Executive Vice Chairman, Executives' Global Network

Dr. John Wong is known to be a very resourceful and experienced leader. He started his career as a management consultant with KMG-Byrne Management Consultants Ltd. He is currently a founding member of Rotary Club of Tamar and the Past President of the Rotary Club of Taipo.



Stanley Lee

The President at E-Commerce, Association of Hong Kong

An eCommerce entrepreneur, he started in 2006 as an eCommerce seller on international eBay platforms. He also founded Continental Global Service Limited in 2009, to provide efficient logistics and supporting facilities and services, mostly for other eCommerce sellers.



Abdulaziz Aljouf

Founder & CEO, Paytabs

Awarded by Forbes Middle East as one of the leaders inspiring and shaping the future of Saudi Arabia.

**Jordan Miller**

Founder & CEO, Paradigm Agency

Previously Heads of Goods in Groupon and GM in Lux Group. An Entrepreneur with several successful businesses.

**Ken Wong**

GM at Continental Global Service Ltd &
Executive Officer at E-commerce Association of Hong Kong

Ken Wong has more than 10 years of experience in eCommerce field. Previously Business development manager in eBay.

**Prateek Sharma**

Co-Founder and CEO of Dafzo.io and Courier Home

Prateek is the Founder/CEO of Dafzo.io and Courier Home, a logistic specialist in India. He will lead the effort in helping GES in market entry strategy into the massive India market. Both entities will form a strategic partnership.

Section 5: What Makes Us Special?



Key Differentiators

Obviously, Galaxy eSolutions isn't the only company operating in the refurbished electronics space. There are a number of similar companies doing the same thing, but Galaxy eSolutions separates itself from the pack in several key areas:

Branding

Galaxy eSolutions uses its own branding to build consistent consumer expectations across products. This will encourage repeat buying as customers recognize that Galaxy eSolutions is a trusted refurbishment provider.

Price

Galaxy eSolutions emphasizes lower costs through controls at every stage of the refurbishment process. They own a refurbishment factory, and they process all retail transactions themselves. This means they control the price and quality.

Not only that, but Galaxy eSolutions guarantees the best price/quality matrix.

- **Foxconn Quality:** 95/100; Price: 95/100
- **GES Quality:** 85/100 ; Price: 70/100
- **Misc Competitors:** Quality: 65/100; Price: 65/100



Remarks: Foxconn is the Apple officially authorised refurbished factory that only produce Apple C.P.O (Certified Pre-Owned). It currently has 1.5m workers.


Speed to Market

Galaxy eSolutions promises to get consumer electronics to the market more quickly than its competitors. Because the company controls the whole supply chain, it's in full control of all processes required before reaching the market. Galaxy eSolutions doesn't need to wait for suppliers or third party refurbishment companies.

Warranty

Galaxy eSolutions has a 13-month warranty on all consumer electronics sold through their refurbishment program, a warranty unmatched for professionally refurbished electronics.

Competitive Study and Comparisons

Factors	Brands Direct (Apple)	Traditional Sellers (Local phone repair shops)	Marketplace Sellers (Amazon / Ebay)	B2C sites (Newegg)	
Competitive Price			✓	✓	✓
Good Product Quality	✓				✓
Good Service Quality	✓	✓			✓
Stable Supply					✓
Wide Product Range			✓	✓	
Local Reach		✓			

Other Comparison Studies

Newegg (newegg.com)

- A direct B2C site offering new consumer electronics items which later evolve into a marketplace plus global cross-border B2C hybrid.
- Turnover more than 2.5BN USD.



Zhuanzhuan (zhuanzhuan.com)

- A Chinese C2C marketplace site selling pre-owned and second hand items with a turnover around 3.8BN USD. 30% of its sales come from mobile phones, with about 23,000pcs of phones sold daily.
- It was recently valued at 1BN USD while its nearest 2nd hands goods competitor, Xianyu, was valued at 3BN USD.



Aihuishou (aihuishou.com)

- A Chinese online plus offline site which buys back phones from consumers for resales purposes.
- It only focus on domestic market and turnover was 170M USD.
- It had recently raised 60M USD and JD.com was one of the investors.



SWOT Analysis

Strengths

- Proven Business concept and model with tangible success.
- Current sales all via own stand-alone websites. Full control over destiny.
- Strong partnership in current investors: A well-established logistics company (10,000 staff) and a licensed factory in a bonded zone.
- Cost-effective overseas office and marketing support.
- Own proprietary ERP built for eCommerce.
- HQ in Hong Kong, a logistics, trading, duty-free and recycling goods hub.
- High inventory and cash turns.

Weaknesses

- Inadequate funding restricted growth.
- Low level of inventory to meet demands caused poorer than desired reviews.

Opportunities

- Inadequate funding restricted growth.
- Market offers chance for consolidation especially for one that has supply chain advantage.
- Huge potential in emerging markets and developing countries such as India, SEA, Brazil, and Russia.
- Chinese brands consumer electronics becoming a dominant force (e.g. Huawei, DJI etc).
- Sales could be easily increased manifold by selling thru marketplaces (such as Amazon).
- Market becoming more environmentally conscious and encourages recycling.
- Generate B2B and Corporate Purchase sales.
- Marketplace opportunities exist aplenty for further growth (e.g Amazon Renewed invited us to sell there).

Threats

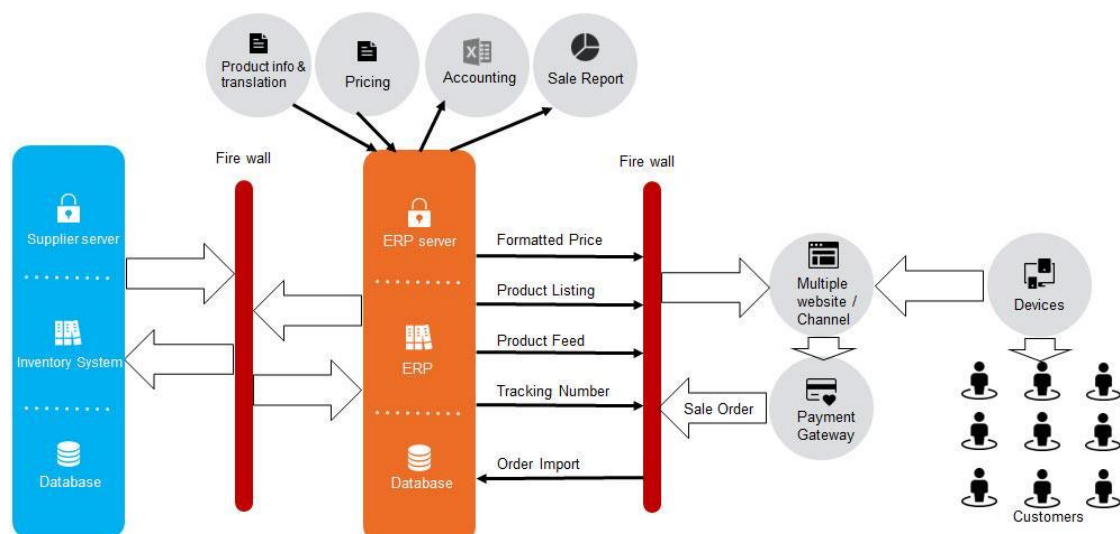
- Global protectionism and nationalism (increasing trade barriers).
- Waning popularity of Apple products.
- Loss of Apple and Samsung refurbishment rights.
 - Note: Once obtained, unlikely to be revoked given the special 'Guanxi' (relationship) unless it's a serious legal infringement, such as exporting to domestic China market, which is not allowed in the bonded zone.
- Big players coming into play (e.g. Amazon) as global cross border eCommerce giants are looking for growth areas (however, this could be perceived as opportunity for cooperation or as a M&A target).

Section 6: Strategic Positioning



eCommerce Solutions

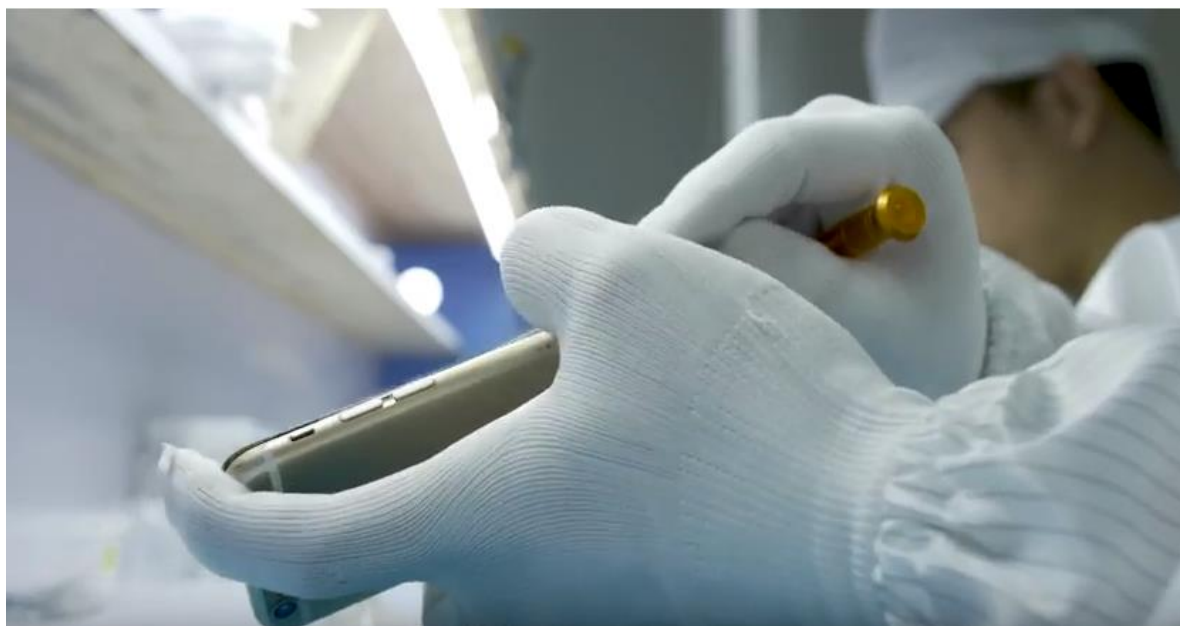
- Proprietary fully developed ERP system built for eCommerce.
- Linked to factory with live sales data and order details for optimal planning.
- Product feed marketing which is synchronised with Google marketing avenues.
- Cross-border logistic solutions, utilising network of couriers and logistics service providers such as DHL, Toll, DPEX, Aramex.
- Payment gateway solutions with major players to ensure fraud prevention while enjoying low rates and shorter cash cycles.



Supply Chain and Partnership Advantage



- Factory name: Furunzhi (Major stakeholder: 'CNS'; With full management rights)
- Location: Shenzhen Yantian Bonded Zone
- Floor Space: 5,400SQM
- Capacity: Current: up to 1000pcs/day; Can increase up to 20,000pcs/day



- Licensed Brands: Apple, Samsung (for now) and could increase
- Certification: ISO 9001, 14001
- Relationship with GES: CNS has stakeholding interest of 45% in GES
- Support brought to GES: Tailored production plan to meet GES B2C projections and requirements; Credit term support; Best price and quality mix support; Supply stability and priority



- Special license (which is extremely difficult to obtain unless there's special 'Guanxi', or relationship).
- Bonded Zones.
- Government Subsidies on exports.

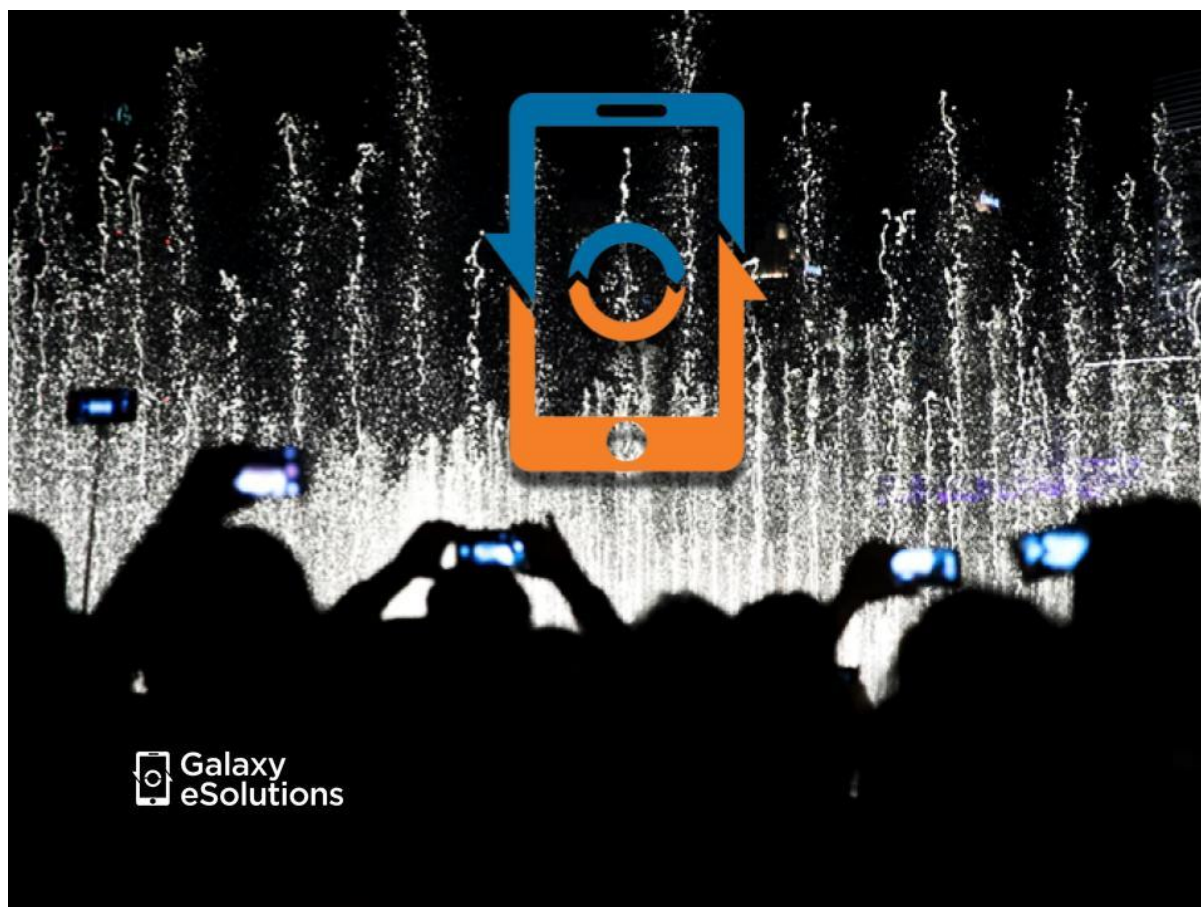
Unfinished/used products such as phones can be brought into the factory tax-free for refurbishment, and re-exported for resale purposes with Chinese government subsidies (ensuring better prices). Other rendered support includes quality assurance, returns management, inventory management, system integration and communication, and credit term.

Location Advantage

Hong Kong Competitive Advantages:

- **Duty Free:** Zero taxes on almost everything, including consumer electronics.
- **Trading Hub:** Hong Kong is a major trading hub for consumer electronics; Estimated 30% of all second hand phones are sold/auctioned off here.
- **Logistics Hub:** Due to historical reasons and location advantage, Hong Kong is a great place for cross border eCommerce business like GES.
- **Low Corporate Tax:** 16.5%, and for next year there will be further reduction for startups.
- **Proximity to Shenzhen:** To be near to Shenzhen, the Consumer Electronics Capital of China, is critical due to supply and logistical issues.

Section 7: GES Token Offering and Returns



Token Offering

- Token symbol: GES
- Token Usage: Tokens can be used in ecosystem for services and products.
- Token users receive a 5% token-back reward on purchases at the end of every month.
- Maximum supply: 300M with unsold tokens burned.
- Token Price: 1ETH = 10,000 GES Tokens (0.0001 ETH per token).
- Minimum Purchase: .1 ETH
- Hardcap: 20,000 ETH
- Special Notes on the GES Token:

***Market Buyback: 20% quarterly profit used on quarterly buyback with 50% burned.**

***Token Value Protection: Galaxy eSolutions to buy back in stages as long as market price falls below list price.**

Offer Schedule

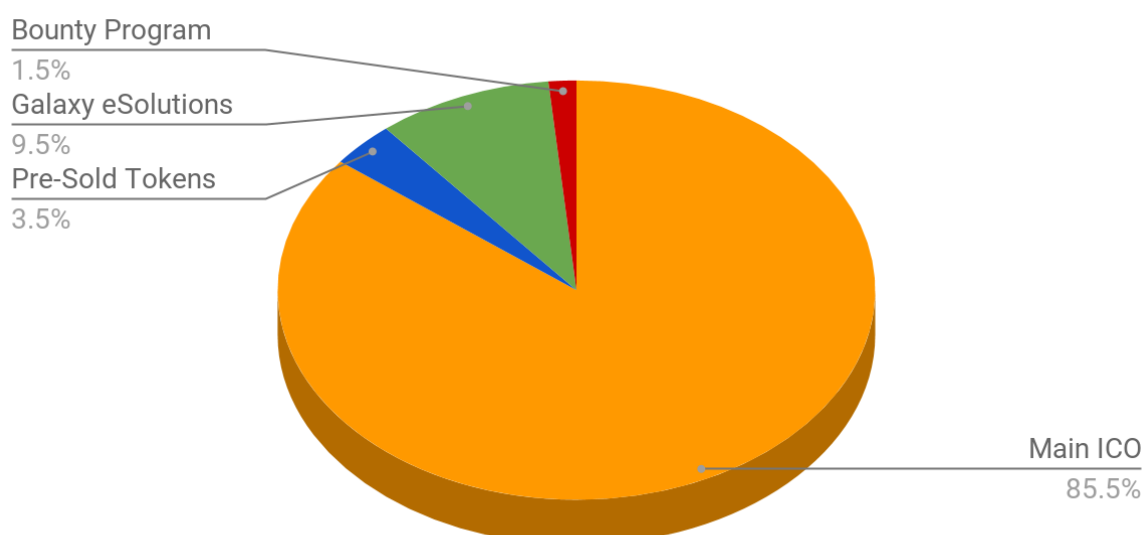
- **ICO:** 28th February 2018 to 31st March 2018

ICO Bonus Structure

- 0.1 to 49 ETH = 20% bonus
- 50 to 99 ETH = 25% bonus
- 100 to 249 ETH = 30% bonus
- 250 to 499 ETH = 35% bonus
- 500 to 999 ETH = 40% bonus
- 1000 to 2499 ETH = 45% bonus
- 2500 ETH and above = 50% bonus
- **Additional bonus:** if you contribute to both Galaxy eSolutions and [Sharder](#) ICOs, you will receive a 5% token bonus on your contribution from both parties.

Please note that figures for the bonuses will be rounded down.

Token Distribution



GES Token and Value Model

The GES token is exciting not only in that it can be used on the Galaxy eSolutions marketplace, but also because of the buyback and burn model employed in conjunction with a very generous value protection mechanism. Just another way Galaxy eSolutions can say thank you to our supporters!

Token Utility

GES tokens will have the following usages in the ecosystem:

- For listings services (applicable on suppliers).
- Upgraded services, such as accreditation of verified and /or featured suppliers.
- For Galaxy eSolutions services such as product refurbishment & inspection services (on goods quality).

- To act as ship-on-hold logistic centre (giving greater peace of mind on trading than smart contracts).
- GES tokens can be used on Galaxy eSolutions' sites for purchases. The redeem value of each GES token in the marketplace will be current token market price (according to coinmarketcap.com).
- **Note: a 5% token-back reward on purchases will be issued at the end of each month.**

Market Buyback and Burn Model

20% (for total) of Galaxy eSolutions' quarterly profits will be used to buy back GES issued tokens from the market and 'burn' at least 50% of them.

Galaxy eSolutions offers a Buyback and Burn value disbursement method, which is both efficient and transparent, and which will not be considered as securities according to regulators, thereby not subject itself to government interference.

Galaxy eSolution will systematically buy GES Tokens on exchanges and "Burn" them. "Burn" means that purchased tokens will be taken off the market permanently, resulting in a decreased total number of GES Tokens, thereby increasing the value of remaining GES Tokens over time.

Terms and Conditions

- If not all tokens are fully allotted in the crowdsale/ICO, then the 20% profit allocation will be on pro rata basis, using the following formula:
[Allotted Number of Tokens / Number of Initially Issued Tokens x 20% of annual profit]
- Numbers will be audited annually as required by Hong Kong Tax Authority
- Galaxy eSolutions will commit to continue buyback GES tokens with allocated profits up to 15 years.
 - Year 1 to Year 10 (from April 1st 2018 to March 31st 2028): 20% of GES overall after tax profit will be used to buy back GES tokens from the market.
 - Year 11 to year 15 (from 2028 to 2032): [total tokens in market/total tokens issued x 20% of profit] will be used for market buyback.
- Buyback will take place between June to Sept every year (Remark: Hong Kong Financial Year End is 31st March).
- Buyback price will be based on last 30 days weighted price to prevent possible market/price manipulations.
- GES will burn at least 50% of the bought back tokens from the market so that the token supply on market will be reduced and when profits increase, holders will rewarded.

GES Value Protection Mechanism

Galaxy eSolutions will commit to redeem/buyback its tokens as long as prices fall below its average ICO price (based on USD/USDT). This is regardless of profitability and we commit to eventually buy up all tokens as long as prices fall below ICO averaged USD price, to give our backers the value protection guarantee to illustrate our confidence in our project.

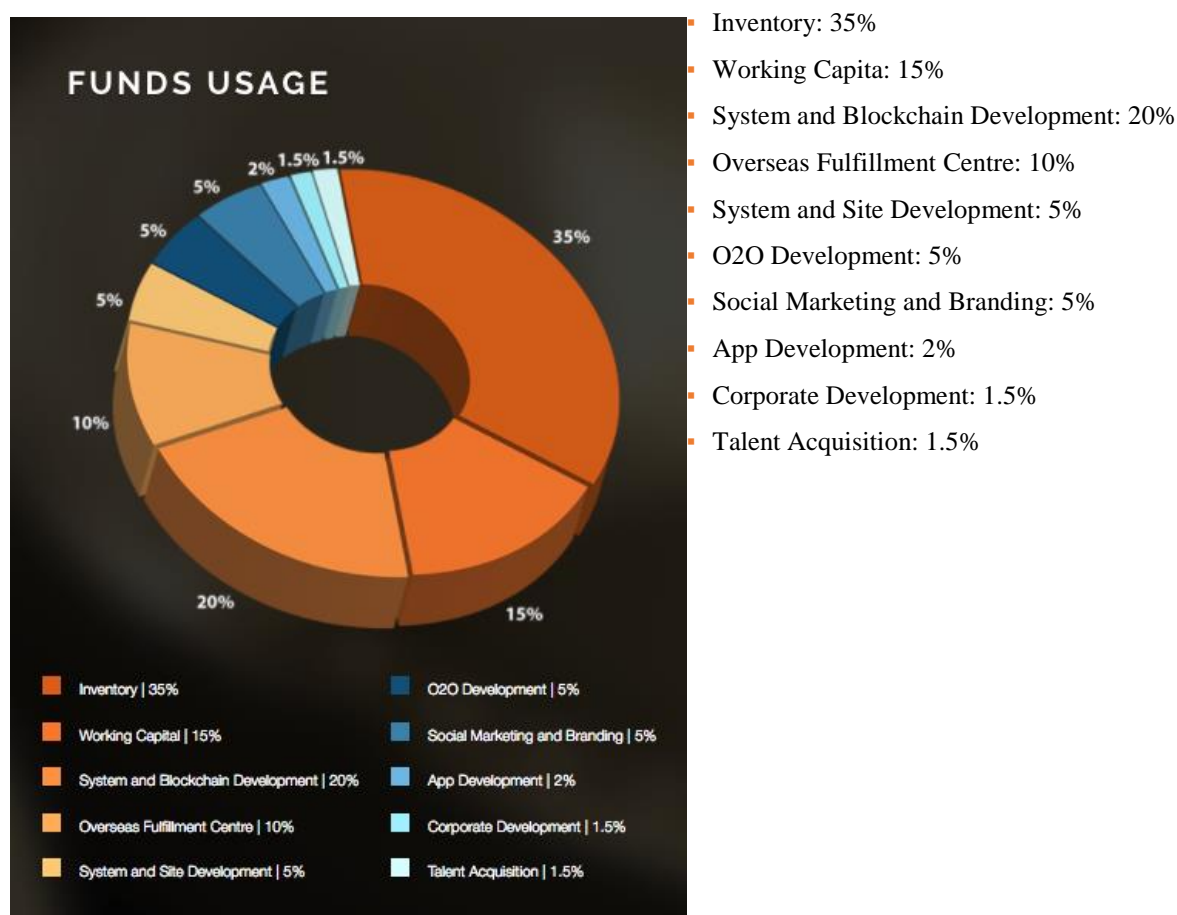
Terms and Conditions

- This is regardless of profitability and we commit to eventually buy up all tokens as long as prices fall below ICO averaged USD price, to give our backers the value protection guarantee that illustrates our confidence in our project.

- This means that we actually provide you a safety net such that you can only look forward to gains and upsides.
- This Redemption Program will be based on the following quarterly schedule:
- Each Quarter of 2018 and 2019: 5% of sold GES Tokens (buy back as long as price below ICO USD price).
- Total: up to 20% max in 2018 and 20% max in 2019 Respectively.
- Each Quarter in 2020 and 2021: 7.5% of sold GES Tokens
- Total: Up to 30% max in 2020 and 30% max in 2021.
- Year 2022: We will redeem all sold tokens within this year as long as the prices are below ICO average USD price.

Planned Use of Funds

Funding will allow Galaxy eSolutions to quickly duplicate its current strategy, scale up in both existing and new country markets, supply inventory to meet high demands, and develop its decentralized marketplace capabilities.



Returns Analysis

The illustration below is isolated and does not take into account the GES token usage effect within the Galaxy eSolutions ecosystem, which could add a multiplier effect to the token price.

Projected Scenario 1: 5 Years				
Year	Sales (USD)	NP%	NP(USD)	20% Profit allotted for Buyback
2018	120,532,258	4.7%	5,606,129	1,121,226
2019	241,064,516	5.2%	12,512,903	2,502,581
2020	433,916,129	5.5%	23,693,806	4,738,761
2021	781,049,032	5.6%	44,053,548	8,810,710
2022	1,249,678,452	6.0%	74,733,631	14,946,726
Total				32,120,004
ROI (Return on Investment)				428%

Remarks: Projected average ROI for overall GES Token purchasers over a full period of five years. Actual returns will be subject to market behaviour and conditions.

Projected Scenario 2: 10 Years				
Year	Sales (USD)	NP%	NP(USD)	20% Profit allotted for Buyback
2018	120,532,258	4.7%	5,606,129	1,121,226
2019	241,064,516	5.2%	12,512,903	2,502,581
2020	433,916,129	5.5%	23,693,806	4,738,761
2021	781,049,032	5.6%	44,053,548	8,810,710
2022	1,249,678,452	6.0%	74,733,631	14,946,726
2023	1,499,614,142	6.0%	89,976,849	17,995,370
2024	1,799,536,970	6.0%	107,972,218	21,594,444
2025	2,159,444,364	6.0%	129,566,662	25,913,332
2026	2,591,333,237	6.0%	155,479,994	31,095,999
2027	3,109,599,885	6.0%	186,575,993	37,315,199
Total				166,034,347
ROI (Return on Investment)				2214%

Remarks: Projected average ROI for overall GES Token purchasers over a full period of ten years. Actual returns will be subject to market behaviour and conditions.

Jan 2018 Note: Galaxy eSolutions has now introduced more token usage which will boost the token potential value. On top of that, we have a price protection mechanism introduced that when market price falls below listed price, we will conduct a market buy back on GES tokens. As such, projection returns described above may not reflect the entire scenarios.

Key Assumptions and Findings

- ROI is based on averaged returns for all GES Token purchasers.
- Over a 5 year period, GES Token purchasers could expect a 428% return on their investment on average.
- Over a 10 year period, GES Token purchasers could expect a 2214% return on their investment on average.
- Actual returns will depend on actual company performances, market sentiments, time of selling, business cycles, macroeconomic factors as well as demand and supply of the tokens. Galaxy eSolutions has no guarantee on its financial performance and its realisation of profits.
- As GES Tokens work on a Market Buyback and Burn Model, as long as business is on track, GES Tokens held longer are more likely to reach higher price. GES Tokens bought back are 'burned', causing a reduction of token supply.
- GES token usage effect within the Galaxy eSolutions ecosystem could add a multiplier effect to the token price.

Corporate Governance

Audit Requirement

All Hong Kong entities are required by law to submit their audited financial statements to the Inland Revenue Department every year. Any non-compliance will result in serious consequences imposed by government.

eCommerce Transparency

eCommerce business has no cash payments/transactions and hence all data are real and actual data.

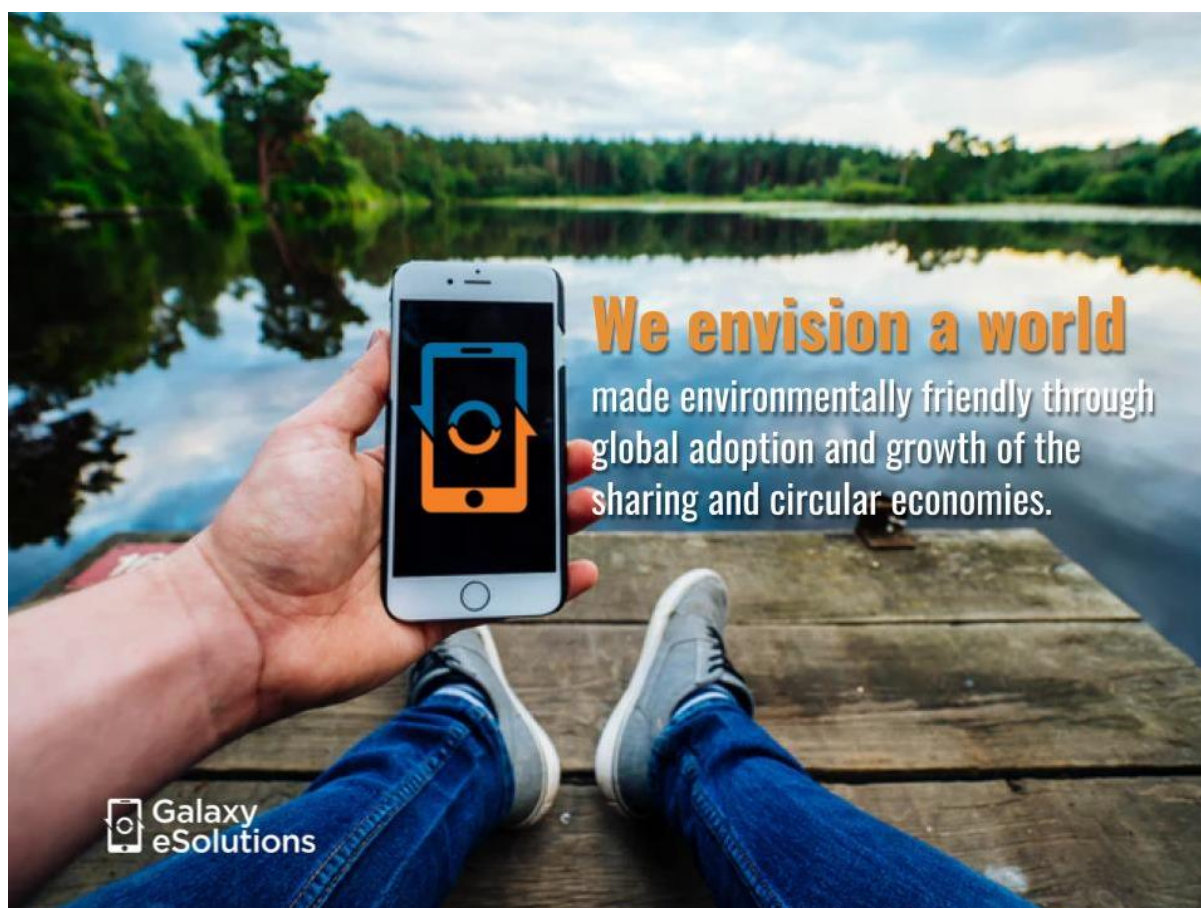
Legality Issues

The terms and conditions, as well as the Galaxy eSolutions business deck, has been checked for compliance by our legal advisor, Mr. Simon Choi, a renowned ICO lawyer who was the Head of Legal in TCL for 10 years.

ICO and Security Issues

Galaxy eSolutions ICO and Web Security has been checked for maximum security by our Blockchain Advisors, MR. Pranav Burnwal and Brennan Bennett.

Section 7: Conclusion



Positioning ourselves as a Green company in the refurbished consumer electronics market, Galaxy eSolutions will operate a hybrid eCommerce ecosystem that utilizes both centralized and decentralized marketplaces. The GES token will serve as a utility token in the Galaxy eSolutions decentralized marketplace and ensure fast, simple and secure e-commerce transactions.

“Galaxy eSolutions is more than an idea: it’s an established business with a real vision and a proven ability to execute on its goals.”

Join us in driving global adoption of both sharing and circular economies!

The Galaxy eSolutions ICO is February 28th - March 31st, 2018.

See our [website](#) or join the conversation on [Telegram](#).

Last updated: March 2, 2018