



# BIG DEAL

PLAY BIG | WIN BIG

BLOCKCHAIN-BASED AUCTION HOUSE

**WHITEPAPER**

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A Venture of GlobalVox



## COPYRIGHT

The BiG DEAL® White Paper is the official document summarizing the objectives, vision, mission, and other details of the BiG DEAL project.

It educates BiG DEAL prospective investors and the BiG DEAL community on the various features and plans of the project.

The White Paper also informs the BiG DEAL prospective investors and users - and anyone else - to assess and invest in any of the rounds of its Initial Coin Offering (ICO).

The contents of the White Paper should not be used for any other purpose or shared with a third party without the prior written consent of GlobalVox LLC.



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## 1.0 | ACRONYMS



The following is a list of acronyms used in the BiG DEAL White Paper.

3D	Three-dimensional
API	Application programming interface
APR	Annual percentage rate
B2B	Business-to-business
B2C	Business-to-consumer
BAM	BiG auction model
BD	BiGDeal
BSC	Binance smart chain
BTC	Bitcoin
C2C	Consumer-to-consumer
CAGR	Compound annual growth rate
CMC	CoinMarketCap
D2C	Direct to customer
dApp	Decentralised application
DeFi	Decentralised finance
DeX	Decentralised exchange
ETH	Ethereum
ICO	Initial coin offering
IDO	Initial DeX offering
IoT	Internet of Things
IPO	Initial public offering
ITO	Initial token offering
LDE	Luck-dominant engagement
LLC	Limited liability company
LP	Liquidity provider
MVP	Minimum viable product
NFT	Non-fungible token
PDC	Proof of concept
PR	Public relations
TDE	Token distribution event
VRF	Verifiable random function
USDC	USD coin
USDT	USD tether



## 2.0 | GLOSSARY



The following is a glossary of key terms and definitions used in the BiG DEAL White Paper.

**Altcoin** | An altcoin is a cryptocurrency that is not Bitcoin (an alternative cryptocurrency to Bitcoin).

**Auction** | An auction is a live event where one can buy goods or services through a bidding process led by an auctioneer. Online auctions have gained popularity because of their convenience and access. More recently, blockchain-based online auctions have materialised redress some of the limitations of conventional online auctions, including increased transparency, privacy, and security.

**Bidbot** | A bid bot is a computer software-generated bidding 'robot' used to automatically execute bids in online auctions. Blockchain-based auctions eliminate rigged or fake bidding by bid bots as the blockchain provides an unchangeable record of all aspects of the auction.

**Bitcoin** | Bitcoin was the first cryptocurrency created by the pseudonymous developer(s) Satoshi Nakamoto and was initially known as a 'peer-to-peer e-cash'.

**Black Swan event** | A Black Swan event comes as a total surprise and has a significant impact or ramifications. Juvenal, a 2nd-century Roman poet, originally postured the Black Swan theory, and later developed by Nassim Nicholas Taleb, a statistician and trader, in his 2007 book, The Black Swan.

**Blockchain** | Blockchain is essentially a network of computers (nodes) all with the same history of transactions so that the information is spread across the whole network rather than residing with a single entity.

**Cliff** | Cliff refers to the timespan after which an employer is fully vested on a specified date rather than becoming partially granted incrementally over some time; for example, a one-year cliff means that the employer will be fully vested after one year of the distribution event of the ICO.



**Cryptocurrency** | Cryptocurrency is a digital currency secured by mathematical theories and computation (cryptography) used as a medium of exchange within a peer-to-peer economic system.in typing here.

**Deal** | A deal is when buyers/sellers believe they get good value for their investment (competitive bids) in assets or services.

**Decentralised application** | A decentralised application is a blockchain-based, decentralised computing application that can operate autonomously through smart contracts to its users with some function or utility.

**Decentralised finance** | Decentralised finance is an emerging digital financial infrastructure that theoretically eliminates the need for a central bank or government agency to approve financial transactions, thereby ensuring that no single entity can control or alter that ledger of transactions.

**Fiat money** | Fiat money is a government-issued currency not backed by a physical commodity such as gold or silver, but rather by the government that issued it. Most of the currencies today are fiat in nature.

**Hodlers & hodl** | Hodlers are crypto investors who buy and hold their positions regardless of price. The term was created in 2013 in a Bitcoin chat forum by an investor who was watching Bitcoin's price fall sharply but decided not to sell. He wrote a post titled, 'I am HODLing', meaning to write 'HOLDing'. The act of Hodling is called 'To Hodl'. Some people also say it stands for 'Hold On for Dear Life'.

**Immutable** | All records on a blockchain are permanent entries that cannot be deleted or altered by anyone in the world. Hence it is called that blockchains are immutable in nature.

**Internet of things** | Popularly known as IoT, the Internet of things describes physical objects (or groups of such entities) embedded with sensors, processing ability, software, and other technologies that connect and exchange data with other devices and systems over the Internet.



**Liquidity provider** | Liquidity providers are market participants who provide liquidity to an exchange by using their own crypto assets. In the decentralised finance (DeFi) market, anyone can be a liquidity provider by depositing into a crypto liquidity pool.

**MarketPlace** | On Internet-based websites/portals, a marketplace model is where the platform allows third party individuals or companies to list their products or services to serve the customers of the portal. Amazon is a classic marketplace that will enable anyone to list their goods on its platform.

**Metaverse** | Metaverse is a network of 3D virtual worlds where people can enter the digital world through virtual identity. In metaverse, people can hang out, shop, meet friends and more. Metaverse combines several technologies such as augmented reality, virtual reality, machine learning, blockchain technology, and artificial intelligence.

**Mine** | Crypto mining involves validating cryptocurrency transactions on a blockchain network and adding them to a distributed ledger. Crypto mining prevents the double-spending of digital currency. Crypto mining is somewhat like mining precious metals. While miners of precious metals will unearth gold, silver, or diamonds, crypto miners will trigger the release of new coins into circulation.

**Shill bidding** | Shill bidding is intentionally fake bidding by a seller on their own auction to inflate the final price. This is accomplished either by the seller or by someone colluding with the seller to place fake bids on their behalf.

**Solana** | Solana is a public blockchain platform whose native cryptocurrency is SOL. Solana achieves consensus using a proof-of-stake mechanism, as well as a 'proof-of-history' mechanism. Solana improves scalability and security. Solana is considered 'a potential long-term rival for Ethereum', citing superior transaction speeds and lower associated costs.

**Stake & Stakers** | Staking is essentially allocating some tokens to a staking pool that the pool can utilise for any purpose. If the token you hold allows staking, you can stake some cryptos and earn a passive income. It happens via a staking pool which can be compared to an interest-bearing savings account. Stakers are people who stake coins.



**Token** | Every blockchain has a native token called its coin. For example, the native token of the Ethereum Blockchain is Ether. All other secondary tokens on a blockchain are called its tokens.

**Token burn** | Token burning is a mechanism to destroy digital tokens to render them inaccessible. This is done by transferring the tokens to a wallet address whose private key has been lost or destroyed, making the tokens unrecoverable and unusable.

**Vesting** | A vesting period or token lockup period refers to when the tokens sold in the pre-sale of the ICO stage are prevented from being sold for a specific period.





## 3.0 | OVERVIEW



While financial systems and banking have changed significantly over the centuries, they have gradually gained increasing control over the flow of money worldwide. Money was initially a medium to facilitate trade amongst the citizens of a country or the world at large. But, today, people in authority exercise way too much control over money.

Bitcoin was conceptualised to challenge this very arrangement - and give the power back in the hands of people. Blockchain, the underlying technology of bitcoin, has made this possible.

The advent of blockchains, cryptocurrencies, and decentralised finance (DeFi) has changed the global economy in ways no one could have imagined. This new financial system places greater control in the hands of the user instead of the government or financier. This fundamentally shifts the traditional relationship patterns around how we earn, buy, sell, borrow, lend, invest, spend, and give away money.

DeFi has far-reaching ramifications for various sectors, industries, and user choices and behaviours. Some of the most significant effects are in the retail sector. The vital security, privacy, and access features of blockchains, cryptocurrencies, and DeFi provide online buyers with greater peace of mind and options for where and how to spend their 'new' money.

BiG DEAL has identified opportunities for its business, investors, and community to benefit through a win-win-win relationship within this growing virtual financial system. The Company seeks to provide various online auction mechanisms to its global community through a secure, private, and accessible platform in symbiotic, engaging, and fun ways.

“Blockchain is an authority tied to mathematics, not the government or lawyers or any other officials. It is immutable and 100% trustworthy. It cannot be manipulated by humans.”

PRATIK JAIN, GLOBALVOX DIRECTOR.



## 4.0 | THE 'NEW' ECONOMY



### 4.1 | TRADITIONAL MONEY, BANKING, AND FINANCIAL SYSTEMS

For a long time, the old economy of government regulation, centralised banking, and monopolistic financial institutions seemed set to stay. The arrival of cryptocurrencies and financial technology was a 'black swan' event no one could have anticipated quite in the way it has materialised – and continues to rapidly grow.

Money was invented prior to written history, following the exchange or bartering of goods to a simplified price definition and exchange process. The first commodity money dates to around 550 BC when King Croesus of Lydia issued the first valid gold coins for general circulation.

Commodity money in the form of precious metals, shells, spices etc. gave way to paper representative money endowed by commodities such as gold and silver certificates. This was followed by the modern 'fiat' money we use every day, and which is regulated by government.

The advent of money millennia ago made trading simple and gave rise to money lending as an initial banking service. During the 12th century, the Templars managed the money of noblemen who had joined the Crusades. The Templars also issued and settled letters of credit to pilgrims travelling to the Holy Land.

Italian grain and cloth merchants established the first merchant or investment bank in Venice around the same time. These merchant banks subsequently spread throughout Europe. Frequently, the merchant banks used the funds they held to fund their trades in the interim.

The printing press and double-entry bookkeeping in the 1500s and 1600s coincided with global maritime exploration and trade. Extended traditional banking functionalities in the late 16th century and early 17th century sustained the commercial and industrial growth taking place at the time.

Banking was vital to fund the various wars in Europe in the late 1700s. This gave rise to government regulations and the emergence of the first central banks to oversee commercial banking systems.



In the 19th and early 20th centuries, the gold standard linked most European currencies (and that of Japan) to the price of gold; this also facilitated currency exchange rates between two or more currencies.

The need to finance the First World War compelled countries involved to print more money, nullifying the gold standard. Post the War, it was challenging to reinstate the gold standard for various reasons, and the Bretton Woods Agreement asserted the US Dollar as the dominant reserve currency for all national currencies.

Fiat money replaced the Gold Exchange Standard in the 1970s, named for the Latin phrase for 'let it be done' since governments could order the value of fiat monies and print as much paper monies in their currencies as they wished. This gives governments complete control of the reserves and supply of money concerning the government and central banks. Additionally, governments' intervention in the free market led to financial systems collapsing, with dire economic, political, and social consequences locally and globally.

### 4.2 | CRYPTOCURRENCIES AND BLOCKCHAINS

The cryptocurrency revolution seeks to disrupt the traditional and centralised finance and banking systems that dictate the who, how, and how much in today's world of money.

New Fourth Industrial Revolution technologies are impacting - and even disrupting - various industries and business segments worldwide. Financial technology innovations provide a new category of financial products and investments. Younger people, in particular, are embracing the world of digital assets, decentralised finance, and non-fungible tokens. The financial sector is being irreversibly revolutionised by cryptocurrency and blockchain technology, changing forever the way we make money online.

Bank accounts, financial transactions, credit card payments, ATM withdrawals etc., are increasingly becoming a thing of the past for those who navigate the 'new' economy. Conventional banks and financial institutions, bastions of mainstream economies for millennia, are under severe threat of becoming redundant by new-age transactional mechanisms less than two decades old.

While cryptocurrencies resemble their fiat counterparts in function, they are very different in form. Cryptocurrencies are digital and eliminate the need to deposit and store physical money in concrete facilities.



Blockchain technology facilitates the online transacting in and virtual storage of cryptocurrencies, enhancing the privacy and security of cryptocurrency owners, investors, and users - and their assets.

“Blockchain in 2019 was approximately \$792.53 million. It is expected to grow at a CAGR of 30%, reaching about \$5,190.62 million by 2026.”

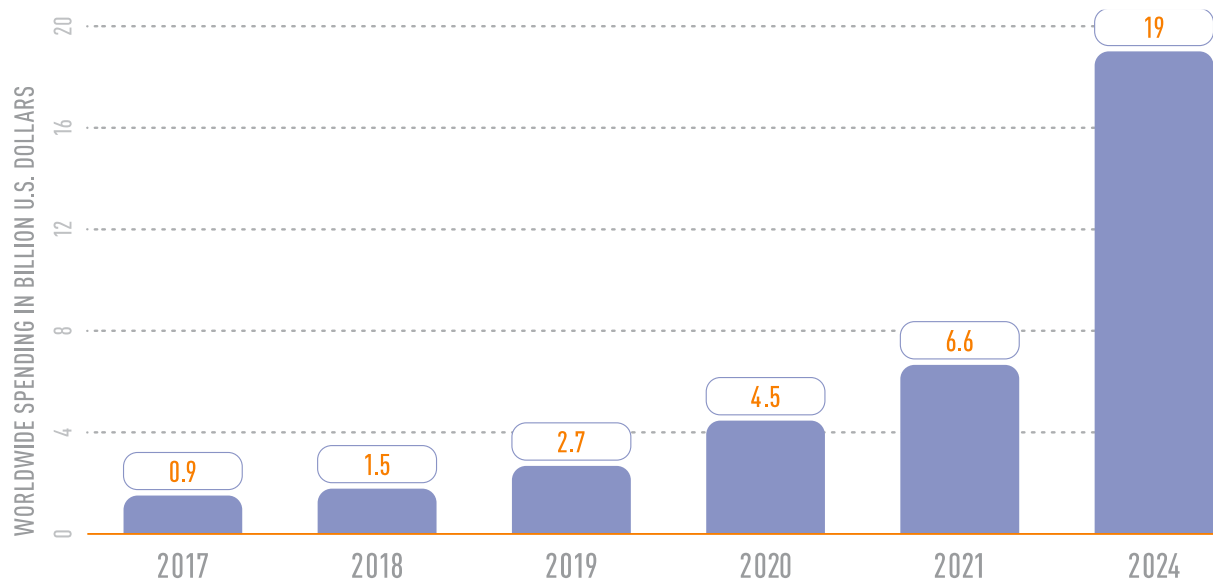
FACTS & FACTORS, 2021.

### 4.3 | THE CHANGING GLOBAL ECONOMIC LANDSCAPE

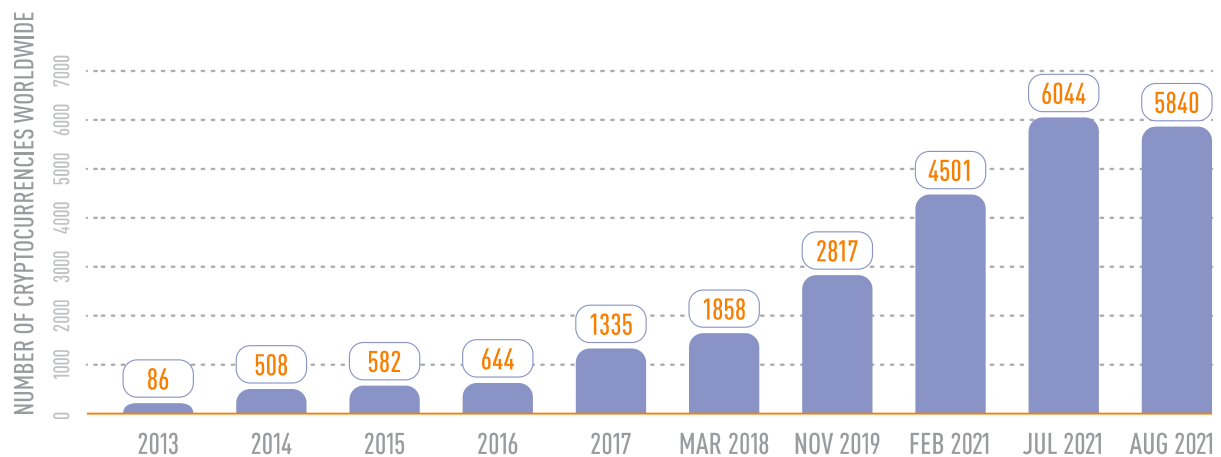
No centralised authority controls cryptocurrencies, while blockchain technology enhances transparency in financial transactions and greatly reduces the high fees of traditional financial institutions. This facilitates significantly more previously excluded entrants into the worldwide money market who were marginalised due to inadequate resources or a poor credit record.

Even though digital currency is unregulated, they are still famous for investment and trading alongside company stocks. Japan, for instance, has legalised Bitcoin, the first blockchain cryptocurrency, for payments. Experts forecast continued growth in alternative currencies, with as much economic share impact as some of the largest companies worldwide.

While it is still too early to predict the fall of conventional banking and financial systems, it is not too soon to say that their stranglehold on money relations has slipped for good. This is testified by the growing worldwide spending on blockchain solutions and the increase in cryptocurrencies in a few short years, a pattern predicted to surge in the future.



WORLDWIDE SPENDING ON BLOCKCHAIN SOLUTIONS FROM 2017 - 2024 (in billion USD).  
Source: Statista; ID 800426 [42], \* Forecast, \*\* 2020 was calculated based on the CAGR.



NUMBER OF CRYPTOCURRENCIES WORLDWIDE FROM 2013 - AUGUST 2021.  
Source: [www.tech.accounting-software/blockchain/statistics](http://www.tech.accounting-software/blockchain/statistics).



Feb 24, 2021, 01:38pm EST | 89,814 views

# Institutional Support Is Coming To Bitcoin



**Roger Huang** Contributor ⓘ

Crypto & Blockchain

*I write about the social impact of cryptocurrencies.*

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A Bitcoin exchange shop in Krakow, Poland on March 5, 2019. (Photo by Jakub Porzycki/NurPhoto via ... [+]  
NURPHOTO VIA GETTY IMAGES

Source: <https://www.forbes.com/sites/rogerhuang/2021/02/24/institutional-support-is-coming-to-bitcoin>





## Now buy a Tesla with Bitcoin: Elon Musk makes it official



FILE PHOTO: A Tesla Model X electric car is seen at the Brussels Motor Show, Belgium. (REUTERS)

1 min read . Updated: 24 Mar 2021, 09:37 PM IST

Source: <https://www.livemint.com/auto-news/now-buy-a-tesla-with-bitcoin-elon-musk-makes-it-official>



TOTAL CRYPTOCURRENCY MARKET CAPITALISATION TOUCHING \$US 3 TRILLION.

Source: [www.coinmarketcap.com/charts](https://www.coinmarketcap.com/charts).



TOTAL CRYPTOCURRENCY MARKET CAPITALISATION | EXCLUDING BITCOIN  
CROSSING \$US 1.5 BILLION.

Source: [www.coinmarketcap.com/charts](https://www.coinmarketcap.com/charts).



The ALTCoins market is booming.

- > Blockchain is taking over with newer concepts and new business verticals like never before.
- > Any business, any domain where you want to shift the onus of trust from humans to mathematics or systems, blockchain can replace it.



Finance



Power



Healthcare



Real Estate



Tourism



Social



Marketplace



Identity



Mathematics



Transport



Entertainment



Rights Protection



Government



Charity



Technology



Human Resources



Digital Content



Retail and F&B



Business



Education

INDUSTRIES TO WHICH BLOCKCHAIN IS EXPANDING.



## 5.0 | PROBLEM STATEMENT



## 5.0 | PROBLEM STATEMENT

Online auctions using fiat money have gained popularity over the years as more and more people have access to and are comfortable navigating the World Wide Web and using the plethora of mobile applications.

Some major significant benefits of conventional online auctions include:

- > The absence of geographic restrictions makes online auctions convenient, time-saving, and cost-saving.
- > Access to products with higher purchase value as the number of interested buyers increases.
- > Access to universal products that meet buyers' specific needs and wants.
- > Receiving rapid feedback and engagement concerning interest from other bidders, price increases, etc.
- > No time or timing restrictions for placing bids.
- > Access to high quality, expensive products at affordable prices.

While conventional online auctions have significantly improved the bidding experience for buyers, the following limitations continue to plague the industry:

- > Confined number and limited variety of offerings on a single platform.
- > Questionable transparency on bids and the final price paid, with diminished trust in the online auction house.
- > Insufficient privacy and security for bidders.
- > Currency restrictions, bidding fees, and transaction delays.
- > Rigged and fake bidding.
- > Fraudulent and misrepresented goods.
- > Inadequate technological integrity and acuity.



6.0 | BiG DEAL SOLUTION



BiG DEAL strives to provide a qualitative user experience through its blockchain-based, decentralised online auctions platform by addressing gaps in traditional auctioning and conventional digital auctioning.

Blockchain, cryptocurrency-only online auctions offer all the benefits of conventional online auctions (see 5.0 Problem Statement) and more.

### Some of the additional benefits include:

- > Guaranteed transparency on each bid placed on and the final price paid for all purchases, building trust in the digital auction house.
- > Increased privacy for bidders who may choose to disclose their identity or not.
- > Increased security for bidders from identity theft and hacking.
- > Bidding and payment currency, cost, transaction fee, and delay challenges are eliminated for players worldwide.
- > Transactions' blockchains eliminate collusion and shill bidding by the digital auction house.
- > Fraudulent and misrepresented goods and pricing are eliminated.
- > BiG DEAL is the world's first - and only - blockchain-based auction house to host as many as eight different types of auctions.
- > BiG DEAL is not limited to only physical goods but will also have experiences, services, digital goods, NFTs, and even ICOs as part of its auction offerings.

Through the BiG DEAL platform, every item, every bid, and every transaction are recorded on a blockchain that is immutable and available to all members of the BiG DEAL community.



7.0 | ABOUT BiG DEAL





### 7.1 | WHAT IS BiG DEAL?

BiG DEAL is a blockchain-based decentralised online auction house that presents its community with mechanisms for winning amazing deals. Each mechanism involves the attributes of luck, skill, engagement, gamification, and fun.

BiG DEAL identifies business cases and situations that can be translated to deals, thus benefiting all: the auctioneer, the bidder/buyer, and the house. At its core, BiG DEAL is a for-profit 'deals' platform with clearly defined revenue paths and value generation for its community, investors, owners, promoters, and advisors.

#### OFFERINGS

- > NFTs
- > Physical products
- > Quality services
- > Diverse experiences

#### ENGAGEMENT MECHANISMS

- > BiG auctions
- > MarketPlace auctions
- > NFT minting and auctioning
- > Dutch Auctions for ICOs

#### AUCTION MECHANISMS

- > Discreet Bid
- > Unique Top Bid
- > Unique Bottom Bid
- > The Last Play (Penny Auction)
- > Dutch Auction
- > English Auction
- > Vickery Auction
- > Charity Auctions

### 7.2 | BiG DEAL VISION STATEMENT

**OUR VISION:** To provide an exceptional user experience for online auction bidders and buyers by using the \$BiG Tokens to participate in any activity on the BiG DEAL platform.

**OUR INVESTORS:** We want our investors to continually grow their investment from an asset that constantly increases its global reach and market share by providing the BiG DEAL community with every opportunity to gain something.

**OUR COMMUNITY:** We want our members to receive high-value returns on their time, effort, and \$BiG Tokens.

**OUR PARTNERS:** We want our partners to enjoy increased revenues for their businesses and build brand loyalty for their products and services.



### 7.3 | BiG DEAL MISSION STATEMENT

**OUR PURPOSE.** We want our community to enjoy secure, engaging, fun, transparent, honest, amazing deals - and a responsive experience - through BiG DEAL's various activities.

**OUR VALUES.** The following values drive our product and service offerings:

- > Openness and transparency.
- > Win-win-win (for the business, our investors, and our users).
- > Privacy and confidentiality (for our users).
- > Flexibility and choice.

**OUR GOALS.** Our objectives are:

- > To make BiG DEAL a premier online global auction house which offers the best deals to its community.
- > To offer secure, engaging, fun, and responsive shopping through innovative mechanisms, products, and experiences.
- > To bring genuine advantage to our users - through our unique 'win-win-win' approach by continually devising mechanisms to offer fantastic deals on our digital platform.
- > To develop a comprehensive customer retention programme to attract and retain more users than current industry ratios.
- > To grow our global reach and market share by expanding our products and services and acquiring other auction-based websites and operations.



- > To generate increasing value, revenue, and growth for our early investors and stakeholders through continuous refinement and development of our varied shopping models.
- > To enable our partners to entrench existing markets and reach new ones through our exciting, innovative, diverse, and secure blockchain platform to promote and sell their goods and services globally.

### 7.4 | WHY BiG DEAL?

There are several compelling reasons to choose BiG DEAL as your digital blockchain auction house-of-choice as an investor, partner, or bidder/buyer:

- > **Extensive marketing plan.** BiG DEAL is primarily a B2C/D2C platform with a substantial budget reserved for promoting the platform. BiG DEAL is founding partnerships, celebrity endorsements, and other opportunities to entice and attract the maximum number of participants in the BiG DEAL deals.
- > **Strong advisory board and governing council.** A diverse team of expert advisors and a credible governing body to support the project. The governance team members are established individuals who add strategic value to the BiG DEAL business and platform.
- > **World-class technical capabilities.** The BiG DEAL team comprises some of the best developers and advisors in the blockchain arena, with expertise in Cloud, Java, MEAN and MERN stacks, Oracle, and Blockchain programming.
- > **Mother-body global footprint.** BiG DEAL is part of the GlobalVox Group, a software consultation and development corporation. GlobalVox has its headquarters in the United States and branches in India, the United Kingdom, and Costa Rica.
- > **Oracle partnership.** GlobalVox is also a gold partner with Oracle.



## 8.0 | BiG DEAL ROADMAP



## 8.0 | BiG ROADMAP

The following roadmap visually represents BiG DEAL's strategic plans from February 2022 into April 2023 and beyond. Critical activities and milestones are identified against the timeline to get all stakeholders, users, investors, executives, advisors, and the entire project team aligned on a singular strategy for greatest integration, efficiency, and impact.

BiG DEAL's Roadmap has the below listed stages:

<b>Stage 1</b> Feb–Aug 2022	Launch BiG Deal Website   Start Seed Sale & Private Sale   Token launch on Solana   Launch White paper, Lite Paper   Start building social communities   Launch MVP for 1 auction type
<b>Stage 2</b> Aug–Dec 2022	Advisory Team   Launchpad IDO   Community Expansion   Partnership Formations   Public Listing of token   CMC and CG listing   First auction launch with controlled community   Staking opportunity launch   CEX launch
<b>Stage 3</b> Dec–Mar 2023	Core governance team setup   Community Expansion   Token burn   Major marketing and PR push
<b>Stage 4</b> Apr 2023 +	Governance team meetup   Launch of other auction platforms   Tieups with corporates for auctions   Promoting BiG Deal as an auction platform   Launching BiG Deal API's   Token Burn

N.B. | Please note that the BiG DEAL Roadmap is subject to change as per market and business requirements and inputs from its Governance Team.



9.0 | BiG DEAL ECOSYSTEM

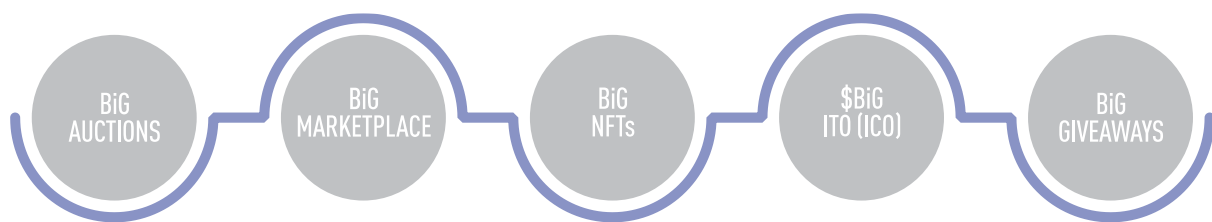


## 9.0 | BiG DEAL ECOSYSTEM

BiG DEAL's visionary leadership and expert technicians have evolved an exciting and innovative ecosystem for its different blockchain applications. Automated and integrated workflows across the various elements enable the blockchain-based decentralised online auction house to meet its community's peculiar needs and aspirations.

BiG DEAL's governance team has developed rules of engagement for the auction house and its community members to ensure a 'pleasant' and 'winning' experience for everyone. A clear, considered set of regulations for all stakeholders is especially critical for cutting-edge digital solutions using recent technology.

BiG DEAL's ecosystem comprises the following elements:



### BiG AUCTIONS

- > Unique house auctions to maximise winnings.
- > Unique partner auctioneer MarketPlace to launch, list, or offer their products/services via the BiG DEAL auctioning platform .
- > Unique Lowest Bid Auction, Dutch Auction, Penny Auction and more.
- > Bid bots for automatic execution.
- > Transparent and permissionless | Blockchain-based deployment.



### BiG MARKETPLACE

- > MarketPlace auctions enable other organisations/auctioneers to launch, list, or offer their products, services etc. via the BiG auctioning platform.
- > Discreet Auction, English Auction, Vickery Auction and more.

### BiG NFTs

- > Digital assets, charity, artwork, and gratitude.
- > Mint, list, trade, buy, sell all forms of non-fungible assets.

### \$BiG TOKENS ITO (ICO)

- > Launch \$BiG tokens the Google way, using the Dutch Auction mechanism as the most transparent and fair means of raising funds for a project.

### BiG GIVEAWAYS

- > Corporate free sample offerings (services/experiences/products) to boost sales and build brand loyalty.
- > The differentiator is that the GiveAways will be clubbed with other BiG DEAL platform engagements to extend community reach.





## 10.0 | BiG DEAL ZERO-LOSS MODEL



## 10.0 | BiG DEAL ZERO-LOSS MODEL

In most conventional transactional relationships, there must be losers for there to be winners. The 1980s saw a critical shift in the traditional win-lose paradigm when negotiating parties realised that a win-win (or both-gain) outcome was more desirable and beneficial for all. The BiG DEAL zero-loss model facilitates everybody to be winners in one or other way.

The BiG DEAL model recognises that there can be up to four parties in any of its auctions:

- > Other AUCTIONEER(S),
- > The HOUSE,
- > The WINNER(S,) and
- > NON-WINNERS.

BiG DEAL premises the unique **WIN WIN WIN** model on the understanding that there must be a WIN WIN WIN outcome for all these parties from the transactional relationship.

Two factors drive this:

1. BiG DEAL's belief in fair and transparent play, and
2. BiG DEAL's commitment to maximising its community's winning/earning probability.

Each BiG DEAL auction type has its respective WIN WIN WIN mechanism where WIN WIN WIN is possible for most engagement models (but not all).



11.0 | BiG AUCTIONS



Potential buyers participate in an open or closed sales event by placing competitive bids on goods or services. Auctions are widespread because buyers and sellers assume they will get fair value acquiring or selling assets.

### Auctions have three elements for buyers:

1. Potential buyers express a desire in some way to purchase a good or service.
2. Their longing translates into a determination of a final price for the product
3. The price (or certain other parameters) determines the acquisition of the auctioned item.

Price discovery remains the most notable reason for holding auctions. When an item's price is non-deterministic or generally unknown, auctions are viable to fetch the best possible price for it. The most classic auction type remains the English Auction, widely popularised in the movies and the media. This is where potential buyers announce higher bids to 'win' the product, and the highest bidder wins.

Many more auction types exist that can be fun and easily used for non-deterministic or deterministic priced products. Deterministic priced products are ones where generally the price of the product is known and accepted, for example, the latest iPhone.

## ONLINE AUCTIONS

The advent of the Internet has catapulted the expansion of online or electronic auctions - also called e-auctions or eAuctions - as a leading growth sector in e-commerce. Like their traditional counterparts, online auctions are varied and not always mutually exclusive.



The predictions of the early pioneers of online auctions have been greatly exceeded for several reasons:

- > They are not geographically confined.
- > One's physical presence is not required.
- > Physical space is unnecessary.
- > Time zones and bidding times and duration are inconsequential.
- > There are no restrictions on bidder numbers.

The rapid growth in online auctions came with its significant share of unlawful activities. Online auctions are B2B, B2C, C2C, or D2C auctions.

Amazon and eBay have been the two most successful online merchants for decades. While eBay conducts traditional e-commerce the same as Amazon, its enhanced popularity resides in its auction platform. Amazon's success can be attributable to its consistent competitive pricing.

All e-commerce sites, whatever their business model, add up to a similar result: they consistently deliver lower prices than their competitors. The availability of price comparison on the Internet has collapsed how companies can differentiate themselves. Sites that offer low prices always gain popularity through viral marketing and search engines.

Without the market share of giants like Amazon or Walmart, new e-commerce entrants must find a way to compete. The difficult challenge of delivering genuine products or services at competitive prices while remaining profitable calls for profound innovation, which is eBay's precise leverage.

Notwithstanding their success and popularity, centralised online auction sites like eBay are not without challenges, disappointments, and risks. Most people lost out on an item they desperately sought. The product may not always be reasonably priced. There is no way of knowing if the auction is rigged. And the platform owner levies sellers a hefty commission to use the site.



What if there was a solution to these problems?

## BLOCKCHAIN BiG AUCTIONS

New digital-age technology allows for immutable blockchains to store information openly and publicly about every bid on every auction that takes place on a digital platform. At its simplest, blockchain auctions are held on the blockchain that uses smart contracts to match buyers and sellers. Middle agents are unnecessary, thus eliminating commissions.

BiG DEAL is a decentralised digital auction platform for both 'by-the-house' and 'MarketPlace' listing of products, that is, the auctioning of tangible goods, digital assets (NFTs), experiences, and services.

BiG DEAL boasts multiple fun-filled auction models on its platform. Team BiG DEAL continuously studies the best auction mechanisms prevalent in various parts of the world and incorporates them on the BiG DEAL platform. Some of the auction mechanisms have a zero-loss winning mechanism, giving the best returns to its participants.

Traditionally, goods or services have been bought online for a fixed price, with slight variations as the platforms change. For instance, an iPad might cost \$US 1000 online at Amazon, \$US998 with Walmart, and \$US1010 from the Apple online store. Because the prices are fixed, there is no element of luck or skill in purchasing them from these vendors.

BiG DEAL brings thrill and excitement to the otherwise mundane act of digital auctions by transforming online bidding and buying into winning!

Across the entire act of shopping, there are two high-emotion events:

1. The payment, with its not-so-happy emotion, and
2. The product delivery, with its AHA! moment and happy emotion.



## 11.0 | BiG AUCTIONS continued

BiG DEAL integrates the elements of luck and skill with gamification. This amplifies the AHA! moment multifold because it translates the 'act of shopping' to an 'experience of winning'. And winning is a much more powerful emotion than shopping! This is what makes BiG DEAL unique. On top of that, wherever possible, there is a near-zero financial risk in many of the auction models on offer to the BiG DEAL community. With BiG DEAL, you may win, but you don't lose!



**HIGHER ENGAGEMENT** | Usage and adoption rates are increased, making the BiG DEAL platform and offerings habit-forming.



**REWARDS** | Rewards compel users to remain in the gamified context, strengthening the relationship between the user and the gamified context.



**SAVINGS** | The difficulty of saving money becomes fun, assisting users to reach their savings goals.



**FUN** | Fun unlocks motivation, making the platform enjoyable to users, and thereby successful.



**LUCK** | Luck makes users feel more confident, encourages them further, and creates a loyal community what spends long hours on the online auction platform in anticipation of more rewards.



**SKILL** | User engagement increases mastery of platform knowledge, process, and content to bring greater success and more rewards for the community.

**GAMIFICATION** | GAME DESIGN, ELEMENTS & MECHANICS UTILISED BY BiG DEAL.



## RETAIL GAMIFICATION

Increasingly, online auctions are utilising game design, elements, and mechanics to captivate and keep a loyal following. Engagement, instant feedback, rewards, levelling up, and fun are critical factors for releasing dopamine, the brain chemical that drives mood and feelings of reward and motivation.



## BiG GIVEAWAYS

A huge opportunity lies in distributing free product samples to get first-hand feedback from the customers. BiG DEAL will have a platform for corporations to avail free offerings (services/experiences/products). By offering potential future buyers samples, companies place their products directly in consumers' hands - free of charge - in the hope they will purchase them after trying them. Plus, delighting people with freebies is excellent for brand loyalty. While many existing websites offer free samples, BiG DEAL's differentiator is clubbing freebies with other engagements on the BiG DEAL platform as part of the win. There will be no bidding, but a selection of customers based on parameters set by the participating corporates.

The BiG DEAL platform generates revenue through corporates' listing fees. Marketers can create brand loyalty and launch products through viral marketing with adequate sampling. BiG DEAL acts as the catalyst by providing a robust platform and market access. The BiG GiveAways will include tangible products, experiences, and services and even digital products for a trial period.

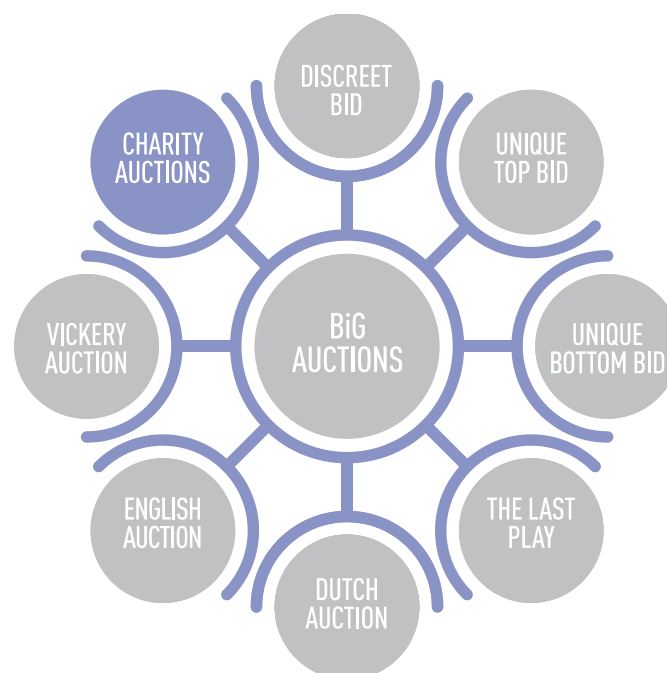




BAMs are the various **BiG AUCTION MODELS** for engagement on the BiG DEAL blockchain-based decentralised online auction platform. We have eight BAMs on offer to our BiG DEAL community with mechanisms for winning amazing DEALS.

### BAM highlights:

- > BiG DEAL aims to present opportunities that can be deemed as 'DEALS' to community members and other users, where each auction is a revenue generation channel for the BiG DEAL platform.
- > Each BAM is an independent engagement model with its unique process and opportunity, combining fun, luck, and skills as defined by the mechanics of the respective BAMs.
- > BiG DEAL will be the auctioneer (on-the-house) in some BAMs and a MarketPlace in others.
- > Under MarketPlace-based auction models, BiG Deal will be listing products (physical goods, digital assets, experiences, services, and NFTs) as provided by independent auctioneers opening a vast business opportunity where BiG Deal will get into industry tie-ups.





### BiG AUCTIONS MODELS (BAMs)

A snap description of each BiG Auction Model (BAM) follows.

1. **Discreet Bid:** Sell-price is kept discreet. | Amazing auction mechanism for businesses that do not want to advertise deal rates. | A good example is luxury hotels that don't want to advertise deep discounts as it causes brand erosion yet want to sell their unsold rooms.
- 2&3. **Unique Top and Bottom Bids:** Both are fun auction types. | Takes gamification to the next level. | Luck dominant. | Can win amazing products at unimaginably low prices.
4. **The Last Play (Penny Auction):** Fun auction mechanism. | WIN WIN WIN for the winner, house, and non-winners. | How about winning an iPhone at \$ 1 - but if you don't win – you still get the iPhone at market price.
5. **Dutch Auction:** Perfect auction mechanism with a non-deterministic product price. | A good example is Google's IPO (initial price offering); ALGO did their ICO using this auction mechanism. | BiG DEAL will bring in the Dutch Auction mechanism for future ICOs.
6. **English Auction:** Simplest and most popular form of auction. | Bids are either sealed or open. | Very good for selling non-deterministic priced products.
7. **Vickery Auction:** English Auction twist. | Good for selling non-deterministic priced products. | Brings greater value to the auctioneer than normal. | Popular auction mechanism for NFTs, artwork, etc.
8. **\*Charity Auction:** Simplest and most popular form of auction. | Bids are either sealed or open. | Very good for selling non-deterministic priced products.

BiG DEAL is a 'for-profit' platform committed to bringing in fantastic returns for its investors, team members, advisors, and general community. At the same time, BiG DEAL takes its social responsibility obligations seriously, hence the \*BiG Charity Auctions to raise funds for worthy causes.

Let's go through each BiG Auction Model (BAM).



## BAM 1 | DISCREET BID AUCTION

Definition | High applicability to business cases where the seller doesn't want to divulge the price (keep it discreet).

Model/type | MarketPlace product listing.

Dominance | Skill (skill vs. chance)

BiG DEAL revenue:

- > Product listing fees
- > Consumption of BiG Tokens to convert to PLAYs
- > Percentage from the success revenue

Applicability:

- > Sell services | High
- > Sell goods | Low
- > Sell experiences | High
- > Sell digital assets (NFTs) | Low

Interbidder bid price | Closed

Token escrow (winner binding) | No

Auction time sensitivity | Runs over days or till inventory lasts

Bot bids possible | No

Multiple bids from one participant | No (but can be switched ON by the auctioneer)

Bid opponent | The house

Winners:

- > Multiple winners possible
- > Everyone above/below the discreet price fixed by the auctioneer



### WIN WIN WIN applicability | High

- > Auctioneers win | Selling inventory without revealing rates
- > House wins | Revenue from listing and success fees
- > Winners win | They get the best deal at their rates
- > Non-winners win | Their contribution will be carried forward in the next deal thus they don't lose.

**Discreet Bid (BAM1)** is a MarketPlace model. It is open for sellers to list their products on the platform (after compliance checks are cleared by the BiG DEAL platform). The Discreet Bid model is perfect for business cases where the seller wants to keep the selling price discreetly.

**Example |** Think of a luxury hotel selling rooms. The room rack rate might be \$500 per night, but the hotel is open to selling the room inventory at \$200 per night due to slack season. But luxury hotels would never announce deep discounts as it hurts their brand and business in the long run. How do you then sell?

### Welcome to the Discreet Listing System by BiG DEAL.

Being a MarketPlace, the hotel will register as a seller on BiG DEAL. The hotel would be able to list their inventory on BiG Auctions for a hidden (discreet) price. Let's assume the discreet price as set by the seller is \$200. Buyers (guests) would be able to bid on this. They would be shown the rack rate of \$500 (or a price mentioned by the seller), but nothing else. Each buyer bids as per their best guess - and what they are willing to pay. Each buyer who places a bid of above \$200 (the secret price preset by the auctioneer) will be a winner and eligible to book the room. The auction closes either on a particular fixed (pre-announced) date or when the inventory is completely sold. Each participant/bidder only sees their bid amount. Other bid amounts are kept discreet. The advantage | The seller can sell discreetly without revealing that the hotel was ready to sell its inventory as low as \$200 per night. This saves the hotel's brand taking a hit. The discreet/secret price is like a threshold price - everyone who bids above this price will automatically be deemed to have won. So, we can have multiple winners.



### Example of 'multiple winners':

- > Suppose we have a luxury vacation package worth \$4,000, but the seller is happy to sell for less. So, now, when the auction closes, these are the top five bids: \$3,100 | \$2,499 | \$1,815 | \$1,201 and | \$1,100.
- > Here if the seller is keen to make sales and is willing to discreetly accept all bids above, say, \$1,200. Then our 'secret price' becomes \$1,200. If there are any bids above that amount, they all win. So, in the above example, there will be a total of four winners.
- > This means there would be a total of four winners as follows: \$3,100 - Winner (highest bid) | \$2,499 - Multiple Winner (above \$1,200) | \$1,815 - Multiple Winner (above \$1,200) | \$1,201 - Multiple Winner (above \$1,200) and | \$1,100 - Non-winner (below \$1,200).
- > So, each of these winners would now be offered the chance to buy one holiday package (to redeem at any time within the validity period) at the price that they offered, without knowing what anyone else might be paying.
- > Since this is non-binding, none of these winners are obliged to go ahead though. They can simply not go ahead. All they lose is their bid cost.
- > So, 'bid your best price', and you never know, the seller might say YES!



### BAM 2 | UNIQUE TOP BID AUCTION

As per [Wikipedia](#), a unique bid auction is a type of strategy game related to traditional auctions where the winner is usually the individual with the lowest (or highest) unique bid. Unique bid auctions are often used as a form of competition and strategy game where bidders pay a fee to make a bid or may have to pay a subscription fee in order to be able to participate. On BiG DEAL, the bidders will be paying a bid fee to participate.

In practice, such auctions function like lotteries, but the small amount of 'skill' involved makes them legal in jurisdictions where lotteries are otherwise illegal.

**Definition** | A competition to guess and propose the unique top price of a product.

**Model/type** | On-the-house product listing

**Dominance** | Chance (skill vs. chance)

**BiG DEAL revenue:**

- > Consumption of BiG Tokens to convert to PLAYs
- > The final bid price the winner pays

**Applicability:**

- > Sell services | Low
- > Sell goods | High
- > Sell experiences | Low
- > Sell digital assets (NFTs) | Low

**Interbidder bid price** | Closed

**Token escrow (winner binding)** | No

**Auction time sensitivity** | Till a predefined number of bids are not reached

**Bot bids possible** | Yes

**Multiple bids from one participant** | Yes

**Bid opponent** | The participants



### Winners:

- > Only a single winner
- > Winner will have the highest and unique proposed/bid price

### WIN WIN WIN applicability | High

- > House wins | Revenue from sale of \$BiG Tokens to participate
- > Winners win | They get the product at the unique + top price they bid
- > Non-winners win | A certain percentage of their PLAYS will be carried forward. They don't lose it all.

Also, we can have the **BUY NOW** mechanism for all who did not win. This empowers the non-winners to pay the difference amount (variance between the retail price and a portion of the amount spent by them in bids) and claim the product.

### The participants must place bids that are:

- > Unique bids (unique in value)
- > And are highest in value (Top bid)
- > That is, for a bid to be eligible to win, no other bidder would have made a bid for the same amount and higher. Bidders can place multiple bids.

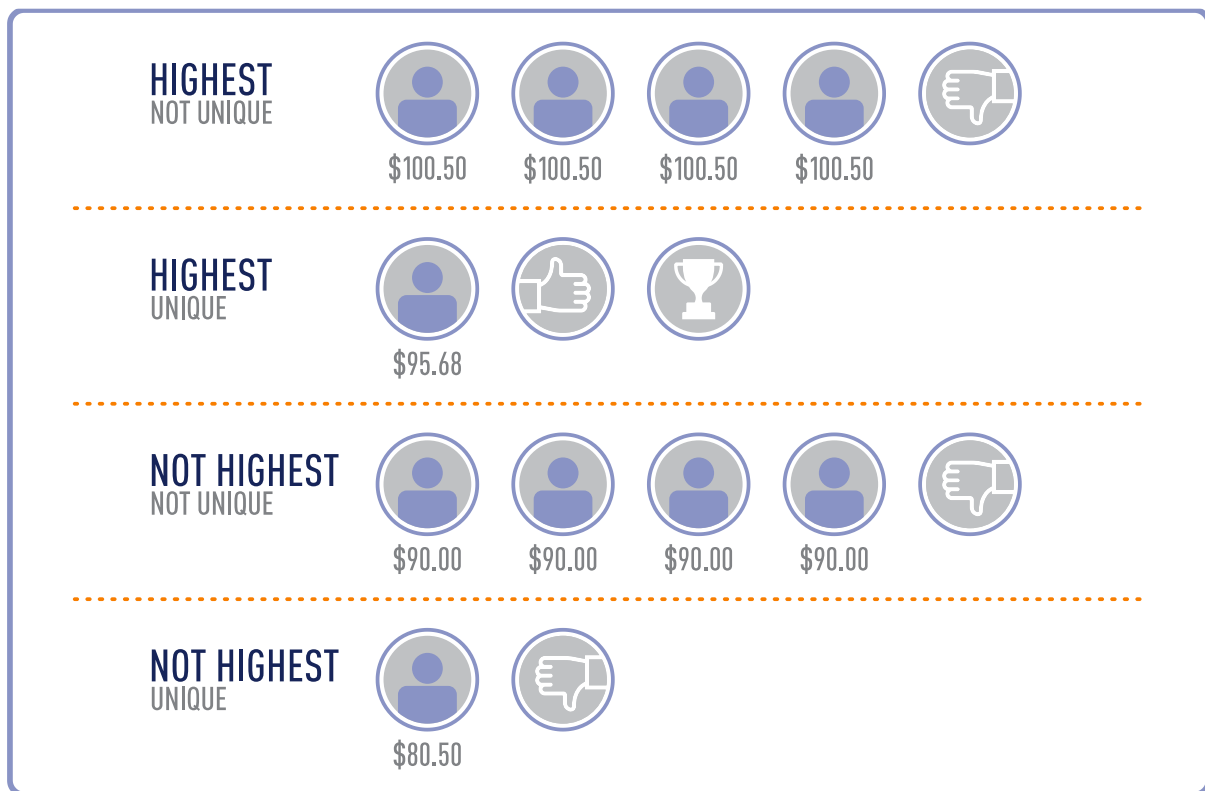
### Example | Product in auction | iPhone

Published retail price | \$1,000

Top bid threshold | \$900 (A number which will be published and ideally should be less than the retail price. This is because the winner will pay this amount on winning. It becomes futile if the winner is winning at a \$999.99 bid).

Auction closing | When a predefined number of bids are placed, and a time-window is there. If within the time-window the minimum number of required bids is not reached, we cancel the auction and refund all PLAYS to all participants. Bidders only see their bid price; they do not see other bids placed. The platform shows the bidder that his bid is highest or not and, unique or not and all combinations.

Winner | The one whose bid is highest and unique, when the auction closes. We accept bid amounts up to 2 decimal places. The winner pays the winning bid amount to claim the product. In case the winner does not claim the product, he loses his PLAYS.



UNIQUE TOP BID AUCTIONS BID PROCESS.





### BAM3 | UNIQUE BOTTOM BID AUCTION

BAM3 functions in a similar fashion as BAM2. The only difference here is that the winner is one who places a 'unique lowest bid'. The platform shows the bidder that his bid is lowest or not, and unique or not, and all combinations.

Definition | A competition to guess and propose the unique bottom price of a product.

Model/type | On-the-house product listing

Dominance | Chance (skill vs. chance)

BiG DEAL revenue:

- > Consumption of BiG Tokens to convert to PLAYs
- > The final bid price the winner pays

Applicability:

- > Sell services | Low
- > Sell goods | High
- > Sell experiences | Low
- > Sell digital assets (NFTs) | Low

Interbidder bid price | Closed

Token escrow (winner binding) | No

Auction time sensitivity | Till a predefined number of bids are not reached

Bot bids possible | Yes

Multiple bids from one participant | Yes

Bid opponent | The participants

Winners:

- > Only a single winner
- > Winner will have the lowest and unique proposed/bid price



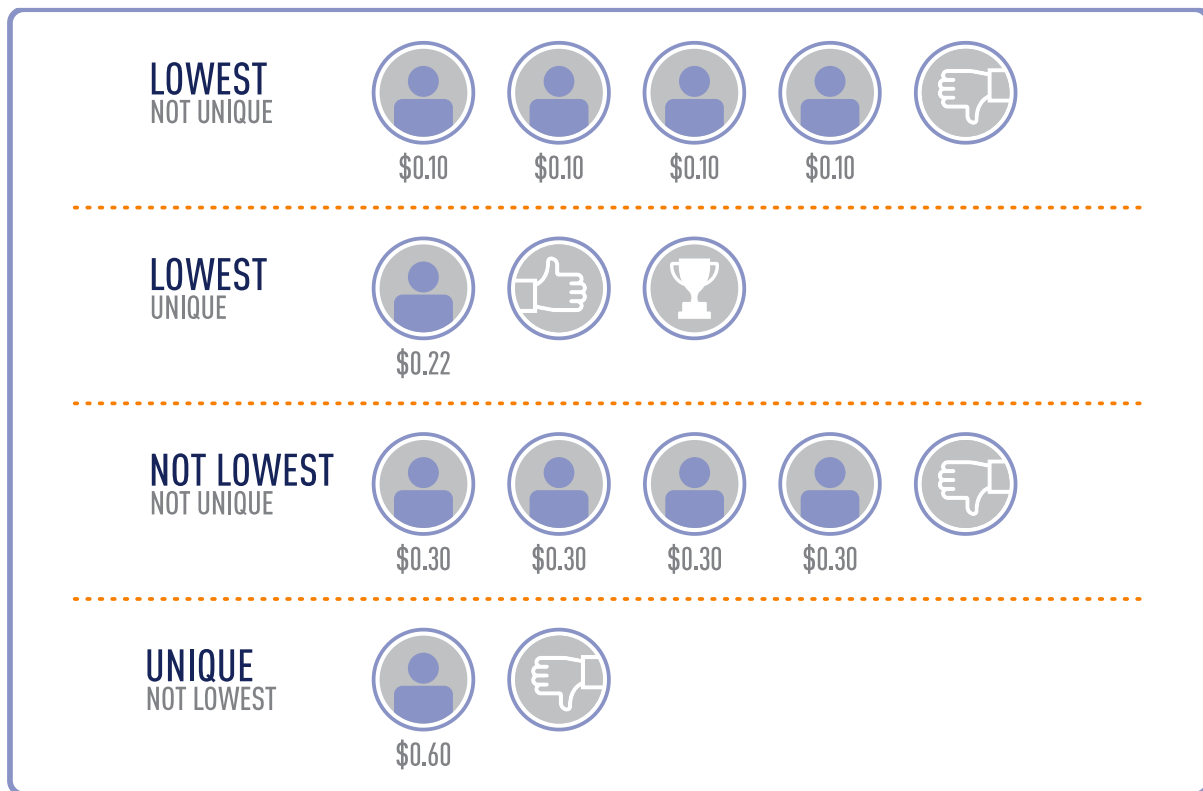
### WIN WIN WIN applicability | High

- > House wins | Revenue from sale of \$BiG Tokens to participate
- > Winners win | They get the product at the unique + lowest price they bid
- > Non-winners win | A certain percentage of their PLAYs will be carried forward. They don't lose it all. Also, we can have the BUY NOW mechanism for all who did not win. This empowers the non-winners to pay the difference amount and claim the product.

**Example |** We list a product (example: Mercedes Benz Car with retail price of \$1,00,000). Interested participants will place unique lowest bids with up to 2 decimal places. The lowest they can place is \$0.01. Again, participants can see only their own bid price. But for every bid a participant places he/she will be able to see that their bid is any of the following:

- > Lowest and unique
- > Lowest but not unique
- > Unique but not lowest
- > Not unique and not lowest

Looking at this, a participant decides whether to place the next bid or not. The bidder can see their bid log. To win, a buyer's bid must be the lowest and unique. If a bidder wins, they get to buy the product at their low price, which is the bidder's unique price. If a bidder doesn't win, they lose their bids and their amount. But, again on the BiG DEAL platform, we give each non-winner a chance to **BUY NOW** by paying the difference amount.



#### UNIQUE BOTTOM BID AUCTIONS BID PROCESS.

The mathematics for BAM2 and BAM3 | For a bidding price up to 2 decimal places, the total number of unique prices (bids) possible are equivalent to the **product price x 100**. So, for a car (Mercedes Benz of \$100,000) there can be a maximum of 10 million unique prices theoretically. At \$0.1 per bid (theoretically), the platform can consume bids worth \$1 million (if each bid is unique). And, additionally, the same bid price will be bid by multiple participants, taking the possible revenue generation to great numbers.

However, this best-case scenario would never happen practically. For the BiG DEAL platform to make the auction viable and profitable, the break-even point must be calculated and should be implemented as part of the business logic. BiG DEAL also understands that some of the bidders might choose to exercise the **BUY NOW** option and the platform loses its profit margin in these instances. The BiG DEAL platform will consider all possible cases and the business logic will be implemented cognisant of these variables.



### BAM 4 | THE LAST PLAY (PENNY) AUCTION

The Last Play Auction mechanism is like what has been traditionally called the Penny auction model. The Last Play will capitalise on the strong inclination of participants to bid on high-end retail products at a fraction of their cost while providing a fun and exciting experience.

Definition | Pre-determined bidding price, fast-paced

Model/type | On-the-house product listing

Dominance | Skill (skill vs. chance)

BiG DEAL revenue:

- > High consumption of BiG Tokens to convert to PLAYs
- > The final bid price the winner pays

Applicability:

- > Sell services | High
- > Sell goods | High
- > Sell experiences | High
- > Sell digital assets (NFTs) | Low

Interbidder bid price | Not applicable

Token escrow (winner binding) | No

Auction time sensitivity | Fast, high engagement

Bot bids possible | Yes

Multiple bids from one participant | Yes

Bid opponent | The participants

Winners:

- > Only a single winner | The one whose bid is the last when timer runs out



WIN WIN WIN applicability: High

- > House wins | Revenue from sale of \$BiG Tokens to participate
- > Winners win | They get the product at very low price
- > Non-winners win | They all get a chance to exercise the **BUY NOW** option. This gives the non-winners a fair chance to pay the difference amount and claim the product, hence nullifying their loss. They lose nothing.

The Last Play is an auction model for high-retail-price products at such low prices that beat anything at traditional retailers while still retaining a decent profit margin. The process involves bidding for an 'on-auction' item by using the PLAYS that a bidder holds. Each time a bid is placed, a timer is reset to a predefined time slot (between 10 and 120 seconds). The one whose bid is last when the timer runs down to zero 'wins' the product.

**Example** | Now, let's consider that a customer wants to buy an Apple iPad with a retail price of \$1,000 in the open market. The customer visits the BiG DEAL platform and sees that there is an iPad available on auction in a few hours.

- > The customer will need to buy PLAYS to be able to bid. Please note that depending on the product on sale, one bid could consume multiple PLAYS.
- > Customers can buy PLAYS from the BiG DEAL platform using the \$BiG DEAL tokens the customer would be holding.
- > The price of the \$BiG DEAL will be determined by market forces as \$BiG will be eventually listed on exchanges for trading.
- > The price of each PLAY will be stable at, for example, \$0.1 (or any other pre-determined value).
- > Each bid will consume one or more PLAYS and will increase the price of the under-auction product by a fixed increment, for instance \$0.01.
- > Every product on The Last Play auction will have a countdown timer. Let's say if the auction for an iPad starts after 3 days, there will be a countdown timer shown in hours/minutes/seconds.
- > The auction starts when the timer reaches a PLAYWindow time. Let's assume it is 15 seconds. So, when the timer countdown reaches 15 seconds, the auction starts to accept bids.
- > With each bid the timer resets back to 15 seconds (or we add 15 seconds to the PLAYWindow time, depending on the product under auction).
- > The winner is the buyer who has the LAST PLAY - meaning the last bid - after whose bid no more bids were placed in the 15 seconds of the timer run.
- > At this point the winner of the product will pay in total: The cost of the PLAYS (already paid for and incurred) | The final price of the product, which has reached after bidding, and | The shipping costs + taxes as-and-if applicable.



### BUY NOW feature:

- > BUY NOW at the auction end | For those who did not win the auction, we give them an option to BUY NOW where they can still buy the product from BiG DEAL by paying the difference between the product and the bid amount as spent by them. For example, if the price of the product is \$1,000 and the buyer has already spent \$100 in the form of PLAYs, the buyer will have an option to pay  $\$1,000 - \$100 = \$900$  and get the product. So, the non-winners also get the product at market price and hence have nothing to lose – technically a clear WIN.
- > BUY NOW while bidding is live | Here the bidder, if after placing 'N' number of bids, feels that he doesn't want to bid anymore, he will opt from buying the product and BiG DEAL will provide the product to the bidder after requesting he pays the difference of the price of the product and the amount spent by him in bidding + the shipping costs.



### BAM 5 | DUTCH AUCTION

The Dutch Auction mechanism is useful for products where the availability of the product is not limited, yet the price is non-deterministic. BiG DEAL will avail a platform for the launch of crypto projects and their initial coin/token launches via the Dutch Auction model. In 2019, the Algorand Foundation resorted to a Dutch Auction for their initial token sale. The sole objective was to bring in more transparency, decentralisation, and democracy to the entire process.

**Definition** | Amazing for products whose available quantity is high and yet price is not completely determined (but lies in a range). BiG DEAL will use it for initial coin/token offerings, as well.

**Model/type** | MarketPlace/ICO

**Dominance** | Skill (skill vs. chance)

**BiG DEAL revenue:**

- > Consumption of \$BiG Tokens to convert to PLAYs
- > BiG DEAL platform listing fees
- > Success price revenue percentage

**Applicability:**

- > Sell services | Low
- > Sell goods | High
- > Sell experiences | Low
- > Sell digital assets (NFTs) | High
- > Launch initial tokens | High

**Interbidder bid price** | Closed

**Token escrow (winner binding)** | Yes

**Auction time sensitivity** | Usually fast and each round lasts a few minutes

**Bot bids possible** | No

**Multiple bids from one participant** | Yes



Bid opponent | The house

Winners:

- > Multiple | Everyone who bids before the inventory runs out is a claimant

WIN WIN WIN applicability | High

- > Auctioneer wins | Offer in the most transparent and fair way. | Get much more than the expected price.
- > House wins | Revenue from sale of \$BiG Tokens and success fees and listing fees.
- > Winners win | Almost all of them get the product at a much lower price than anticipated.
- > Non-winners win | They don't actually lose anything, except very few PLAYs.

In 2004, Google decided to go with a Dutch Auction initial public offering process (IPO). In its regulatory filings, Google's documents stated: "Many companies going public have suffered from unreasonable speculation, small initial share float, and stock price volatility that hurt them and their investors in the long run," and "we believe that our auction-based IPO will minimize these problems, though there is no guarantee that it will." Google was able to raise 1.67 billion US Dollars using the Dutch Auction model.

The scenario remains the same with initial offerings of tokens by various crypto projects. BiG DEAL believes that an open auctioning system for ICOs is a fair, decentralised, and transparent mechanism for pricing the token right.

So, what exactly is a Dutch Auction, and why do we believe that it can be one of the most effective ways to hold a token sale in today's crypto environment. The name 'Dutch Auction' comes from the Tulip auctions craze of the late 1600s in the Netherlands. At the time it was believed that the most efficient way to buy and sell tulips was through as few bids as possible given the short timeframe that tulip bulbs could be dug up and transported.

A Dutch Auction, as defined by [Investopedia](#), 'is a public offering auction structure in which the price of the offering is set after taking in all bids to determine the highest price at which the total offering can be sold. In this type of auction, investors place a bid for the amount they are willing to buy in terms of quantity and price'. In this type of auction, instead of buyers purchasing an offering at a fixed price, the process allows anyone to bid their own chosen quantity and price they are willing to pay.





In a Dutch Auction, the auctioneers set 2 prices upfront:

1. The minimum reserve price, where all bids would be accepted not below this price, and
2. The initial (highest) price, where all bids would be accepted not above this price

Unlike traditional auctions, the price of the asset continues to fall until the winning bid is made. The final price will fall between the reserve price and the initially offered highest price. In the case of a Dutch Auction, the price with the highest number of bidders becomes the offering price.

There is a high level of fairness in Dutch Auctions as the price of the product eventually becomes the same for everyone, with the market determining the 'right' price for the product.

For any ICO using the Dutch Auction model, there usually will be a series of auctions that would be held. For each auction:

- > A fixed number of tokens to be sold is predetermined
- > The auction runs for a fixed amount of time
- > As the auction starts at the initial highest price, and it periodically decreases till all tokens (as up for sale) are sold or the reserve price is reached.

**Example |** Consider for a token auction that there are three participants - A, B and C.

- > Reserve price of the token is \$1
- > Highest price of the token is \$10
- > Total number of tokens on sale is 500

As the auction starts, it will begin at the highest price, which is \$10 in our example. Let's say there will be a total of 10 rounds in the auction where the price of the token will be reduced by \$1 on each round, starting from \$10 to \$1.

**Round 1 |** Price \$10 (as auction starts):

- > A | Amount committed: \$250 | Tokens got: 25 | Token supply left:  $500 - 25 = 475$ .
- > B | No bids.
- > C | No bids'

**Round 2 |** Price \$9:

- > A | Amount committed: \$180 | Tokens got: 20 | Token supply left:  $500 - 25 - 20 = 455$ .
- > B | No bids.
- > C | No bids.

**Round 3 and 4 |** No one bids anything.



## 11.0 | BiG AUCTIONS continued

Round 5 | Price drops to \$5:

- > A | No bids, but at this point, B places a bid committing \$150. And since B has placed a bid, A will get tokens at new rate.
- > B | Amount committed: \$150 | Tokens got: minimum 30.
- > C | No bids.
- > Token tally | Supply left  $500 - A(= 430/5 = 86) - B(150/5=30) = 500-86-30 = 384$ .

Round 6 and 7 | No one bids anything.

Round 8 | Price drops to \$2:

- > A | No bids, but at this point, C places a bid committing \$500, so A will get tokens at new rate.
- > B | No bids, but B will get tokens at new rate of C.
- > C | Amount committed \$500 | Tokens got: minimum 250.
- > Token tally | Supply left  $500 - A(430/2 = 215) - B(150/2 = 75) - C(500/2 = 250) = 500-215-75-250 = -40$ .
- > Since it is a negative value, C will only get 210 tokens instead of 250, taking the token count to zero.

The bidding stops here, since the available tokens are zero or less than zero.

- > Now A,B, and C get tokens at the rate of \$2 and the total amount raised = 1000\$.

Please note:

- > The auctioneer gets a higher price than the reserve price of \$1.
- > The price is dropped automatically every few minutes (let's say a \$1 drop every 2 minutes, and the entire auction will be 20 minutes).
- > The bidders don't know how many tokens are left and how many people have bid at each price point - and that's the reason that not all bidders will wait to bid at the lowest price because they might not even get any tokens and the auction might just end in less than the total time of the auction.



### BAM 6 | ENGLISH AUCTION

The English Auction is like the auction standard and most prevalent auction type. The seller starts with a reserve price and everyone is supposed to bid above this. All bidders can see the price offered by other bidders. The highest price bidder wins. Please note that the reserve price is also called the 'bid floor' price.

A slight variation of the English Auction is the sealed bid English Auction, like the standard English Auction but where the bid prices are sealed. The seller has a minimum reserve price which is announced. All bidders submit their best price offering in a sealed envelope. The highest bidder wins.

**Definition:** Progressive - price classic bidding. Mostly used for non-deterministic priced products.

Model/type | On-the-house product listing + MarketPlace + NFT's

Dominance | Skill (skill vs. chance)

BiG DEAL revenue:

- > Consumption of \$BiG Tokens to convert to PLAYs
- > Platform listing fees (MarketPlace and NFTs)
- > Success fees (MarketPlace and NFTs)

Applicability:

- > Sell services | High
- > Sell goods | High
- > Sell experiences | High
- > Sell digital assets (NFTs) | Low

Interbidder bid price | Open for English Auction and closed for closed bid English Auction

Token escrow (winner binding) | Yes (a deposit amount)

Auction time sensitivity | Fast, stops with the highest bid in the given time

Bot bids possible | Yes

Multiple bids from one participant | Yes



Bid opponent | The participants

Winners:

- > Only single winner | The one whose bid is the highest

WIN WIN WIN applicability: High

- > Auctioneer wins | Able to sell products at a high price.
- > House wins | Revenue from sale of \$BiG Tokens to participate + listing fees + success revenue percentage.
- > Winners win | They get the product at the desired price.
- > Non-winners win | They lose nothing expect a few PLAYs to bid. Also, if the top bidder refuses to claim the product, the second bidder can claim it at a lower price.



### BAM 7 | VICKERY (PHILATELIST) AUCTION

This is like the Sealed Bid English Auction, but with a slight twist. The winner of the auction is the person with the highest bid. Of course, the bidders do not know the bid prices of other bidders. However, the winner's price to claim the product is the price bid by the second-highest bidder. Definition: Progressive - price classic bidding where bids are sealed. Mostly used for non-deterministic priced products.

Model/type | On-the-house product listing + Marketplace + NFTs

Dominance | Skill (skill vs. chance)

BiG DEAL revenue:

- > Consumption of \$BiG Tokens to convert to PLAYs
- > Platform listing fees (MarketPlace and NFTs)
- > Success fees (MarketPlace and NFTs)

Applicability:

- > Sell services | High
- > Sell goods | High
- > Sell experiences | High
- > Sell digital assets (NFTs) | Low

Interbidder bid price | Closed

Token escrow (winner binding) | Yes (a deposit amount)

Auction time sensitivity | Fast, stops with the highest bid in the given time

Bot bids possible | No

Multiple Bids from one participant | No

Bid opponent | The participants

Winners:

- > Only single winner, the one whose bid is the highest



### WIN WIN WIN applicability | High

- > Auctioneer wins | Able to sell products at high price
- > House wins | Revenue from sale of \$BiG Tokens to participate + listing fees + success revenue percentage
- > Winners win | They get the product at lower than the desired price
- > Non-winners win | Nothing to lose, except a few PLAYs to bid. Also, if the top bidder refuses to claim the product, the second bidder can claim it at a third lowest price.

**Example** | The winning bid is \$100, and the second-highest is \$85 - then the winner will have to pay \$85 to get the product. The advantage here is that it encourages the bidders to bid higher since they keep feeling that they will anyway have to pay less than what they are bidding. The winner must pay 1 cent higher than the highest second bid price in yet another minor tweak. So, in the above example, the winner will pay \$85.1 to get the product.

If there is no second highest bidder, the bid floor price is the second-highest bid price.

Another case is when all bidders bid the same price (of course, above the bid floor price). Then, in this case, there is no second highest bidder. Instead, the winner is selected randomly and pays the bid amount (not the bid floor amount). In the case of digital goods, with multiple copies, one can select all items. A slight modification of the Vickery Auction is called Bid Shading Auction. Instead of paying the second-highest bid amount, the winner pays an average of first and second highest bids.



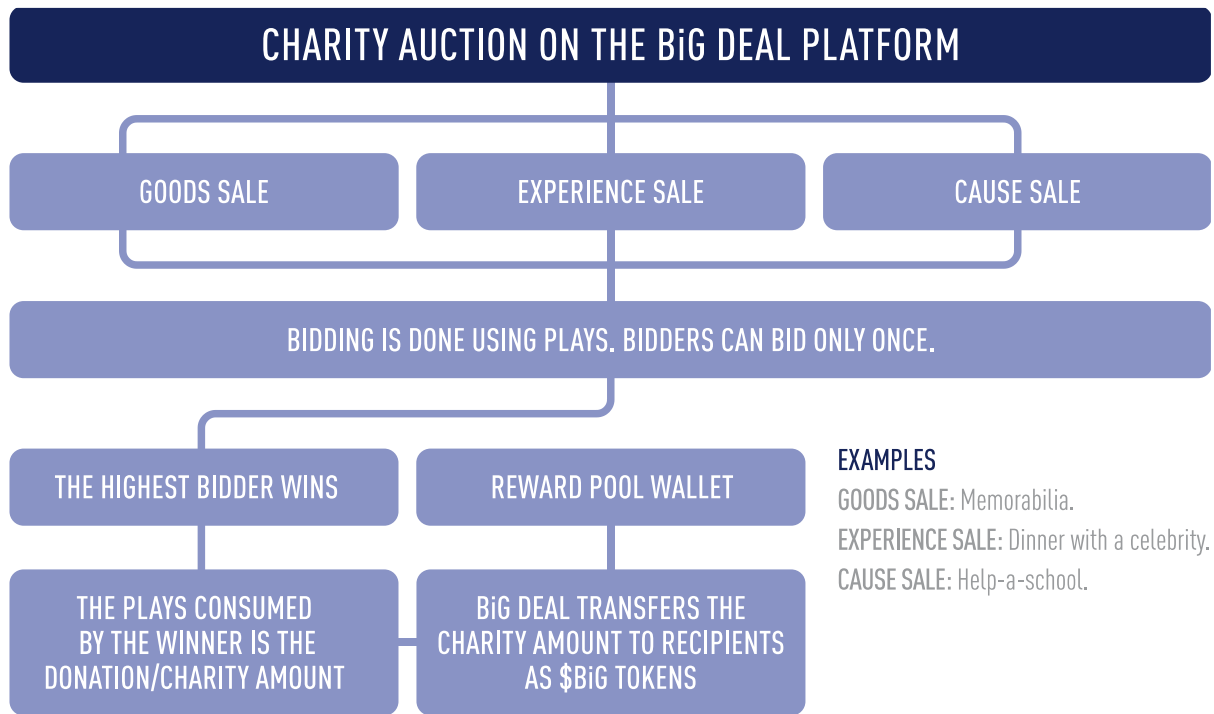
### BAM 8 | BiG CHARITY AUCTION

A charity auction is an event where goods or services are sold to the highest bidder, but the money then goes toward a specific cause or project. In a Charity Auction, the winning payment benefits a cause that is presumably valued by the bidder, as well as competing bidders. The BiG Charity Auction meets two objectives. The first objective is to win something with a perceived value, and the second is to support a charitable cause.

**Example |** There could be a BiG Charity Auction for dinner with a celebrity (say a Nobel Prize laureate, a movie star etc.). How much a bidder is willing to pay for such a dinner is subjective, as a bidder's valuation is not affected by how other bidders value the prize. According to the New York Times, items that sell well in such auctions are experiential items that cannot typically be bought in the store, including meetings with celebrities, an autographed guitar, naming rights for characters in a forthcoming novel and more. In one notable example, musician Eric Clapton sold 100 of his guitars in a charity auction in 1999 and raised \$5 million for his substance abuse treatment facility.

This makes the BiG Charity Auction a public good, philanthropic event.

For BiG DEAL, 100% of the earnings from a Charity Auction would be donated towards the cause. BiG DEAL will not retain any margins since the intent is to support the underlying cause.



UNIQUE BOTTOM BID AUCTIONS BID PROCESS.





## 12.0 | \$BiG TOKENOMICS



## 12.0 | \$BiG TOKENOMICS

### 12.1 | BiG DEAL AND \$BiG TOKEN BASE INFORMATION

Token Name | \$BiG Token (The BiG DEAL/TBD Coin)

Token symbol | \$BiG

Blockchain | Solana

Total supply | \$BiG 1 billion (\$BiG 1,000 million)

Website | <https://thebig.deals>

Platform | <https://play.thebig.deals>

Token contract address | EuHgNxKE99NNCZTv6djpbkRVTPMoqA1v93DTL2Thp1Hr

Token price | \$0.02

Fundraising | \$2.44 million

Full dilution value | \$20 million (\$BiG 1,000 million @ \$0.02)

Future mint | Supply fixed | Future minting disabled

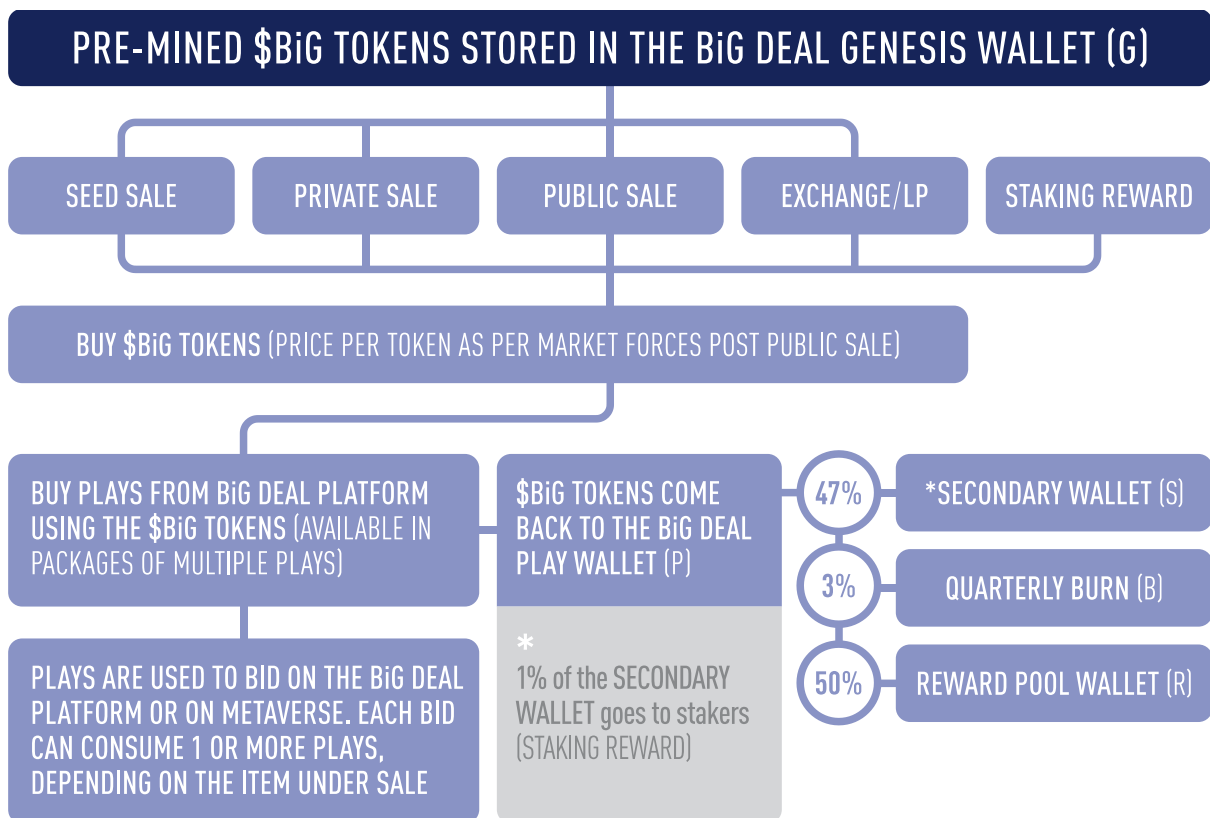
Token model | Deflationary with burning

In the deflationary model, a set number of \$BiG Tokens will ever be created, and this will never be adjusted upwards. This makes a deflationary currency where even as demand increases, supply does not. Theoretically and as evident in other alt-tokens, this kind of model leads to a constant appreciation of the token's value, which is beneficial to all \$BiG Tokens hodlers and the BiG DEAL platform community.





## 12.2 | THE \$BiG TOKEN FLOW



**\$BiG TOKEN** | Underlying token of BiG DEAL platform. This will be traded, and its price will be determined by market forces.

**PLAY** | PLAYs are used to participate in any engagement activity on the BiG DEAL platform. The price of a PLAY is fixed and predetermined. Participants can convert their \$BiG TOKENS to PLAYs on the BiG DEAL platform.

**BIDS** | A bid is what a participant places when participating in any activity on the BiG DEAL platform. Each bid consists of 1 or more PLAYs. Depending on the product, a single bid might consume one or more PLAYs.



### HOUSE WALLETS:

- > **Genesis Wallet (G)** | Holds the pre-mined \$BiG Tokens.
- > **PLAY Wallet (P)** | All \$BiG Tokens that the platform gets back from the community due to the sale of PLAY (used to bid and participate) are moved to the PLAY wallet.
- > **Burn Wallet (B)** | Using a smart contract, a predefined percentage of \$BiG Tokens as received in the 'P' wallet will be transferred to the 'B' wallet. From the 'B' wallet, these then will be burned periodically. The burning will reduce the supply of \$BiG Tokens resulting in an increase in the value of the \$BiG Token.
- > **Reward Pool Wallet (R)** | A predefined percentage from 'P' \$BiG Tokens will be automatically transferred to the 'R' wallet by a smart contract. The \$BiG Tokens in the 'R' wallet will be used to buy the product a participant wins.
- > **Secondary Wallet (S)** | A predefined percentage of \$BiG Tokens from the 'P' wallet will be automatically transferred to the 'S' wallet by a smart contract. The \$BiG Tokens in the 'S' wallet will be transferred back to the 'G' wallet as per a predefined schedule. Also, a small percentage from the 'S' wallet will be distributed amongst the stakeholders (Group A and Group B).

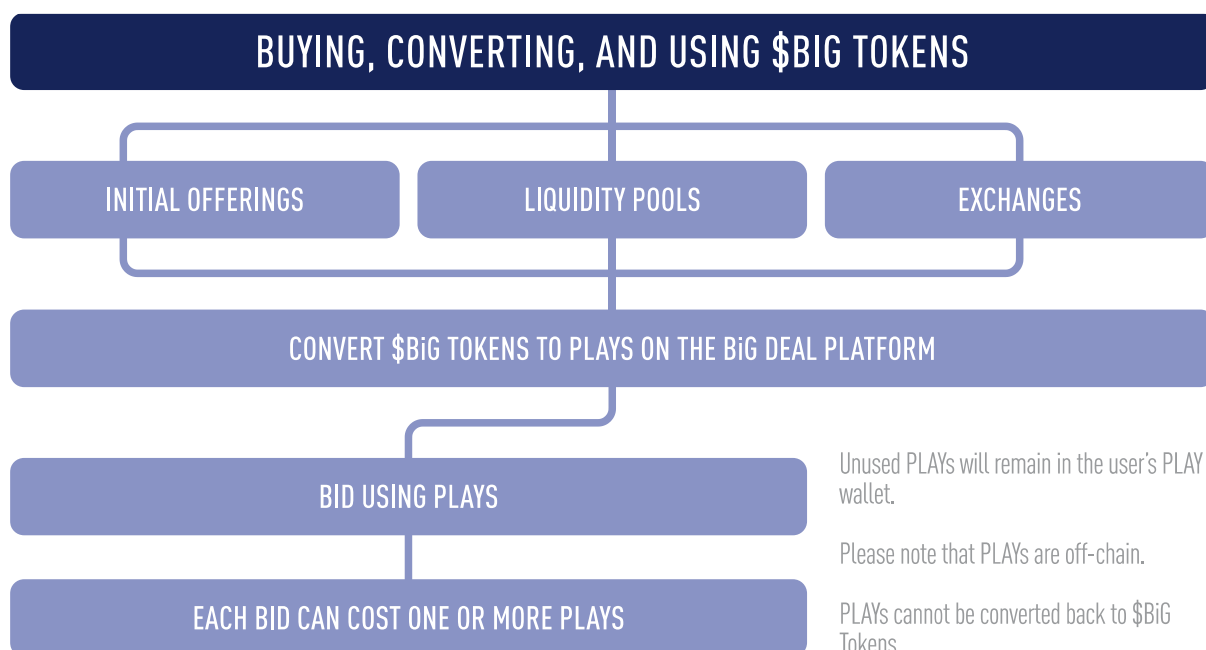
### \$BiG TOKENS TO PLAYS TO BIDS

A platform participant will buy \$BiG Tokens from the exchange and convert them from their personal wallet to PLAYS on the BiG DEAL platform. A bid will comprise one or more PLAYS depending on various factors such as the type of engagement and price of the product (in an auction); for example, an iPhone bid may cost 1 PLAY while a car bid might cost 5 PLAYS.

\$BiG Token stakers can also redeem their accumulated rewarded \$BiG Tokens from their staking to purchase bid packages. This incentivises our participants to stake.

Also, please note that \$BiG Tokens to PLAY conversion is unidirectional. PLAYS cannot be converted back to \$BiG Tokens.

Finally, BiG DEAL will also accept other popular cryptocurrencies such as USDC/USDT /BTC/ETH in place of \$BiG Token in future to buy PLAYS.



## \$BiG TOKEN ALLOCATION, DISTRIBUTION AND VESTING

TYPE	ALLOCATION	\$BiG TOKENS VALUE
Seed Sale Investors	2.0%	\$BiG 20 million
Private Sale Investors	8.0%	\$BiG 80 million
Public Sale Investors	5.0%	\$BiG 50 million
Management Team	15.0%	\$BiG 150 million
Future Development	20.0%	\$BiG 200 million
Advisors & Partners	10%	\$BiG 10 million
Marketing, Promotion & Rewards	30.0%	\$BiG 300 million
AirDrop	2.0%	\$BiG 20 million
Liquidity Pool and Exchanges	8.0%	\$BiG 80 million



\$BiG TOKEN DISTRIBUTION | CLIFF PERIOD, ON AND POST THE TOKEN DISTRIBUTION EVENT (TDE)

Details	Allocation	\$BiG	TGE	Vesting Details
Seed Sale Investors	2.0%	20M	5%	2% after 1 week, 7.5% linear release every month
Private Sale Investors	8.0%	80M	8.0%	2% after 1 week, 10% linear release every month
Public Sale Investors	5.0%	50M	20.0%	20.0% linear release every month (for 4 months)
Management Team	15.0%	150M	0.0%	Cliff: 12 months, Release : linear for 20 months post cliff
Future Development	20.0%	200M	0.0%	Cliff: 8 months, Release : linear for 24 months post cliff
Advisors & Partners	10%	100M	0.0%	Cliff: 5 months, Release : linear for 20 months post cliff
Marketing, Promotion & Rewards	30.0%	300M	0.0%	10.0% linear release every month
Liquidity Pool and Exchanges	8.0%	80M	30%	10.0% linear release every month
<u>AirDrop</u>	2.0%	20M		
Initial Market Cap	\$2.44M		Initial Supply	150M

TOKEN DISTRIBUTION | SEED ROUND, PRIVATE SALE, AND PUBLIC SALE





## 12.0 | \$BiG TOKENOMICS continued

### \$BiG TOKEN VESTING

Vested \$BiG Tokens are locked to assure our investors that we have good intentions and sustain the project's long-term vision. The \$BiG Tokens are secured via smart contracts and paid out to advisors, partners, and specific team members as per pre-defined conditions to keep their interests aligned with the project.

Token vesting is crucial for both crypto project founders and investors. Token vesting locks up tokens, preventing investors or teams from accessing their tokens until the lockup period expires or the smart contracts conditions are met. Vesting brings about a positive sentiment about the project, indicating that the project team is willing to continue developing the project and focusing on long-term goals without being distracted by the market value or performance of the token/coin. For investors, token vesting lowers market manipulations, guaranteeing them value for their investments.

### \$BiG TOKEN PRICE REGULATION

The BiG DEAL platform is a for-profit platform that aspires to bring value to its investors, auctioneers, token-stakers, community, and the house (BiG DEAL platform). BiG DEAL believes in fair play. It will incorporate stringent measures to avoid rug-pull and any form of token dumping incidents or unfair practices. Following standards will be part of the BiG DEAL platform and ecosystem development.

- > Smart contracts that prohibit the sale of more than 0.1% of the total supply of the \$BiG Tokens within a 48-hour window.
- > Tokens allocated under seed, private, and public sale investors will have a cliff and vesting period.
- > The unlocking will start with The Distribution Event (TDE) after the public sale. 3% of the total coins earned from the sale of PLAY will be burned every quarter.
- > Liquidity funded by the BiG DEAL for the \$BiG Tokens will be locked for 24 months.
- > Once converted, PLAYs cannot be converted back to \$BiG Tokens.



## 12.0 | \$BiG TOKENOMICS continued

### \$BiG TOKEN PRICE | MECHANISMS FOR \$BiG TOKEN PRICE APPRECIATION

<b>A</b> VESTING OF \$BiG TOKENS	Early investors and the BiG DEAL internal team cannot dump their \$BiG Tokens for quick profits as regulated by a vesting period and cliff period to maintain the \$BiG Token price.
<b>B</b> BURNING \$BiG TOKENS	A small percentage of \$BiG Tokens will be burned periodically (every quarter) to reduce \$BiG Token availability, leading to \$BiG Token price rise.
<b>C</b> CONSUMING \$BiG TOKENS	Unlike most crypto projects, BiG DEAL has an explicit token utility that would consume myriad \$BiG Tokens when they are converted to PLAYS for bidding.
<b>D</b> BUYING NEW \$BiG TOKENS	People who engage in BiG DEAL activities will be consumers of the \$BiG Tokens and must keep buying and converting \$BiG Tokens to keep playing.
<b>E</b> HODLING/STAKING \$BiG TOKENS	Hodlers of \$BiG Tokens are pure investors who can choose to stake their \$BiG Tokens and earn APR-interest to accumulate passive income and not sell.

### \$BiG TOKEN PRICING

- > The price of each \$BiG Token will be determined by market forces, as applicable on various exchanges.
- > The launch price of the \$BiG Token will be at least \$0.02 (2 US cents) each.
- > We propose to freeze the price of each PLAY at \$0.1 (10 US cents) each.
- > The \$BiG is a fungible Token.





- > The price of a PLAY will be stable and predetermined.
- > A PLAY is not fungible.
- > The price of a bid will be a multiple of PLAYs; for example, a bid might cost 1 PLAY or 2 PLAYs or 'N' PLAYs.
- > The price of a bid in terms of PLAYs will always be an integer.



## 13.0 | BiG DEAL COMMUNITY BENEFITS



## 13.0 | BiG DEAL COMMUNITY BENEFITS

BiG DEAL is a consumer-driven platform where each engagement focuses on bringing a fantastic deal and a fair chance of winning to its community members. The platform also provides various other opportunities to its community members.

### STAKING REWARDS

\$BiG Tokens stakers are incentivised to stake their \$BiG Tokens in return for a yearly yield of more \$BiG Tokens. Hodlers can enjoy up to 30% APR with or without a locking period. Staking generates additional revenue for all fans of the BiG DEAL project. Also, staking discourages token sales, thereby helping maintain the price of \$BiG Tokens.

The BiG DEAL staking programme has modes for earning \$BiG Token interest rewards:

- > **Mode 1** | Staking with lock-in/vesting period
- > **Mode 2** | Freehold staking period with zero vesting

The vesting schedule is the plan/frequency via which the accumulated interest is paid. The interest accrual is calculated daily. The APR is anything between 4% and 30%.

In Mode 1, the APR would be higher than Mode 2 because there is a minimum lock-in period for the \$BiG Tokens.

The interest is calculated and accrued to the account daily. The transfer of the interest to the staker's personal wallet happens at their behest but with a cool-off period of seven days.

Regarding the Mode 1 with lock-in period, the staker will have to stake their \$BiG Tokens for a minimum of 180 days, which might change as per market forces. The earned interest is revoked if the \$BiG Tokens are unstaked before this vesting period expires.

In Mode 2, there is zero vesting period. The staker is free to unstake at any time. However, there is a cool-off period of seven days.



### GOVERNANCE REWARDS

Governance tokens are cryptocurrencies that represent voting power on a blockchain project. Recently, they have been integrated into decentralised projects to distribute powers and rights to community members to remain decentralised. Essentially, truly decentralised projects are owned indirectly by the network and have a fiduciary duty back to them.

Governance in the BiG DEAL project is in two ways:

1. **Group A** | Comprising members staking more than 5 million \$BiG Tokens.\*
2. **Group B** | Stakeholders hodling between 2 million and 5 million \$BiG Tokens.\*

BiG DEAL's top management team will convene regular contact or virtual meetings with the Group A members. These meetings would be restricted to members of Group A. Both Group A and Group B members will have voting rights on the future developments and plans for the BiG Deal platform. The entire process will be implemented on the blockchain. The number of votes per stakeholder or participant is proportional to their \$BiG Token stake. Each \$BiG Token represents one vote in the decision-making process of the \$BiG DEAL platform governance. The more \$BiG Tokens members hold in their wallets, the greater their voting power and influence on proposals and decisions.

\*The quantity of \$BiG Tokens staked will be calculated based on the minimum number of days the Tokens are hodled. A member in Group A or B must hodl the expected number of \$BiG Tokens for at least 250 days in the last 365 days, from any given day. If not, their membership will downgrade from Group A to Group B to non-members.

### STAKER LOYALTY REVENUE SHARING

Up to 1% of the \$BiG Tokens that return to the BiG DEAL platform from the conversion of \$BiG Tokens to PLAYS will be shared amongst the stakers. This distribution will happen once weekly and only to those stakers who are part of Group A or B. Staker sharing renders the heavy stakers partners in revenue sharing, rewarding them for their loyalty to BiG DEAL.



## 14.0 | INDUSTRY INTEGRATIONS & DEVELOPER TOOLKIT



A robust auction or deal platform can be leased to market players to launch, sell, or promote their auctions and products. BiG DEAL will tie-up with business houses to leverage the power of its auctioning platform.

### Example of Big DEAL tie-ups:

- > With hotels, resorts, and airlines under the Discreet Bid mechanism.
- > With startups and new products under BiG GiveAways.
- > With charity organisations to auction experiences (How about breakfast with Warren Buffet?).
- > With e-commerce platforms for auctioning on their channels via API interfaces.
- > With upcoming crypto projects for ICOs under the Dutch Auction model.

BiG DEAL leverages its business and technological assets acumen to partner with other entities to generate revenue for all parties.

BiG DEAL also plans to expose its APIs to the developer community to empower other business houses to integrate BiG DEAL software with their ventures. For example, an e-commerce website can power its section for LIVE auctions through BiG DEALS. This creates an additional revenue source for BiG DEALS and vastly expands its community reach.



15.0 | BiG DEAL TECHNOLOGY



BiG DEAL is a decentralised application (dApp) based on the Solana Blockchain; and will eventually be floated on multiple blockchains, namely Ethereum, Polkadot, Polygon, and Binance Smart Chain, making it a multichain dApp. Multichain support reduces dependency on a single chain.



**ETHEREUM**



**BINANCE**



**POLKADOT**



**POLYGON**



**SOLANA**

Also, it increases versatility and applicability for the BiG DEAL community since many people worldwide will be more comfortable with other chains than just Solana. BiG DEAL, being a consumer-driven platform, should be easily accessed by as many people as possible.

**BiG DEAL token contract address:**

<https://explorer.solana.com/address/EuHgNxKE99NNCZTv6djpbkRVTPMoqA1v93DTL2Thp1Hr/largest>.

**BiG DEAL tech stack:** Solana, Node.js, React, Oracle, and Multichain.





16.0 | BiG DEAL LEADERSHIP TEAM



## 16.0 | BiG DEAL LEADERSHIP TEAM



### KUNALSINH VAGHELA (USA)

- > Founder | GlobalVox | BiG DEAL parent company
- > Alumnus | Wharton & Harvard Business Schools (US)
- > Cloud Expert in the software domain
- > 15 years' industry experience
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### PRATIK JAIN (INDIA, USA)

- > Director | GlobalVox | BiG DEAL parent company
- > Head | GlobalVox blockchain vertical
- > Blockchain Certifications | C4 (Canada) & Indian Institute of Technology
- > Certified blockchain expert | ICO/IDO consultant
- > 15+ years' work experience
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### HIREN BHIMANI (INDIA, USA)

- > Vice-President, Business Development | GlobalVox
- > Manager | BiG DEAL industry tie-ups
- > Alumnus | Gujarat Law Society & Nirma Institute of Technology (India)
- > MBA in Marketing | Bachelor of Engineering (Chemical)
- > 12+ years' work experience
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### PRAVIENNA NAIDOO (SOUTH AFRICA)

- > Curator | BiG DEAL social media
- > Alumnus | University of KwaZulu-Natal (South Africa) & Richard Bandler Society (USA/SA)
- > Social Work Honours | Neuro-Linguistic Programming Practitioner
- > 33+ years' work experience | Writing, research, learning materials development
- > LinkedIn | <https://www.linkedin.com/in/pravienna-naidoo-ab683513/>



17.0 | BiG DEAL ADVISORY TEAM



## 17.0 | BiG DEAL ADVISORY TEAM



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- > Programme Director | Microsoft Corporation
- > Advisor, BiG DEAL | Concept validation, strategic direction, industry connections
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### SRIDEVI SARKAR (INDIA)

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- > Advisor, BiG DEAL | Social media strategy, YouTube promotion
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### AKASH BHAVSAR (USA, INDIA)

- > Founding Partner | Indo-Swiss Blockchain Alliance
- > Chairperson | United Nations' Business Advisory Council
- > Advisor, BiG DEAL | Partnerships & networking, regulation & compliance
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18.0 | BiG DEAL GLOBAL FOOTPRINT



## 18.0 | BiG DEAL GLOBAL FOOTPRINT

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### COSTA RICA | OFFICE

- > Big Deal registration under process at Costa Rica

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- > Telegram | <https://t.me/thebigdealchat>
- > Medium | <https://thebigdeal.medium.com>
- > LinkedIn | <https://www.linkedin.com/company/the-big-deals>
- > Insta: | [https://www.instagram.com/thebigdeal\\_official/](https://www.instagram.com/thebigdeal_official/)
- > Contract | <https://explorer.solana.com/address/EuHgNxKE99NNCZTv6djpbkRVTPMoqA1v93DTL2Thp1Hr>



71 | PHYSICAL OFFICES





## 19.0 | BiG DEAL LEGAL DISCLAIMER



The BiG DEAL ICO White Paper is for informational purposes only about the future development of the BiG DEAL blockchain-based decentralised online auction platform, a project of GlobalVox LLC. The BiG DEAL project roadmap in the White Paper outlines the plans of the BiG DEAL project team and does not constitute any binding commitment to any outside party. The development, release, and timing of any products, services, features, functionalities, or platforms remain at the sole discretion of GlobalVox LLC and is subject to change at any time.

The \$BiG Token, the exclusive digital currency of the BiG DEAL platform, is a virtual token and lacks any tangible or physical manifestation, utterly devoid of any intrinsic value or worth. The \$BiG Token is non-refundable and cannot be redeemed for cash or any other virtual or fiat currency of equivalent value by GlobalVox or any of its partners or affiliates. \$BiG Token holders have no claim to any part of GlobalVox or BiG DEAL by way of ownership, revenue, shares, stake, dividends, facilities, assets, intellectual property, license rights, or information other than what the GlobalVox leadership and governance team decides.

Within the bounds of the law, GlobalVox LLC, its principals, and its employees cannot be held liable for any losses or damages of any kind - in tort, contract, or otherwise - arising from the use of the contents of the White Paper. This includes but is not limited to loss of revenue, income, profits, or data. The information provided in the White Paper is for use at the sole discretion and risk of the reader/user.

The intentions outlined in the White Paper are forward-looking statements subject to changes in material political, economic, financial, social, regulatory, technological, and industry conditions. They do not constitute a promise, undertaking, or representation as to the future policies or performance of GlobalVox or BiG DEAL.

It is assumed that by attending any physical or virtual presentation on or by accepting any hard or soft copy of this Whitepaper, you agree to be bound by the preceding limitations.



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