

# GAD Family

## Family-Centered SocialFi & Move-to-Earn

BNB Chain

SocialFi

Move-to-Earn

DeFi + DAO

NFT/AI modules

Built for mass adoption. Designed for long-term sustainability.

## Investment thesis

What we are building in one sentence

# A utility-first ecosystem for families.

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- Safety + healthy lifestyle features that people use daily
- Move-to-Earn incentives designed for sustainability
- DeFi + DAO infrastructure for long-term alignment
- Built for mass adoption on BNB Chain

## Problem

Why current Web3 and Web2 solutions fail families

- Most Web3 is speculation-first; utility comes later or never
- Families lack simple, trusted tools for safety + engagement in one place
- Many Move-to-Earn models collapse due to unsustainable emissions
- Web3 onboarding is too complex for everyday users

## Solution

GAD Family combines real-life utility with transparent incentives

- Family Safety: location sharing, emergency alerts, smart integrations (planned)
- Move-to-Earn: rewards for walking and family challenges
- SocialFi layer: engagement loops + referrals + community growth
- DeFi layer: staking, vesting, treasury controls, DAO governance

## Product ecosystem

Modules that work together (not isolated features)

- Mobile App: Move-to-Earn, family features, Web2-friendly onboarding
- Token Utility: rewards, staking, governance, in-app uses
- DAO Governance: transparent decision-making and long-term direction
- NFT/AI Module: optional utility layer (identity + collectibles)

## Market opportunity

Why this can scale beyond crypto-native users

- Wellness + activity tracking is massive and growing globally
- Families are underserved in Web3: safety + daily utility is a gap
- BNB Chain enables low-fee, high-throughput consumer applications
- Utility-driven projects have better long-term retention than hype cycles

## Business model

Sustainable revenue + ecosystem flywheel

- In-app fees (premium features / add-ons) — planned
- Staking & ecosystem fees (protocol-level) — controlled via DAO
- NFT minting/utility fees (optional, not core)
- Partnership revenue (brands, communities, integrations) — planned

## Token utility & economics

Clear use cases + long-term protection via vesting

- Rewards: Move-to-Earn incentives & family challenges
- Staking: long-term alignment and stability mechanisms
- Governance: DAO voting power for key ecosystem decisions
- Ecosystem uses: in-app utilities, NFT module, partner incentives
- Tokenomics: fixed supply, allocations with vesting schedules

## Status & traction

What is already built vs. what is next

- Core smart contracts deployed on BNB Chain
- DAO governance launched
- Staking / vesting mechanisms implemented
- Mobile app under active development
- Launchpad applications in progress (IDO preparation)

# Roadmap

Realistic milestones investors can track

- Audit completion
- IDO launch + liquidity provisioning
- Mobile beta release (Move-to-Earn + core family features)
- Growth campaigns + partnerships
- Expanded in-app utility + NFT/AI rollout (utility-led)

# Fundraising

How much we raise and how we use it

- Planned raise: \$300,000 – \$500,000 (IDO / launchpad format)
- 35% — Mobile application development
- 25% — Marketing & user acquisition
- 15% — Security & audits
- 10% — DEX liquidity provision
- 10% — Ecosystem growth & partnerships
- 5% — Operations & legal

# Contact

Investor relations

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- Telegram: <https://t.me/gadfamily> (replace if different)
- Docs: [Litepaper](#) / [Tokenomics](#) / [Contracts](#) / [Audit](#) (links on /investors)

**This deck is a starter version. We can refine numbers, add visuals, and embed verified links.**