

# GAG TOKEN



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# GAG TOKEN

## WHITEPAPER

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# GAG TOKEN

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## Purpose and Vision of GAG Token

**GAG** Token is an innovative cryptocurrency integrated into the Adgager ecosystem, positioned as a pioneer of cryptocurrency in the research sector. While **GAG** Token aims to offer sustainable value to investors, it also seeks to create a dynamic and interactive network within the Adgager community. This community consists of individuals who participate in brand projects, provide valuable insights, and earn **GAG** Tokens in return for their contributions.

Our most important goal is for **GAG** Token to become a valid currency in the research world. When we go global, **GAG** Token, which will be valid throughout the entire research sector and used as a two-way payment system, will ensure trust and success in the industry.

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# GAG TOKEN

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## Purpose and Vision of GAG Token

### •Providing Sustainable Value to Investors:

**GAG** Token aims to maintain and increase its value by offering long-term investment opportunities. With global expansion and the growth and development of Adgager, the value of **GAG** Token will also rise. Additionally, its growing use in the research sector will continue to increase its value.

### •Encouraging Community Participation:

**GAG** Token rewards the active participation of the Gager community. Gagers earn **GAG** Tokens by participating in brand projects and sharing their ideas, adding value to both themselves and the brands.

### •Supporting the Expansion of the Ecosystem:

**GAG** Token supports the growth and expansion of the Adgager ecosystem. Each new project increases the use of **GAG** Token and contributes to its value. This continues with research companies that accept **GAG** Token as a payment system.

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# GAG TOKEN

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## Purpose and Vision of GAG Token

The unique tokenomics structure of **GAG** Token offers investors both short and long-term gain opportunities. A total supply of 66 million tokens is planned, distributed among Pre-Sale, Team, Stake, and Airdrop wallets. Adgager aims to maintain the token's value and prevent inflation by using a portion of the revenue to buy back tokens.

Adgager's goal in the cryptocurrency market is to establish **GAG** Token as a standard for the entire research sector. This vision offers great opportunities not only for investors but also for brands and the research community. **GAG** Token combines Adgager's corporate and agile structure with its future potential, creating long-term value for investors.

By participating in this project, you too can become a part of the Adgager ecosystem, contribute to innovative research projects, and earn **GAG** Tokens for your contributions. **GAG** Token is not just an investment tool but also an opportunity to be part of a dynamic and growing community.

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FUTURE OF HUMAN INSIGHTS

**Adgager, breaking new ground in the universe of brands, is a research platform that offers special research solutions to businesses.**

**Adgager's strong and verified member community, artificial intelligence-supported technological infrastructure and innovative research methods; help businesses shape their insights and discover the trends of the future.**

**Offering a customized research experience for brands, Adgager not only collects data but also interprets this data in line with the needs of businesses. By combining cutting-edge data science, social science and market research technologies, it allows businesses to find the most accurate and effective research method. In this way, businesses can make more informed decisions, increase customer satisfaction and gain competitive advantage.**

**Adgager offers a unique research experience that makes brands stand out. It evaluates ideas, projects, concepts, products, services, investments and advertisements by asking questions appropriate to the purpose of your project, through selected and verified members from the country representative Gager pool. Adgager's Gager community includes a qualified group of 90 thousand people with diverse demographic characteristics, drawn from nearly half a million candidates.**

**Gagers create a community that stands out for its diversity, which allows businesses to reach different target audiences more effectively.**



FUTURE OF HUMAN INSIGHTS

**Adgager's qualified and diverse community reflects real-world perspectives when evaluating brands' projects, providing more reliable and effective insights. In this way, businesses can base their strategic decisions on a more solid foundation and reach their target audiences more effectively. Adgager's Gager community provides a diverse and qualified research environment that strengthens businesses' marketing strategies.**

**GAG Token cryptocurrency is developed by Adgager, an online research company with its technological and innovative infrastructure. GAG, which has been actively used in Adgager's closed-loop system for many years and has a profit structure with unique features, will be the first cryptocurrency used in the research sector and will achieve a great innovation. Adgager's unique corporate and agile structure will further expand GAG's future potential and deliver sustainable value to its investors.**

**Adgager's corporate structure increases GAG's value by creating an environment that is constantly evolving and adapting. Investors can take advantage of the benefits that GAG will provide as Adgager grows so that they can diversify their crypto asset portfolios. Additionally, Adgager's agile structure makes it possible for the platform to be constantly updated and adapt to users' expectations.**

**GAG Token cryptocurrency acts as an integral part of the Adgager ecosystem, a means of transferring value between the research contributing community and businesses. This underpins an economic model that supports the unique research experience that Adgager offers. Therefore, GAG stands out as a crypto asset that provides investors with long-term potential as Adgager grows and develops.**





## Clear and Comprehensible Communication

- As Adgager, we are committed to being transparent regarding access to the details of our project. Important documents such as our official website, core documents and whitepaper are prepared in an understandable language for our community and investors.
- Minimal use of technical terms and emphasis on basic information will ensure that Adgager appeals to a wide audience.



## Community Participation

- Adgager is committed to continuing our communication regarding our project in a language that everyone can easily understand. We will maintain a constant dialogue with members of our community and minimize technical complexity while evaluating your questions, suggestions and feedback.
- We will avoid complex technical terms, simplify topics as much as possible and diversify our communication channels to enable Adgager to bring the project to a wider audience.



## Regular Updates

- Adgager, promises to regularly share important developments and news about the project. These updates will be prepared to appeal to a wide audience and will convey Adgager's advances in an understandable way without being bogged down in technical details.
- Our updates will aim to attract wider participation by explaining the overall vision of Adgager, rather than explaining the technical aspects of the project.

# PROBLEMS SOLVED BY ADGAGER



## Problems

At Adgager, we consider distinct challenges in the research world to define the problem that underpins our project. Traditional research methods can often be time-consuming, costly, and have limited sample sizes. This can make it difficult for businesses to access real-world insights and adapt to rapidly changing market dynamics.



### Length of Process

Traditional research methods are time-consuming and can prevent businesses from quickly adapting to rapidly changing market conditions.



### Question Sets

Identifying the right questions and creating an appropriate question set can be a complex process for researchers. Adgager overcomes this challenge and provides businesses with accurate and meaningful data.



### Problem of Proper Demographic Structure

Adgager enables businesses to focus on their target audience with the ability to instantly reach and interact with various demographic groups.



### Not Being Agile

The flexibility of traditional methods is limited. With its ability to act agilely, Adgager allows businesses to quickly adapt to changing conditions.



### Rapid Changing Consumer Habits

Today's rapidly changing habits of consumers require immediate response for businesses. Adgager helps to understand consumer behavior with real-time insights.



### Inability to Access Quality Data

Increasing the amount of data may make it difficult to access quality data. Adgager supports businesses in making the right decisions by providing high quality and reliable data.



### High Cost

Traditional research methods can often be costly. Adgager offers businesses a budget-friendly research solution by optimizing costs.



### Manipulation Problem

In traditional survey and research methods, there is a risk that data may be manipulated. Adgager provides reliable and non-manipulable data with blockchain technology, thus ensuring accuracy and reliability.

# PROBLEMS SOLVED BY ADGAGER



## Solution

Adgager is an innovative and effective platform that offers unique solutions to problems in the research world. It aims to go beyond traditional research methods with the solutions it provides for the research problems that have been identified.



### Combination of Data Science and Social Sciences

Adgager offers a unique research experience by combining cutting-edge data science and social science technologies. This integration enables businesses to gain deeper and more meaningful insights. The analytical power of data science combines with the ability of social sciences to understand human behavior.



### Brand-Specific Research Methods

Adgager focuses on the needs of businesses by offering brand-specific research methods. It determines the most appropriate research method by combining data sciences and market research technologies. This allows brands to communicate more effectively with their target audiences and take strategic decisions.



### Diversity with Gager Community

Adgager works with a community of verified and selected members whom calls themselves Gagers. This community includes individuals from different age groups, demographics, and interests. This diversity allows brands to gain versatile and comprehensive insights.



### Panel Service and Rapid Test Opportunity

The AdQ solution offers brands the opportunity to quickly test and evaluate their advertising performance. Gagers, evaluate ads with its panel service and provide brands with unique AdQ scores with weighted averages. This is an ideal solution for brands that want to quickly test and optimize their advertising strategies.



### Direct Contact

Adteams solution allows brands to communicate directly with their target audiences. This communication via mobile application allows brands to establish closer contact with consumers and improve their strategies by receiving instant feedback.

# POWERFUL INSIGHTS WITH ADGAGER COMMUNITY



Adgager's community of Gagers evaluates brands' projects, products, advertisements and more. These valuable insights help brands understand consumers' real-world reactions and shape their strategies accordingly.

The Gager community consists of carefully selected and verified people. Members are a community with various demographic characteristics, whose demographic data has been verified, who are selected by passing certain tests in order to participate in country representative research. This selected community of 90 thousand people, selected from approximately half a million candidates, works as a jury member, consultant and serves brands. Gagers join the platform with motivations such as giving ideas to brands and contributing to brands' strategies by sharing their own ideas, and they win GAG awards with the research they participate in and the content they produce.

Adgager's solutions are an innovative and effective platform that helps brands overcome the challenges in the research world. By pushing the limits of traditional research methods, it provides businesses with a competitive advantage and helps them discover the trends of the future.



## 1- AdQ: Advertising Performance Analysis

AdQ is a solution that deeply analyzes the performance of advertising campaigns. With feedback collected through the Gager community, it provides valuable insights to brands by measuring the engagement, recall and brand engagement of ad campaigns. It creates unique AdQ scores with weighted averages and gives brands a competitive advantage.



## 2- Adteams: Mobile Insight Platform

Adteams is a solution that allows brands to communicate directly with their target audiences. Collecting instant feedback via the mobile application, it offers the opportunity to understand users' emotional reactions and obtain qualified insights. In this way, brands can improve their strategies by establishing more meaningful connections with consumers.



## 3- Adgager: Research and Insight Platform

Adgager helps brands make more effective decisions by offering special research methods. By combining data science, social sciences and market research technologies, it determines the most appropriate research methods and supports the long-term strategies of brands.

These solutions are powerful tools that Adgager uses to meet the insight needs of businesses. With Adgager solutions, businesses can conduct more comprehensive, faster and more efficient research, increase customer satisfaction and gain competitive advantage.

# VALUE PROPOSITION



Adgager stands out with its unique solutions and the value it offers to businesses and brands through the Gagers community. Our value proposition includes these key elements:

## **Strategic Advantage with Adgager Solutions:**

The solutions offered by Adgager provide strategic advantages to businesses. Advertising performance analysis, mobile insight platform and special research methods enable brands to make more effective decisions, increase customer satisfaction and gain competitive advantage.

## **Participatory Value with GAG Token Cryptocurrency:**

- GAG Token cryptocurrency used within the Adgager ecosystem increases the participatory value of the community and businesses. Gagers earn GAG for their research by joining the platform and can benefit from various advantages with this special currency. This increases the interaction of the community and increases the value of GAG.
- Gagers earn GAG with every research and insight they conduct by joining the platform. This encourages the community to actively engage with the platform and enables valuable insights to be shared. Gagers are rewarded for the valuable information they provide.
- Gagers earn more GAG as they become active in the Adgager community and produce content. Those who make constructive contributions to the platform are rewarded, adding more value to the community. This increases community support, knowledge sharing and interaction.
- GAG offers various advantages within the platform. Gagers can convert GAG into cash, participate in special campaigns, participate in events and participate in sweepstakes. This increases participant value by providing a variety of reward and experience options for Gagers.
- Gagers' active participation and the GAG they earn strengthen the Adgager ecosystem. The value of each Gager affects the overall value of the platform. Gagers play an important role in the valuation of the community and GAG. The GAG earning mechanism emphasizes that the Adgager ecosystem has a participatory and value-oriented structure. Gagers are rewarded with GAG as they join the platform, share their insights, and add value to the community, which increases participatory value and contributes to strengthening the ecosystem.



# VALUE PROPOSITION



## **GAG Token Cryptocurrency Reliability and Awareness:**

GAG is a currency that has long been used as a reliable cryptocurrency within the Adgager ecosystem. This reliability has been achieved thanks to the platform's transparent earning policies and reliability measures. GAG has been widely adopted and used among community members. As a trusted store of value, GAG increases trust in the Adgager ecosystem and preserves its value. Adgager is a research platform incorporated in 2017, and GAG has been actively used within the platform since then. Adopted by community members, GAG can be used for various benefits on the platform. To date, GAGs worth approximately 2 million TL has been successfully converted into cash and rewards. GAG circulates within the Adgager ecosystem in a closed-loop system, offering various benefits to community members. These advantages further reinforce GAG's reliability within the ecosystem and increase its value. The ability to successfully convert GAG into cash and rewards increase its recognition among community members and solidify GAG's trusted position in the ecosystem.

## **GAG Token Cryptocurrency and Future Values:**

GAG Token cryptocurrency is developed by Adgager, an online research company with its technological and innovative infrastructure. GAG, which has been actively used in Adgager's closed-loop system for many years and has a profit structure with unique features, will be the first cryptocurrency used in the research sector and will achieve a great innovation. Adgager's unique corporate and agile structure will further expand GAG's future potential and deliver sustainable value to its investors. Adgager's corporate structure increases GAG's value by creating an environment that is constantly evolving and adapting. Investors can diversify their crypto asset portfolios by taking advantage of GAG as Adgager grows. Additionally, Adgager's agile structure makes it possible for the platform to be constantly updated and adapt to users' expectations. As an integral part of the Adgager ecosystem, GAG Token cryptocurrency functions as a means of transferring value between Gagers and businesses that contribute to research. This underpins an economic model that supports the unique research experience that Adgager offers. Therefore, GAG stands out as a crypto asset that provides investors with long-term potential as Adgager grows and develops.

# VALUE PROPOSITION



## Interdependence of Community and Company Value:

Adgager's success is directly linked to the Gager community. Each Gager's contribution to the platform impacts the success of the company, which in turn has a positive impact on GAG's value. The success of Adgager means that the Gager community has a profitable experience and GAG continues to gain value.

Gager is the dynamic, interactive and most important part of Adgager. This community consists of verified and selected individuals who provide valuable insights by participating in brands' research projects. Gagers are individuals who specialize in their field and have diverse demographics, providing a broad and diverse range of insights. Gagers come together on a collaborative platform to offer real-world perspectives to brands. Community members share their experiences, thoughts and expectations by participating in brand projects. This interaction allows brands to receive real-time, direct feedback about their products, services and campaigns.

Every Gager within the community not only provides insight, but also earns special cryptocurrency, which they call GAG, by participating in events within the platform. This is a source of motivation for community members and makes their participation more valuable. Gagers can convert the GAGs they earn into cash, participate in campaigns, participate in events and participate in sweepstakes.

Adgager community enables brands to better understand and adapt their strategies by providing access to direct consumer insights. This interactive platform creates a strong and mutual communication bridge between brands and consumers, making the Adgager ecosystem richer and more participatory. Gagers are not only individuals who provide insight, but also partners who contribute to the development of brands and innovative projects. In this way, the Adgager community offers an experience beyond brand-consumer interaction and becomes an important component of a platform that shapes the insights of the future.

## Transparency and Reliability:

Adgager functions as a transparent communication and reliable platform. The amount of GAG each Gager earns is determined by the platform's transparent policies. This gains the trust of the community and ensures GAG is a reliable cryptocurrency.

# VALUE PROPOSITION



## Transparent Earnings Policies:

Adgager offers transparent policies that determine the amount of GAG, Gagers can earn. The GAG amounts Gagers earn based on their contributions are clearly stated on the platform. These transparent earnings policies ensure that every member of the community is rewarded fairly and there is no ambiguity in calculating their earnings.

## Community Participation and Feedback:

Adgager encourages active participation from community members and values their feedback. Community members can contribute to the development of the platform, make suggestions and contribute to the transparency of the platform through open communication channels. This increases the community's trust in the platform and shows that Adgager is a constantly evolving ecosystem.

## Information security:

Adgager implements advanced information security measures to effectively protect user data. The platform protects the information of the community and businesses using secure data transmission, encryption technologies and other security protocols. This increases trust in the platform by ensuring the security of users' personal and business data. Adgager's principle of transparency and trustworthiness help the platform not only provide a research solution but also build a strong relationship of trust among community members. This ensures sustainable growth of the platform.

Adgager is a platform that stands out with its innovative solutions and participatory value, allowing businesses to look to the future with more confidence. By contributing to Adgager's value, each Gager and business become part of a sustainable ecosystem.

# UNIQUE FEATURES AND FIRSTS



## ✓ **ADGAGER: CRYPTOCURRENCY VALUE PROPOSITION AND BLOCKCHAIN INNOVATION**

Adgager brings together the world of marketing research and cryptocurrency technology for the first time in the world. With this feature, it attracts attention in the sector by offering a unique value proposition. Adgager aims to radically change the research world with the advantages it offers to users through the cryptocurrency **GAG**. This innovative platform also plans to further strengthen this value proposition with the blockchain technology it will develop.

## ✓ **CRYPTOCURRENCY VALUE PROPOSITION: PARTICIPATORY ECOSYSTEM WITH GAG**

Adgager offers its users a participatory ecosystem through cryptocurrency **GAG**. Gagers earn **GAG** from the research they carry out by joining the platform and can benefit from various advantages with this special currency. Options such as converting into cash, participating in campaigns, and participating in sweepstakes expand the usage area of **GAG**. Thus, users can access various rewards not only by doing research but also by earning **GAG**.

## ✓ **RELIABILITY AND TRANSPARENCY WITH BLOCKCHAIN INNOVATION**

Adgager is preparing to leverage blockchain technology to further strengthen its participant ecosystem and ensure transparency. Blockchain will enable Adgager to record its reward policies in a transparent manner, securely process **GAG** transfers, and more effectively protect user data.

This innovation positions Adgager as a leading platform in the crypto world. Users will be able to use **GAG** more securely thanks to the transparency and reliability offered by blockchain technology. Moreover, this technology will support Adgager's future developments, ensuring the platform continues to innovate and evolve.

In addition to migrating to blockchain infrastructure, we will also be creating new branches of the **GAG** Token which will provide financial support to our projects and accelerate growth.

With its unique value proposition in cryptocurrency and blockchain innovation, Adgager holds a distinctive position in the research industry. By combining a participant ecosystem with technological solutions, it aims to elevate the research experience by offering not only valuable insights but also rewards to its users.

# TECHNICAL DETAILS



The success of our project is based on communicating the technical solutions it provides to our users and community in a clear and understandable manner. Therefore, detailing the technical aspects of the Adgager platform is a fundamental principle to increase transparency and trust. Additionally, disclosing the technical specifications of GAG Token is an important step in reinforcing our community's trust in this cryptocurrency.

## BLOCKS AND CONSENSUS MECHANISM:

One of the key technical building blocks of Adgager, which is among its future plans, is blockchain technology and the consensus mechanism that powers this technology. This area focuses on data security, which is one of the value propositions provided by our project.

Adgager has a perspective to use blockchain technology to ensure data security and integrity. Blockchain will allow to record all transactions carried out by our users in a transparent and unchangeable manner and will protect the sensitive information of our users by increasing the security of data on the Adgager platform.

The consensus mechanism is planned to be used to ensure the reliability and accuracy of the blockchain network. Adgager plans to use an appropriate consensus mechanism to ensure that users interact in a reliable and secure environment, increasing the durability of the platform and protecting data integrity.

In this way, Adgager users can be sure of the security of the data regarding the research they conduct on the platform. Future blockchain integration and similar security measures will reinforce users' trust in the platform by ensuring data security, which is one of Adgager's value propositions.

## GAG TOKEN STRUCTURE AND USAGE:

This section, which includes details about our project's own token "**GAG**", its economic model and purpose of use, plays an important role in contributing to the Adgager ecosystem. The production process, distribution and function of the "**GAG**" token within the platform are clearly explained, guiding our community to understand and participate in our project. **GAG** token offers various advantages both within the Adgager platform and also creates a variety of different opportunities for investors. The use of **GAG** makes the Adgager ecosystem more powerful and interactive, while providing a profitable experience for its community.

The **GAG** token economy is directly related to the sustainability of our project, its diversity of uses and the value it provides to our community. Therefore, transparently explaining and understanding the **GAG** token economy is one of the cornerstones of the success of our project.





## GAG TOKEN ECONOMY:

- **Token Usage:** **GAG** Token is used as a means of value transfer between Gagers and businesses that contribute to the Adgager ecosystem. The token provides various benefits within the platform and opens up various opportunities for users who contribute to the Adgager ecosystem. This usage is clearly explained to our community, establishing the **GAG** Token's role within the ecosystem.
- **Token Supply and Demand:** The supply and demand of **GAG** Token is directly proportional to the size and functioning of the Adgager ecosystem. Control of token supply is planned as Adgager grows and adapts to user demands. It is explained in detail how the future supply of **GAG** Token is planned and how the demand is met.
- **Token Distribution:** **GAG** Token can be obtained in various ways by Gagers who contribute to the Adgager ecosystem. Gagers can earn rewards for their research, surveys or other participation activities by being active on the platform. These rewards are added to their accounts as **GAG** Tokens and Gagers can use these tokens for various advantages. Additionally, special events, competitions or campaigns organized among Gagers also provide the opportunity to earn **GAG** Tokens. In this way, Gagers both contribute to the Adgager community and can benefit from various advantages by obtaining **GAG** Tokens through their own efforts.
- **Economic Model and Stability Mechanisms:** **GAG** Token's economic model supports the sustainable growth of the platform and the advantages it provides to its users. Stability mechanisms implemented to maintain the value of the token include measures against price fluctuations. It emphasizes the long-term sustainability of the **GAG** Token economy. The basis of this principle is to ensure that our community understands and trusts the economic aspects of **GAG** Token by clearly expressing the value that the **GAG** Token economy provides to our community and users.

## SMART CONTRACTS AND CODE ARCHITECTURE:

**GAG** Token manages smart contracts using the Binance Smart Chain (BSC) infrastructure. Binanken Smart Chain is a blockchain network designed to efficiently run smart contracts. BSC is a structure that works alongside Binance Chain (BC) and offers high transaction capacity. In this way, users can access high transaction capacity on **GAG** Token and smart contract functionality of Binance Smart Chain.

Additionally, Binance Smart Chain is also integrated into the Ethereum Virtual Machine (EVM) infrastructure. This feature allows users supporting the **GAG** Token to access Ethereum-based applications, such as wallets such as MetaMask.

# TEAM



In addition to Adgager's amazing GAGER community, which consists of more than 90,000 people and works 24/7 for the growth of the project, let's get to know our team, which is at the head of this project and ensures the perfect measurement of future insights and will make GAG TOKEN successful:

**UMUT VURAL**  
CEO



15 Years of Marketing and Market Research Experience, Serial Entrepreneur, 5 Years Agency President, ITU Entrepreneur Mentor

**SEVDA TANER**  
COO



30 Years of Senior Management Experience In the Industry and Production Sector, Investor

**YASİN ŞİMŞEK**  
CTO



10 Years Software, 7 Years of Software Company Management Experience, Blockchain Tech

**CAN ONART**  
CSO



14 Years of Industrial Designer, 6 Years of Lecturer at Marmara Uni, Strategic Consultant, Entrepreneur, Investor

# TEAM



## GAG TOKEN TEAM

**SERHAT SÖĞÜT**

Blockchain Research and Development

**CEM DIŞBUDAK  
MARKETING**

Digital Marketing Consultant, Entrepreneur

## GAG TOKEN TECHNICAL TEAM

One of the most important factors that enable Adgager to emerge as a unique solution in the field of research is its technical team, which has years of experience and has accomplished many successful projects, and works day and night for the success of Adgager and GAG TOKEN.

**MEHMETCAN ŞAHİN  
FULL STACK DEVELOPER**

Blockchain, Php, Rust, Go, React.js, React Native  
14 years

**KORAY SARI  
BACKEND DEVELOPER**

Php, Laravel, Mysql, GraphQL  
8 years

**OKTAY KOPCAK  
FULL STACK DEVELOPER**

Php, Laravel, React.js  
11 years

**GÖRKEM BUĞRA SARAÇ  
FRONTEND DEVELOPER**

Frontend Developer: Reactjs, React Native  
4 years

**EREN CÖMERT  
BUSINESS DEVELOPER**

Agile Project Management  
4 years

# INVESTORS



## INVESTOR PROFILE

While determining the investor profile, Adgager chose among the investor candidates the individuals and institutions that are most suitable for the sector, can help the development of the project, have partnership power and can act together with the team.

### SEVDA TANER

Sevda Taner, a businessperson from Izmir who supports important local and foreign initiatives as an angel investor, also supports Adgager's success by being part of the team.

### SEMA SARSAR

Sema Sarsar, who directs local and foreign initiatives with her investments in technology and blockchain, plays an important role in Adgager's global vision.

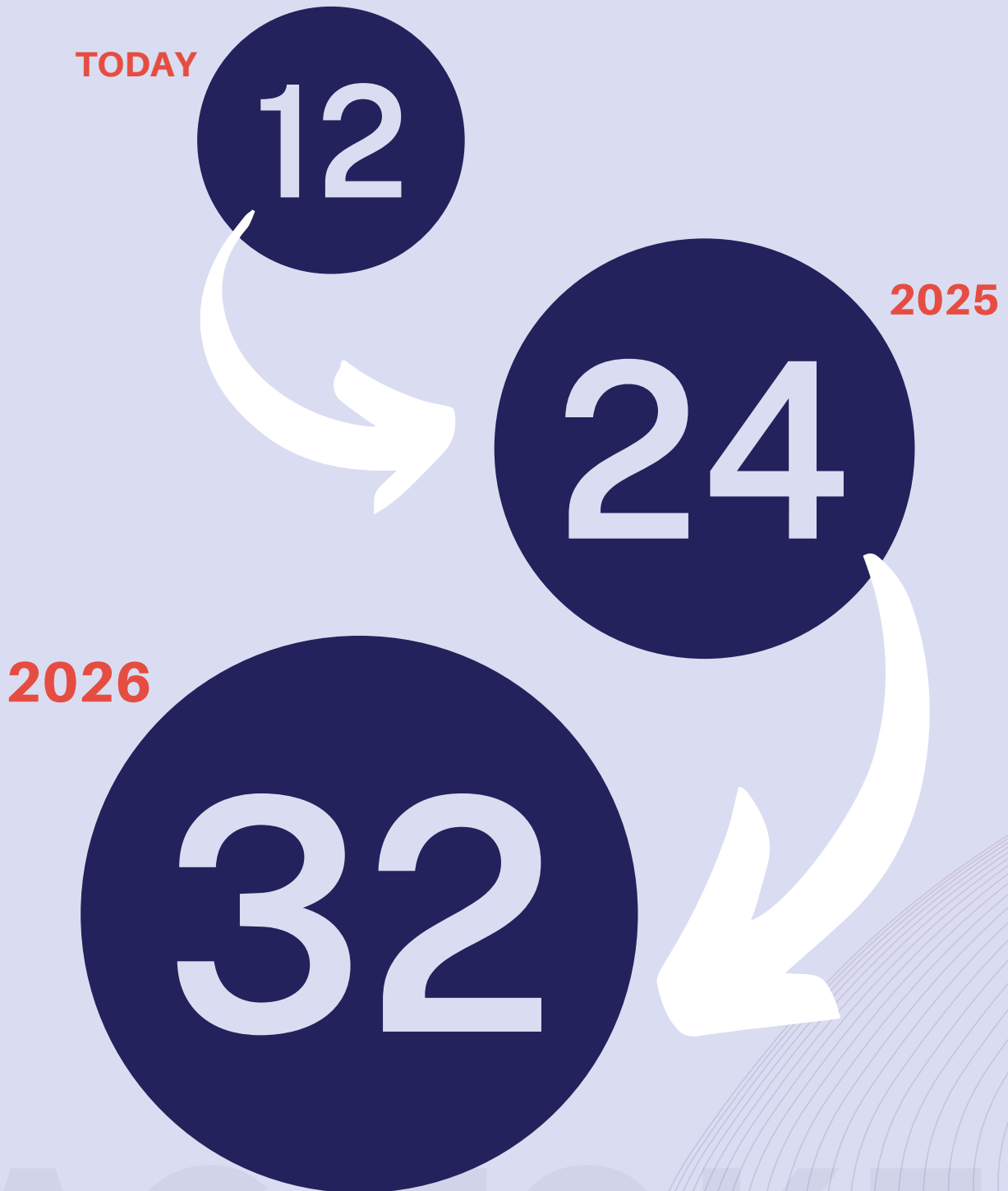
### REM PEOPLE

REM People, founded in Turkey and providing artificial intelligence-based image recognition technologies and retail analytics services to more than 50 countries, invested in ADGAGER in 2023 at a valuation of 6.6 million dollars. Founded in 2015 by techno-entrepreneurs with retail and technology experience, REM People has become a new generation retail analytics company that offers artificial intelligence-supported omni-channel retail analytics and sales efficiency solutions in 6 steps.

# TEAM DEVELOPMENT ON THE ROADMAP



One of ADGAGER's most important strengths lies in constantly strengthening the team with new and talented people. After all the investment processes, Adgager continues to grow by adding new names to the team from important brands of Turkey and the world.





# SOLUTION PARTNERS AND CUSTOMERS:

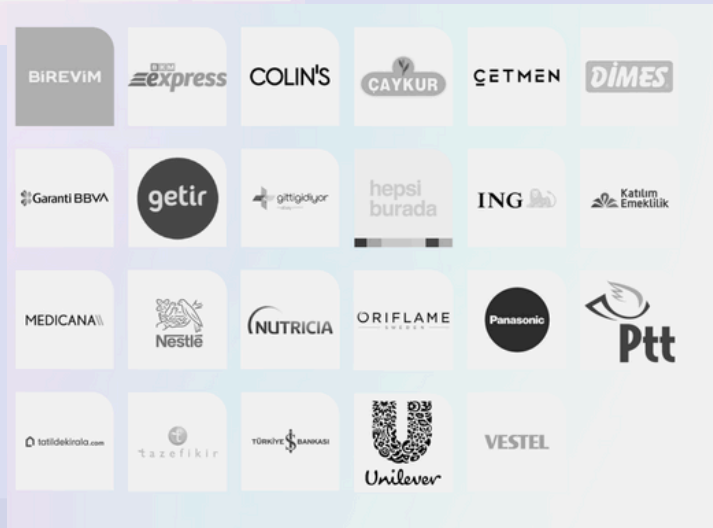
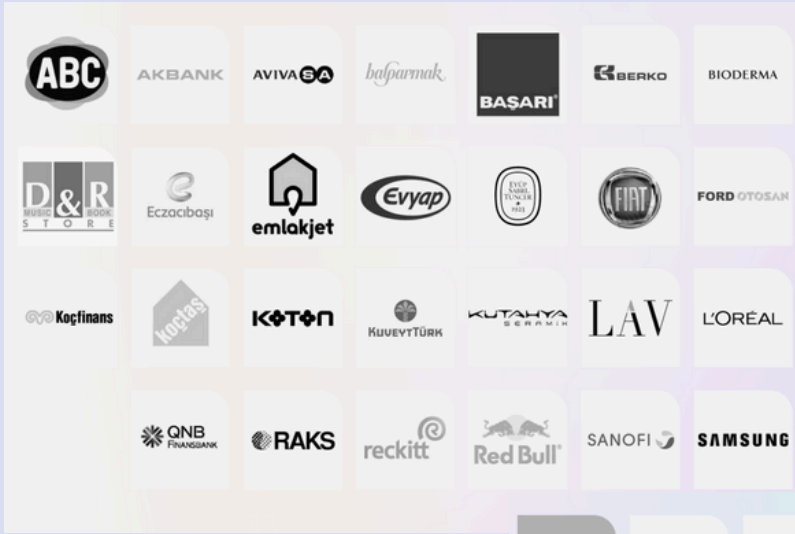


## SOLUTION PARTNERS

ADGAGER; while providing transparent, fast and affordable solutions, it takes care to work with the best in Turkey and the world and selects its solution partners accordingly.



## CUSTOMERS



# SOLUTION PARTNERS AND CUSTOMERS:



## Customer Stories and Successes:

The success of a project is directly proportional to the success of its customers. For this reason, Adgager takes care to create happy experiences and write success stories.



**Hasret Güneş**

ING Bank – Market Research Assistant



Adgager, kısa bir zamanda hızlıca organize olup araştırma ihtiyacımızı en hızlı ve sorunsuz şekilde karşıladı. Cuma öğleden sonra gelen bir araştırma briefine rağmen, Cumartesi günü hızlıca projeyi çıkıp akşamına da sonuçları topladık. Bizim için önemli bir konuydu. Emeğiniz ve desteğiniz için başta Umur'a olmak üzere tüm ekibe çok teşekkürleri iyi ki Adagager var. 😊



**Hande Ediz Nahit**

Bioderma , Product Manager

Adgager ile son 1 yıl içerisinde 3 farklı araştırma gerçekleştirdik. Özellikle de dermo-kozmetik gibi çok fazla verinin olmadığı bir kategoride birden fazla araştırma yaparak hızlı bir şekilde veri elde etme şansı yakaladık. Geleneksel araştırma yöntemlerinin oldukça yüksek maliyetler oluşturduğu bu dönemde Adgager sayesinde güvenilir ve hızlı sonuçlara oldukça ekonomik bir şekilde ulaştık. Özetlemek gerekirse Adgager süreç ve maliyete takılmadan çalışmalarımıza yön verecek sonuçlara ulaşmak için en etkili yöntemlerden biri oldu bizim için.



**Irmak Nal**

Reckitt Benckiser – Consumer Marketing Insight Manager

Adgager denince aklıma ilk gelen kelime agility... Hızlı karar almamız gereken durumlarda hızlı ve güvenilir çözümleri ile bizim için tüketicinin sesi...



**Büşra Tepebaş**

Evyap, Consumer & Market Insights Manager

Adgager, güvenilir bir dataya kısa sürede ulaşmamızda katkı sağladı. Süreç içerisinde son derece pozitif, çözüm odaklı ve iş birliği içerisinde olmaları çok kıymetliydi. İleride de daha güzel ve verimli projeler yapacağımızdan eminim.



**Sezal Kaya**

Tatidekiralı, Marketing Director

Adgager ile gerçekleştirdiğimiz pazar araştırması deneyimi, şirketimiz için son derece değerli oldu. Elde ettiğimiz detaylı ve anlamlı veriler sayesinde, kampanyalarımızı daha etkili bir şekilde şekillendirdik ve kullanıcı davranışlarını daha iyi anladık. Adgager ekibi ile olan iletişimimiz, projenin her aşamasında profesyonel ve verimliydi.



**Bahadır İçel**

Katılım Emeklilik , Kurumsal İletişim Müdürü

Adgager, kısa zamanda ihtiyaçlarımızı etkili çözümlerle karşıladı. Hızlı, adaptasyon gücü ve iletişim kabiliyeti yüksek bu ekip bizlere de çevikliği ile örnek oldu. En önemlisi de işlerini yaparken aldıkları keyfi gözlerinden okumanız, güler yüzlü ve pozitif yaklaşımları çözüm odaklı anlayışlarının en değerli detayı...



## Future Relationships and Collaborations:

Adgager continues to do business with the most important brands of Turkey and the world. Our project plans to play an important role in the international operations of these brands and new brands with the globalization step which will happen very soon.

# ADGAGER FROM YESTERDAY TO TODAY



## Setting Off with the Support of İTÜ ÇEKİRDEK

Adgager was founded by Umut Vural in 2016 and started with the support of Istanbul Technical University (İTÜ Çekirdek). Umut Vural is a serial entrepreneur who has undertaken many successful ventures since 2000. He continues today as the company's co-founder and CEO. At the same time, he supports entrepreneurs as a mentor at İTÜ along with the fintech projects he carries out.

This journey, which was initiated in cooperation with İTÜ Çekirdek in order to shape the future of marketing research, involved coming together with its users, creating a family of 5000 people and carrying out the first research. The achievements gained from İTÜ Çekirdek and Umut Vural's entrepreneurial vision have ensured that Adgager has a solid foundation. Additionally, Adgager was supported by two separate investments by TR Angels and Telos Angels companies at the İTÜ Çekirdek Big Bang Startup Challenge 2016.

2016

## Top 100 Startups

Adgager stood out at the prestigious STARTUP100 Awards by being among Turkey's most successful startups. Adgager was evaluated among the most successful startups at the event held with the votes determined by the jury consisting of the leading names of the ecosystem.

STARTUP100, organized by TOBB Young Entrepreneurs Board, Endeavor Turkey, Özyeğin University and Bizz Consulting, was determined by a research of 60 people consisting of leading names in the sector. Adgager won one of these prestigious awards, along with the Startup-Friendly Companies and In-house Entrepreneurship Awards, which were awarded on April 4, 2019.

2019

## Successful Exit

Adgager attracted attention with the success it provided to its investors in 2020. Adgager, which made a successful exit by providing a 3-fold return to its investors, demonstrated its determination and effective business strategies to achieve rapid growth and value increase targets.

2020

## 420% Growth

Adgager attracted attention with its extraordinary performance in 2021 and achieved great success with 420% growth. In this process, it significantly expanded its customer portfolio and increased its influence in the sector. Adgager's rapid growth has gained a solid place for itself in the business world with the innovative solutions it offers.

2021

## Global Market Target

Adgager has taken decisive steps to successfully achieve the global market targets it set in 2022. The company has achieved significant success in achieving these goals with a growth rate of 200%. During this period, Adgager started to open areas of activity in Azerbaijan by signing strategic cooperation agreements in order to expand its global sphere of influence.

2022

## Development and Investment

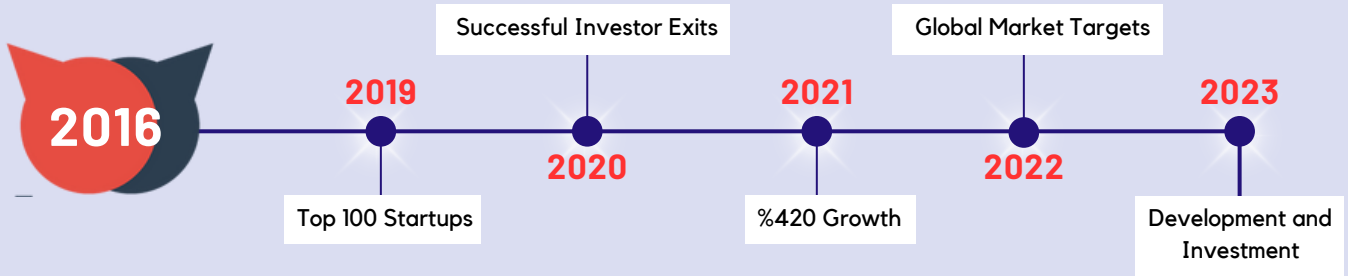
With the investment it received with a valuation of 6.6 million dollars, Adgager has started preparations for a new version of its entire technological infrastructure and is improving its technology and services. Serving 200 different brands, Adgager continues to grow by providing them with a fast, transparent, accurate and qualified research experience.

2023

# ADGAGER FROM YESTERDAY TO TODAY

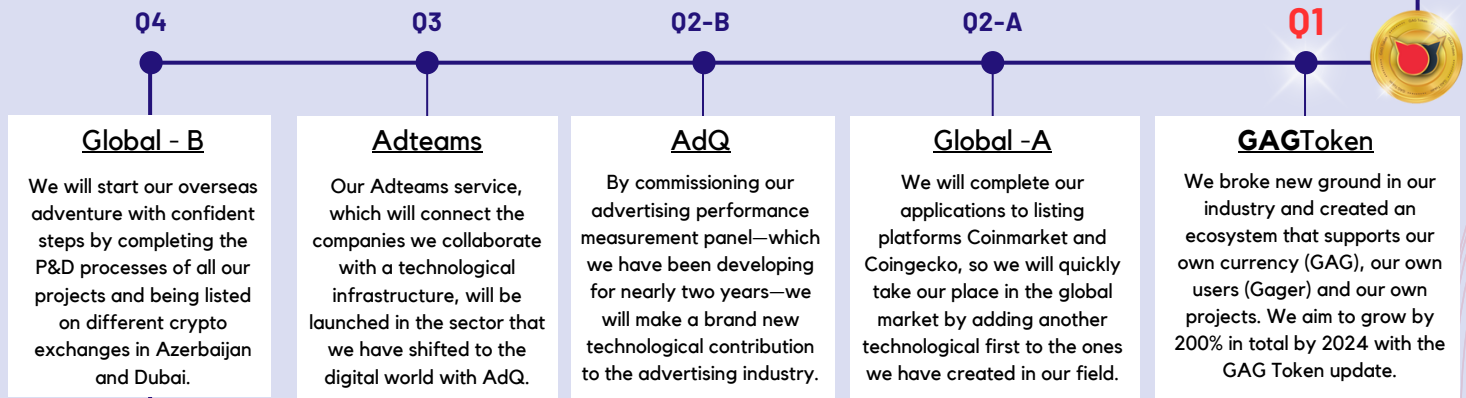


Setting Off with the Support of İTÜ ÇEKİRDEK

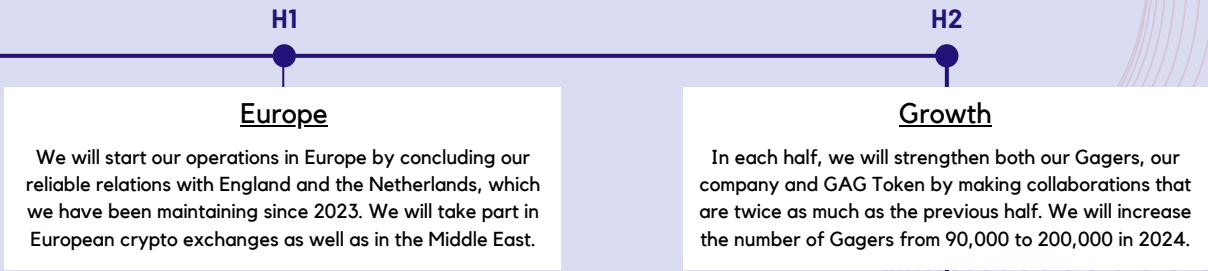


## OUR ROADMAP

2024



2025



2026



# RISK INFORMATION



For the GAG Token project implemented by Adgager, both the project team, technical team and the crypto exchange company are taking the necessary precautions against possible risks. However, crypto investing has certain risks, which are explained below.

**Liquidity Risk:** Crypto assets may lose value when converted into fiat currencies. This loss creates liquidity risk in the market. In addition, in times of crisis or stress in the market, low liquidity may occur and delays and loss of value may occur in the exchange of crypto assets with other asset units.

**Market Risk:** The crypto asset market is generally known and moves with high volatility. This element is in linear proportion to the prices formed on independent digital asset platforms in the market. High volatility in crypto assets may also cause price and liquidity differences between platforms.

**Systematic Risk:** Crypto asset projects can be described as initiatives, and among the reasons why the targeted project may not be successful are; Systematic risks may arise in the event of regulatory regulations, force majeure (war, natural disaster, political and political developments) and possible technological impossibilities (reconciliation, technological, etc. other problems of the Binance Smart Chain network).

**Reputation Risk:** Loss of crypto assets by crypto asset owners, any infrastructure and service failure that may occur on the network, or any extensive reputational losses that may arise from cooperation with third parties may pose a risk.

**Non-Systematic Risks:** These are the problems that may arise before, during and after the crypto asset issuer, its operations and reaching the end user. This risk element includes, but is not limited to, liquidation of the relevant company, technological infrastructure inadequacies and cyber attacks, liquidity problems, legal disputes between collaborating companies, and non-systematic risks accepted in traditional finance theories.

**Legal Risks:** These are the risks that may arise with the creation, amendment or repeal of the relevant legislation. Within the scope of these risks, not only the legislation concerning crypto assets, but also other applicable legislation may be violated in the future.





## RISK INFORMATION

### Other Risks:

i) Blockchain wallet address risk: In case of loss of the private key required to access the assets on the blockchain, access to the relevant assets may be lost or the risk of them falling under the control of third parties.

ii) Tax Risk: Taxation proposals that may arise regarding crypto assets may pose a financial risk. And this taxation may bind the real/legal persons who purchase crypto asset projects and any companies that carry out the operations of the projects.

## LEGAL INFORMATION

This whitepaper has been prepared for informational purposes only and changes may be made to this whitepaper in the future. None of the information contained in this document is intended as an investment recommendation, nor does it constitute an offer.

The digital asset that is the subject of the whitepaper is not a capital market instrument, financial instrument or security. Digital assets have high volatility. For this reason, it is recommended that all people who will purchase GAG Token have knowledge of digital assets, blockchain and smart contract structures. These individuals must make their own risk assessment. These assets may be considered very high risk assets.



**Bep-20:** It is a token standard built on BNB Smart Chain, also known as Binance Smart Chain or simply BSC. BEP-20 is BSC's equivalent to ERC-20, the token model used on the Ethereum blockchain. This means that the two token models are compatible with each other.

**Smart Contracts:** They are decentralized code directories with fixed rules, developed on the blockchain with software languages like Solidity, Python, etc. On a distributed network, these code directories run automatically.

**Private Key:** It is the authorization key required to perform any transaction on the blockchain. Private Key is created within certain cryptographic conditions and cannot be changed afterwards. Public keys can be created by taking derivatives of private keys.

**DLT:** Distributed Ledger Technology is the general name given to storage methods in the upper category of blockchain technology. Blockchain is the name given to the encrypted and time-stamped processing of stored data in addition to distributed ledger technology.

**Solidity:** A programming language used to write or develop "Smart Contracts" that run on the Ethereum blockchain.

**NFT:** NFTs, which are the abbreviation of the word non-fungible token, are used as unique tokens in our language. These tokens are generally produced in the ERC-721 and ERC-1155 token standards on the Ethereum network.

**ERC-721:** It contains the Ethereum network token rules and standards, in which tokens are created that are not interchangeable, non-convertible and non-pairable, unlike ERC-20 token standards.

**Fan Token:** Blockchain digital assets that allow fans to support the teams they admire and gain various rewards, discounts, campaigns and unique experiences.

**Utility Token:** It is a type of token that offers a certain service or advantage to its holders. It does not grant any shares/share rights.

# TOKENOMICS

# TOKENOMICS

GAG TOKEN

## CONTENTS

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- Preliminary Information
  - Production and Distribution
  - Projects
  - Ecosystem / What to Do
  - Strategies
  - Goal / How to Do
  - Sold-out and Summary
  - Suggestions
- 

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**ADGAGER**



# TOKENOMICS

## GAG TOKEN

**GAG Token** is a cryptocurrency project that aims to contribute to investors, together with the **Adgager** ecosystem and the research sector. This section covers the production process, distribution, use, protection, goals and function of the **GAG Token** within the platform in a clear and understandable manner, guiding our community in the process of understanding and participating in our project. **GAG Token** aims to clearly answer our community's questions in this field by clearly presenting its economic structure and usage areas.

**GAG Token** cryptocurrency is implemented by the online research company **Adgager** with a technological and innovative infrastructure. **GAG**, which has been actively used in **Adgager's** closed-loop system for many years, has the distinction of being the first cryptocurrency to stand out in the research sector. **GAG** draws attention with its unique earnings structure and focuses on providing sustainable value to its investors by combining its future potential with **Adgager's** corporate and agile structure. **Adgager's** growth and projects, As it expands, **GAG Token** continues to gain value and stands out as a long-term investment tool. **GAG Token's** creative tokenomics structure makes it attractive to investors looking to generate short- and long-term gains.

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# TOKENOMICS

## GAGER COMMUNITY

**Gager** community, a dynamic and interactive part of Adgager, the creator of the **GAG Token** project, consists of verified and selected individuals who provide valuable insights by participating in brands' research projects. **Gager** community is a dynamic community of individuals with various areas of expertise and nationally representative consumers. Here, a network has been created that contributes to the growth of brands through market research and feedback. While **Gagers** share their ideas by taking part in various projects, they also benefit from insights with their opinions and suggestions in their own closed-circuit social networks. In addition to being a valuable data source for brands, this community also provides an environment that increases the knowledge and experience of individuals. While Gagers create powerful insights with the ideas and suggestions they offer to brands, they earn **GAG Token**, Adgager's cryptocurrency.

Every investor who is a member of the **Gager** community will take part in numerous projects of countless brands and will own **GAG Tokens** from each project they participate in, and will have the opportunity to increase the market value of **GAG Tokens** with their success and efficiency in the projects.

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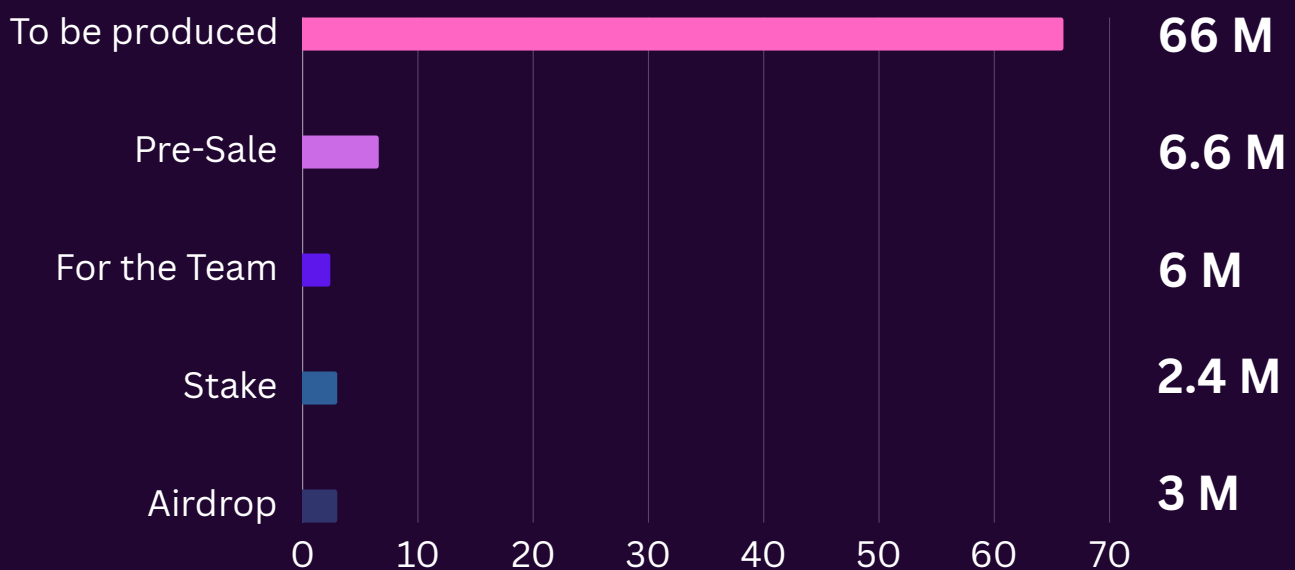


# PRODUCTION AND DISTRIBUTIONS

## TOKEN USE

**GAG Token** is used as a means of value transfer between **Gagers** and businesses that contribute to the **Adgager** ecosystem. The token provides various benefits within the platform and opens up various opportunities for users who contribute to the **Adgager** ecosystem. This usage is clearly explained to our community, establishing the **GAG Token's** role within the ecosystem.

For **GAG Token**, which will be produced in **66 million** units, 4 different wallets will be created: Pre-Sale, Team, Stake and Airdrop. In this way, you will be able to view how each transaction will be made, from which wallet, and what will affect it in a more accurate and transparent manner.



The supply and demand of **GAG Token** is directly proportional to the size and functioning of the **Adgager** ecosystem. Control of token supply is planned as **Adgager** grows and adapts to user demands. It explains in details how the future supply of **GAG Token** is planned and how the demand is met.





# PRODUCTION AND DISTRIBUTIONS

## 6.6 Million GAG Tokens to be distributed in Pre-Sale

Pre-sales will start at **13.00** (GMT +03:00) on **05.03.2024**

## 6 Million GAG Tokens to be distributed to the Adgager team

After the pre-sale, the Team will ensure that the 6 million GAG Tokens it holds:

- 2025, 31 January **25%**
- 2025, 30 June **25%**
- 2026, 31 January **25%**
- They will be able to disrupt last **25%** by June 30, 2026.

## 2.4 Million GAG Tokens allocated for staking

The total 2.4 Million GAG allocated for staking indicates the amount that will be used if the entire amount sold in the pre-sale is staked. If the entire amount cannot be staked, the remaining amount will be distributed to the Adgager team at the initial distribution rate.

## 3 Million GAG Tokens allocated for Airdrop

- Tokens to be distributed with reference codes  
1 Million units with special reference codes for Adgager to their Gagers
- Tokens to be distributed via Snapshot method  
1 Million units in May 2024  
It was determined as 1 Million units in May 2025.

**Adgager** received an investment at a valuation of **\$6.6 million in 2023**, and in return for this investment, we determined the amount of tokens to be distributed in the pre-sale as **6.6 million** and the total production number as **66 million**.

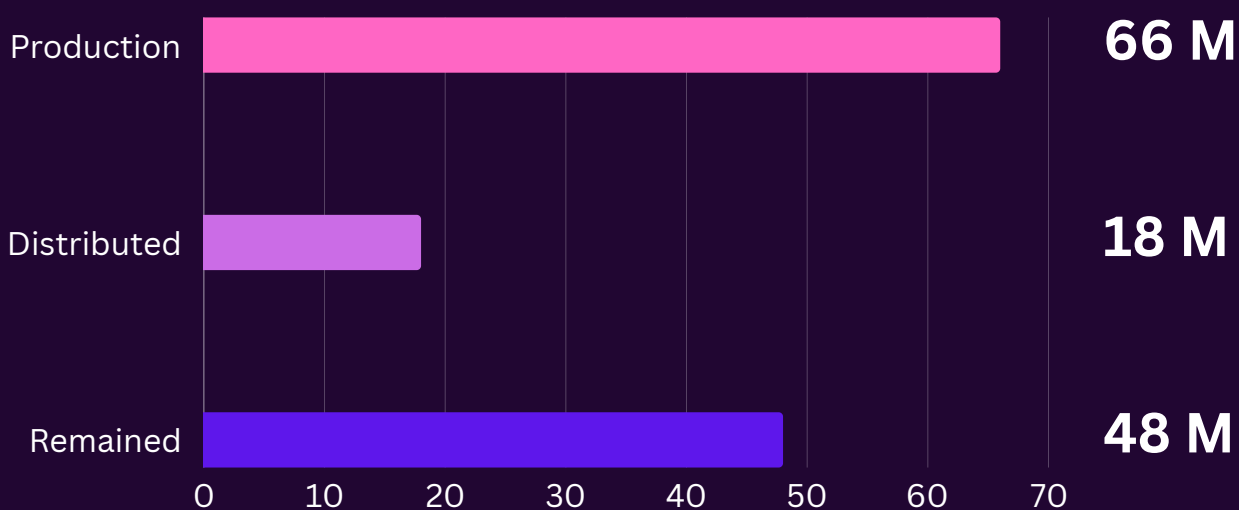




# PRODUCTION AND DISTRIBUTIONS

**GAG Token** can be obtained in various ways by **Gagers** who contribute to the **Adgager** ecosystem. **Gagers** can earn rewards for their researches, surveys or other participation activities by being active on the platform. These rewards are added to their accounts as **GAG Tokens** and Gagers can use these tokens for various advantages. Additionally, special events, competitions or campaigns organized among Gagers also provide the opportunity to earn **GAG Tokens**. In this way, **Gagers** both contribute to the **Adgager** community and can benefit from various advantages by obtaining **GAG Tokens** through their own efforts.

1 GAG Token: If calculated as 1 ₺, 66 M GAG Token: 66 M ₺



**66 million** units will be distributed post-production, **18 million** units will be distributed for pre-sale, Airdrop, Stake and Team. **48 million** GAG Tokens will be kept in the system. **24 Million** of this **48 Million** will be minted by **Gagers**, and the remaining **24 Million** will be distributed by **Adgagers**.





# PRODUCTION AND DISTRIBUTIONS

## GAGER COMMUNITY

**Gager** community, a dynamic and interactive part of **Adgager**, the creator of the **GAG Token** project, consists of verified and selected individuals who provide valuable insights by participating in brands' research projects.

**Gager** community is a dynamic community of individuals with various areas of expertise and nationally representative consumers. A network has been created that contributes to the growth of brands through market research and feedback. While **Gagers** share their ideas by taking part in various projects, they also benefit from insights with their opinions and suggestions in their own closed-circuit social networks. In addition to being a valuable data source for brands, this community also provides an environment that increases the knowledge and experience of individuals. While **Gagers** create powerful insights with the ideas and suggestions they offer to brands, they earn **GAG Token**, **Adgager's** cryptocurrency.

**Adgager** has developed **GAG**, which has been integrated into a closed-loop system for many years, as the first cryptocurrency used in the research sector. **GAG Token** has a profit structure shaped by the unique features offered by **Adgager**.







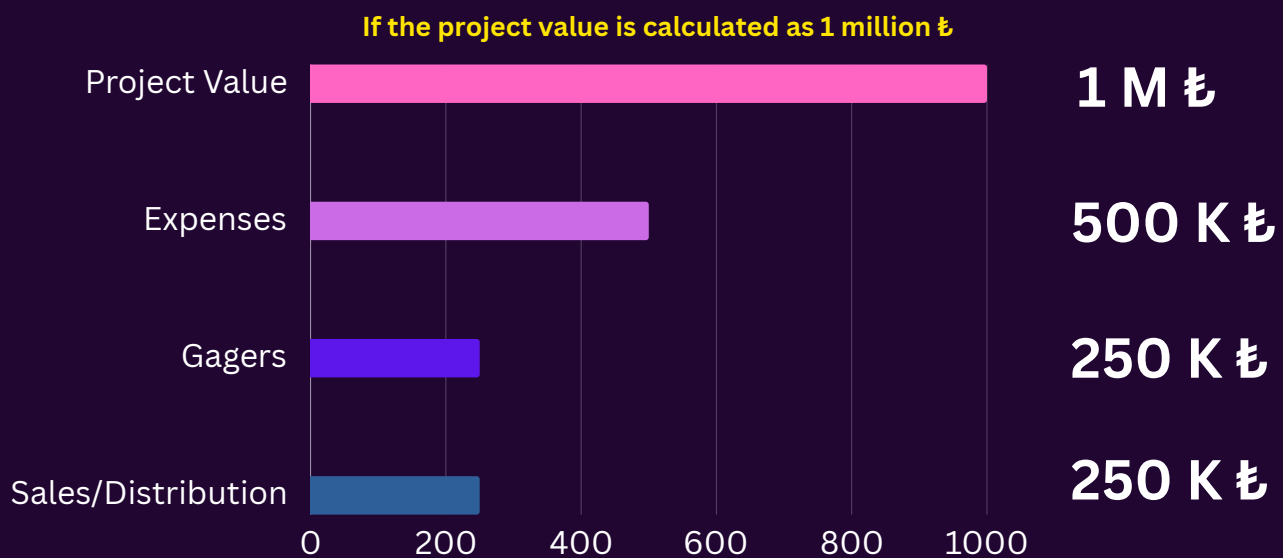
# HOW TO USE

## ECOSYSTEM

How will **48** million tokens be used?

### To be used in ADGAGER projects

- **GAG Token** will be used in every new project
- Post-project company expenses will be paid from the project budget
- The remaining profit will be divided into 2
- **Profit 1:** Tokens will be given to **Gagers**.
- **Profit 2:** It will be sold / distributed as tokens.



**₺250K** worth of tokens reserved for Sale and Distribution: The reward will be distributed or put up for sale among freewall, strategic partnerships, collaborations, team and **Adgager** community members.





# STABILIZATION AND INFLATION



## CONTROL STRATEGY

**Adgager** will purchase from the board the amount of tokens that will be distributed from the projects carried out every month.

### 1. Creating a Purchase Corridor:

**Adgager** will use a portion of the revenue generated from each project to create a buy corridor at **GAG Token**'s current ₺ value. This purchase corridor aims to provide stability by increasing the value of the token. In the current system, it will protect trust and inflation by purchasing the number of tokens from the board in exchange for the money it distributes to Gagers within its own ecosystem.

### 2. Smart Use of Income:

As **Adgager** adds research projects and serves customers, it will direct a portion of the revenue generated towards maintaining the buy corridor, thus preventing token inflation.

### 3. Pricing Ladder:

When demand is less than the set amount, **Adgager** will try to provide stable value by stepping up the pricing ladder logic. With this method, it is aimed to meet the demand and not to decrease the token value.

This strategy aims to keep the token value under control and prevent inflation through corridors created at prices determined by **Adgager**. By wisely managing the income from the project, it is aimed to create a more trustable token ecosystem.





# WHAT WILL BE DONE

## GOALS

Income calculation for the coming periods

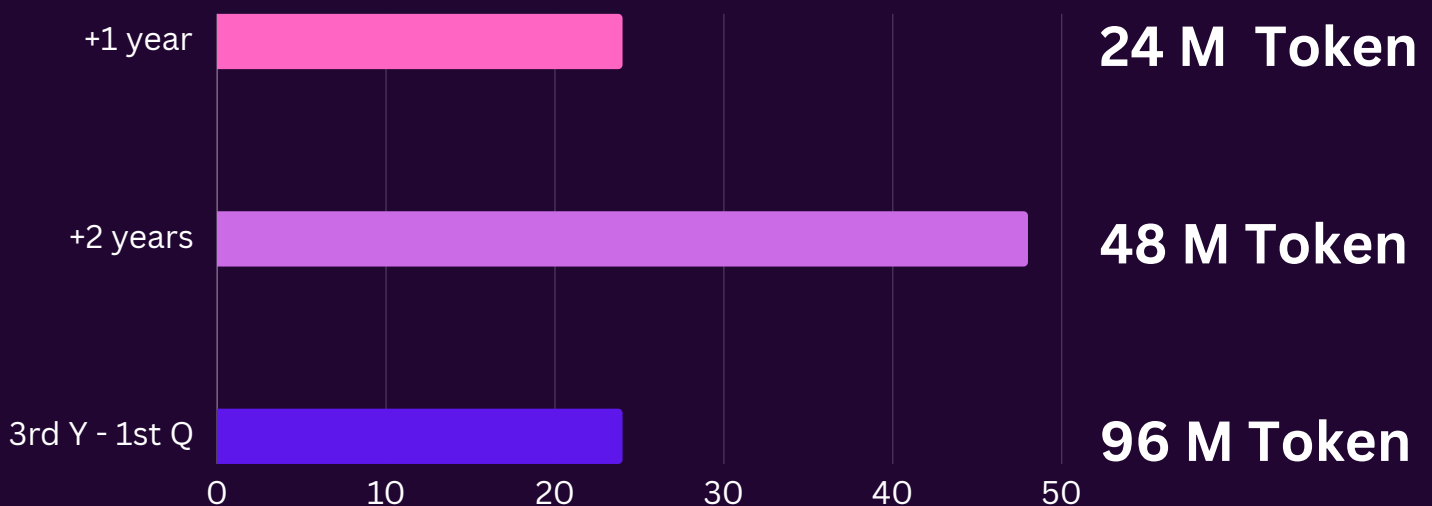
### Planning

With a 100% increase every year

- +1 year 24 Million GAG Tokens
- +2 years 48 Million GAG Tokens
- 24 Million **GAG Tokens** in the first quarter of the 3rd year

Research project sales worth a total of 96 Million **GAG Tokens** at the end of the calendar

Total project revenue at the end of the calendar is 96 Million GAG Tokens



After the pre-sale, 24 Million of the remaining 48 Million **GAG Tokens** will be put into circulation with **Gagers**, and the remaining 24 Million **Gag Tokens** will be sold. If Gager wants to receive the payment directly from **Adgager** rather than to the wallet; **Adgager** will sell the token on the exchange as much as the payment it will make.





# AT THE END OF +3 YEARS

## AFTER SOLD-OUT - SUMMARY

### 6 million tokens belong to ADGAGER team

After the pre-sale, the Team will ensure that the 6 million GAG Tokens it holds:

- 25% - January 31, 2025
- 25% - June 30, 2025
- 25% - January 31, 2026
- They will be able to disrupt last 25% - June 30, 2026.

### 66 million tokens in circulation

18 Million reserved for Pre-sale, Airdrop, Stake and Team

Minted by 24 Million Gagers

24 Million sold/distributed by Adgager

### Adgager will have sold a total of 96 Million Tokens

**GAG Tokens** economic model supports the sustainable growth of the platform, strengthening the investment advantages it offers to users. The stability mechanisms implemented to protect the value of **GAG** take effective measures against price fluctuations and are specifically designed to ensure the long-term sustainability of the **GAG Token** economy. At the core of this model lies the value that the **GAG Token** economy provides to our community and users. This approach aims to ensure that **Adgager** grows as a project and rises with its community, generating profits for investors.





# AT THE END OF 3 YEARS

## AFTER SOLD-OUT - RECOMMENDATIONS

### Brands will launch their new projects with GAG Token

The entire fee will be paid to **Adgager**, and **Adgager** will purchase tokens with **15%** of this fee.

### Tokens will be purchased from the market for each new project

Circulation will continue

### Purchased GAG Token will be sent to Gagers

Economic Model and Stability Mechanisms: **GAG Token's** economic model supports the sustainable growth of the platform and the benefits it provides to its users. Stability mechanisms implemented to maintain the value of the Token are measures taken against price fluctuations and emphasize the long-term sustainability of the **GAG Token** economy.

At the core of this principle, it clearly expresses the value that the **GAG Token** economy provides to our community and users.

Smart Contracts and Code Architecture: **GAG Token** manages smart contracts using the Binance Smart Chain (BSC) infrastructure. BSC is a blockchain network designed to efficiently run smart contracts. BSC is a structure that works alongside Binance Chain (BC) and offers high transaction capacity. In this way, users can access high transaction capacity on **GAG Token** and smart contract functionality of Binance Smart Chain.

Additionally, Binance Smart Chain is also integrated into the Ethereum Virtual Machine (EVM) infrastructure. This feature allows users who support the **GAG Token** to access Ethereum-based applications, such as wallets like MetaMask.

