



**Guard  
Hawk**

DIGITAL GUARDIANS

Your privacy,  
**our mission;**  
your compensation,  
**our vision.**

Total transparency, real trust.

# PROLOGUE

*Today, large corporations make huge profits from your personal data without you getting anything in return. Guard Hawk not only aims to change these rules of the game, but also seeks to transform the digital economy into a tool for social development. Our mission is twofold: to empower you to regain control over your personal information and to use a portion of the resources generated to directly benefit vulnerable communities.*

*With Guard Hawk, you decide what data to share, with whom to share it, and how to get a fair reward for it. In addition, this platform channels a significant portion of its funds towards initiatives that promote poverty reduction and social development, the reduction of inequality, and the inclusion of vulnerable communities in the benefits of the digital economy.*

*We employ advanced technology to ensure that your information is protected and that no one uses it without your consent. Through smart contracts and the transparency of the blockchain, we ensure that the benefits of this digital economy reach those who need it most, while you and your community become the main beneficiaries of the project.*

*Our goal is simple but ambitious: to put people at the center of the digital economy, empowering them with tools for transparency and security. With Guard Hawk, you not only become an actor with a voice, a vote and fair earnings, but also part of a movement that seeks to build a more equitable world, where technology is a means for progress for all.*



# TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
THE WORLD OF DATA	6
OUR SOLUTION	10
TECHNOLOGY	13
ARCHITECTURE DIAGRAM	16
GUARD HAWK BUSINESS MODEL MAXIMIZING PRIVACY AND DATA VALUE	17
GUARD HAWK INDUSTRY T&C-NAVIGATION API DEVELOPMENT STRATEGY: DIRECT CONNECTION WITH OUR COMMUNITY OF MEMBERS	23
TOKENOMICS	25
DETAILED DESCRIPTION, TOKENOMICS DISTRIBUTION	28
INVESTMENT ROUNDS	31
ROADMAP	36
FOUNDERS & TEAM	40
AUDITORS	41
STATEMENTS, RESPONSIBILITIES AND RISKS	42
GLOSSARY OF TERMS	45



# EXECUTIVE SUMMARY

## VISION AND MISSION

Guard Hawk emerges on October 4, 2023 in Portugal as a transformative force in the management and understanding of personal data, while driving social development within a global market projected to be worth over US\$462.4 trillion by 2031. Our mission is not only to empower individuals to have full control over their personal information, but also to ensure that a significant portion of the profits generated go directly to vulnerable communities, promoting a positive and lasting impact.

Guard Hawk is committed to building an economic model that combines justice, transparency and social development by ensuring a fair exchange of data and channeling resources towards social initiatives that contribute to sustainable development. In this way, we seek not only to transform the digital economy, but also to use it as an engine for reducing poverty and strengthening communities around the world.

## UNIQUE VALUE PROPOSITION AND DIFFERENTIATION

Guard Hawk introduces a revolutionary model by providing a technological infrastructure based on blockchain technology that facilitates a secure and mutually beneficial exchange of data. In addition, unlike other platforms, our commitment is to deliver 50% of the annual profits directly to the participating communities, recognizing their essential contribution within the system and ensuring an equitable distribution of the benefits generated.

## INNOVATIVE CONCEPTS

- DataConsent System (DCS): A business model based on the latest technologies to centralize informed consent for the transfer of data on users, ensuring full transparency and control actually executed by data owners based on rewards and incentives issued by data buyers.
- DataPioneers: Our community is comprised of "DataPioneers", individuals who are leading the charge towards a new era of personal data management, actively



participating in our DCS and receiving fair compensation for their contribution and generated information.

## TECHNOLOGY AND STRATEGY

Using components of blockchain technology based on smart contracts - dNFT, Oracles, Decentralized Storage and zkProof - Guard Hawk offers a platform where privacy, security and control over personal data are intrinsic. The decentralized core of our model allows us to guarantee that users will manage and share their data with companies in a secure and individual manner, being the only ones who access it, creating a fair and regulated data market.

## BUSINESS MODEL AND EXPANSION

Guard Hawk is positioned as a platform that not only transforms the maneraway personal data is managed and monetized, but also generates a significant social impact on the digital economy. Our business model combines technological innovation with an ethical and sustainable approach, offering users full control over their information while allocating significant resources to social projects that benefit vulnerable communities.

Guard Hawk's business model combines an innovative approach to personal data management with inclusive, decentralized governance. DataPioneers, investors, and GHGO token holders have an active role in strategic decision-making, including the allocation of Community Fund resources and the selection of social and technical projects. This model ensures transparency and a fair distribution of economic benefits to vulnerable communities. Through a transparent and decentralized system, users can vote on which projects will receive financial support. This selection process is based on clear and objective criteria, established in collaboration with non-profit organizations and local governments, ensuring that resources reach those who need them most.

Our strategy is geared toward key markets such as Europe, the United States, Latin America, and Canada, adapting to the specific needs of each region. In addition to complying with regulations such as the GDPR and CCPA, our commitment to transparency and fairness ensures that both users and companies find Guard Hawk to be a reliable and impactful platform.

Guard Hawk is not only seeking to lead the personal data market; it aims to be a change agent in the digital economy, using blockchain technology not only to generate economic value, but also to build a more fair and sustainable future.



## TOKENIZATION AND COMMUNITY PARTICIPATION

Our tokenization strategy combines technological innovation with real social commitment, reflecting an economic model that fosters both sustained growth and positive impact on communities. The **GHUT utility token** is designed to meet the demand of our **DataConsent ecosystem. System**, offering an attractive and sustainable opportunity for all participants, while the **GHGO governance token** is positioned as a key tool for decision-making and inclusive participation of our **DataPioneers community**.

15% of the total supply of GHGO tokens is reserved to fund social and technical projects. The resources will be managed through smart contracts to ensure traceability and transparency. In addition, **50 % of the company's net profits** and **10% of data fee revenues** are allocated to the Community Fund, strengthening the commitment to social impact. These resources will be managed through smart contracts that will guarantee the traceability and transparency of transactions, ensuring that the funds reach the beneficiaries directly without intermediaries.

Additionally, users will have the option to voluntarily donate a portion of their **GHUT rewards** to social projects. To encourage this solidarity, those who contribute will receive additional **GHGO tokens**, thus reinforcing active participation and collective commitment in building a sustainable ecosystem and socially sustainable.

Through this strategy, Guard Hawk not only promotes an inclusive governance model, but also transforms the digital economy into an engine for social development and the people, by balancing economic growth with positive impact on communities.

## VISION OF THE FUTURE

Guard Hawk will seek to position itself as a leader in the revolution of personal data management, and the relationships between Companies and their Clients/Users. With a model that balances technological innovation, fairness and mutual benefit, we are committed to advancing towards a future where control and fair compensation for personal data is a global standard. Guard Hawk represents not just a technological platform, but a movement towards more transparent data management equitativafor the benefit of all humanity.

## LEGAL DISCLAIMER

We want to welcome you on this journey towards innovation and change that Guard Hawk represents, and as you embark on this adventure with us, it's important that we are aligned



from the start. This document is here to share our vision, the potential we see, and how we plan to make it a reality. However, as with any worthwhile journey, there are risks and challenges along the way.

It is crucial to understand that the information presented here is intended to inform about our ambitions and future plans, but does not constitute a solicitation to buy or invest without due consideration and/or analysis. The world of blockchain technology and cryptoassets is as exciting as it is complex, and while we strive to be at the forefront, we also want our investors and users (DataPioneers) to make informed decisions with the necessary caution.

That's why we encourage you to read our white paper carefully, ask questions on our channels and seek expert advice if you feel it is necessary, and above all, to reflect deeply before making any investment decision. At Guard Hawk, we value transparency, integrity and building an informed and empowered community.

This document is therefore a first step towards understanding each other better. It is not a promise of success without obstacles, but an invitation to be part of a vision that we believe can make a significant difference in how the world views and handles personal data. We are here to change the game, but we want to do it together, in a responsible way and aware of the challenges that this entails.

# THE WORLD OF DATA

## CURRENT CONTEXT

In our time, personal data has become the gold of the 21st century. Our daily interaction with the vast digital world, from websites, applications, to bank cards, involves a continuous collection and processing of personal information on a monumental scale. Considering that we are increasingly connected with smartphones, smartwatches or even smarthome devices, it is an exponentially increasing reality whose number reaches too many zeros for this carte blanche. This phenomenon, while it has led to technological advances and highly personalized services, has also revealed critical vulnerabilities in terms of privacy and security, exposing



users, who are the owners of the data, to risks of which they are eventually not even aware without receiving anything in return.

## HOW THIS INDUSTRY WORKS

There are different sources of digital data that provide diverse information regarding the behavior or interests of users: social networks, mobile devices, geographic location, streaming applications, navigation on different web pages, credit cards, emails, personal chats, etc. These, for the most part, capture information through special codes -cookies- that allow intermediaries and/or corporations to analyze and make decisions for business growth with this information, known as "personalized advertising", optimization of services and experiences, or development of new products. Obviously, it is an optimal exchange for companies, but not entirely so, or at least not yet for users, since they do not receive a concrete value when providing their information.

The personal data ecosystem encompasses corporations that act as intermediaries and end entities that use this information for various purposes, including, but not limited to, personalized advertising, service optimization, and product development. This exchange has resulted in a compromise of privacy and personal control over information, but above all in a large disproportion in the profit obtained by companies versus that received by users, which is zero.

## REGULATIONS

In response to growing concerns about the privacy and security of personal data, global regulatory frameworks have been established to protect the rights of individuals over the collection and use of their personal data, such as the European Union's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), which are pioneering examples of legislative efforts. These regulations share a common principle of granting users greater control over their data, including ARCOP rights (Access, Rectification, Cancellation, Objection and Portability), thus allowing data subjects to be aware of how their personal data is used, to delete and/or correct their information, to transfer it between different entities or to directly object in cases where there is no legitimacy for the processing. Likewise, there is an obligation on the part of the different entities to guarantee a clear and affirmative consent before processing the data. That is to say, all holders should understand the Terms and Conditions, however, these are often confusing and difficult to read, so most of us accept them without understanding or reading them in their entirety.





These regulations have led to the evolution of the ecosystem and data transactions, with a future without “Third Party Cookies” imminent, that is, prohibiting companies from obtaining aggregated user data outside their own channels and official networks. This is forcing innovative companies to adopt a new stance and strategy regarding the relationship with their Users/Customers and the information they provide.

## EMBLEMATIC CASES

The Cambridge Analytica scandal in 2018 serves as an emblematic case that highlights the deep flaws in traditional personal data management. In this incident, data from millions of Facebook users was collected without their explicit consent and subsequently used to influence voting behavior in the corresponding year's US elections.

In 2020, Google's Nest home- temperature-regulating device ran into trouble for recording voices in users' homes without their explicit consent. These recordings were then used to improve the voice recognition of the Google Assistant, which comes with Nest devices . While Google argued that it was possible to disable voice recording, affected users said it was not easy to opt out or understand how to do so.

One of the most recent and significant cases is the \$391.5 million settlement Google reached in 2022 to resolve a lawsuit related to user location tracking. The lawsuit was filed by 40 U.S. states, which alleged that Google continued to track users' movements even after they had explicitly disabled the location history feature on their devices. This case underscores how, despite privacy settings, companies can continue to collect data in ways that users do not fully understand or are difficult to turn off. [,,]

These and other similar cases underline the urgency of an alternative to personal data management, highlighting the need for innovative solutions that prioritise security, truly informed consent and mutual benefit between users and companies.

## PROBLEMS OF THE CURRENT CONTEXT

The fabric of today's digital world is marked by an imbalance between the management and monetization of user data, which is clearly unfavorable to the latter. Usually, corporate entities in their insatiable search for valuable information often relegate the rights of data owners to second place, forgetting that it is they who must have effective control over said information. This situation manifests itself through several critical axes:



- **Transparency and Consent:** The clarity of how and what personal data of users is collected, as well as its storage location, use and eventual transfers to third parties is ambiguous. Although users are informed, they have a limited understanding, which raises questions about whether it is really a transfer of information with informed consent.
- **Control and Profit:** There is a significant imbalance in the way the benefits derived from the analysis of the collected data are obtained and distributed. Companies and intermediaries often obtain direct profits from this exchange, whether through the development of commercial products, process optimizations or targeted advertising. However, users who provide the information, do not receive tangible value in the short term. Furthermore, users lack control over how their data is managed, in an economic model that disproportionately favors the entities that collect and process this information.
- **Security and Privacy:** By not having clarity regarding who and what type of information users are providing, they put their security and privacy at risk, eventually handing over the processing of their data to previously sanctioned organizations or those with a history of data breaches that compromise the integrity of personal information and erode trust in the digital ecosystem.

## MARKET SIZE<sup>1</sup>

Every day, nearly trillions of bytes of data are produced. At the same time, more and more people have access to data, which has become faster and more capable with 5G networks. This type of network allows for the capture of a greater amount of information at a higher speed, which has led to the development of the industry as new sources of data. So, we have more data, data points, users providing data, and recently, new uses for data, such as training Artificial Intelligence models.

We could define three large markets around data:

- a) AdTech Data Market with a projected size of USD 1,496.2 billion by 2030. Google, Meta and Amazon compete here.
- b) Big Data Analytics Market USD 323.9 billion by 2027 divided between IBM, Accenture, SAP and Microsoft mainly.



- c) Data Traders Market with an estimated size for 2025 of USD 418.31 billion whose largest participants are Equifax, Experian and Oracle with their Data Management Platform.

<sup>1</sup><https://www.statista.com/outlook/tmo/cybersecurity/cyber-solutions/data-security/worldwide>

<https://www.marketsandmarkets.com/Market-Reports/adtech-market-135513139.html>

<https://www.mordorintelligence.com/es/industry-reports/data-governance-market>

The numbers are huge and trends indicate that they will only continue to grow.

So how can we help redistribute these numbers without losing sight of global technological development?

## OUR SOLUTION

Guard Hawk presents itself as an effective solution for the protection, management and ethical monetization of personal data, acting as a developer and provider of an infrastructure based on blockchain technology that allows transparent, secure and comprehensive interaction between Users and Companies. Our vision is focused on four fundamental pillars: privacy, control for users, shared benefit and constant evolution. Thus, we aim to create a digital ecosystem that promotes commercial, technological and social development based on Users' personal data in a collaborative, fair and disruptive way.

We define this digital ecosystem as a DataConsent System (DCS).

## PRIVACY BY DESIGN

Guard Hawk ensures that privacy is an intrinsic component of our platform through encrypted individual infrastructures, decentralized storage, and verification protocols (Zero- Knowledge - Proof). We offer an environment where personal data is protected by default, ensuring that only Users (DataPioneers) have the key to control who accesses their information and for how long, if they agree with the promised use of the same. We have the infrastructure, but we do not have access to data at any time and it is stored in a decentralized and encrypted manner.



<sup>1</sup><https://www.statista.com/outlook/tmo/cybersecurity/cyber-solutions/data-security/worldwide>

<https://www.marketsandmarkets.com/Market-Reports/adtech-market-135513139.html>

<https://www.mordorintelligence.com/es/industry-reports/data-governance-market>

## TOTAL CONTROL FOR OUR DATAPIONEERS

Guard Hawk aims to support Privacy and Control by facilitating the User Experience by making the understanding of the Terms and Conditions regarding the capture and use of their personal data easily digestible and manageable, so that it is truly informed consent. And, in the event of non-compliance, legally represent through a mandate the Members of our community against potential misuse of their information.

## SHARED BENEFIT AND SOCIAL DEVELOPMENT

Guard Hawk's value proposition extends beyond security and control, embracing the concept of shared benefit and social impact. We seek to ensure that both Members and Companies benefit from the fair and transparent exchange of data. On the one hand, companies participating in this DataConsent System will be able to opt for a rich Database (zero, first and third-party data) obtained from various traditional Data Sources, showing itself as a direct alternative to the increasingly restricted cookies. In turn, DataPioneers will be incentivized by Companies with utility tokens to share their information, which can be exchanged for traditional money through exchanges or pay for Opt-Out services, in which Guard Hawk is responsible for removing the information from external databases through an official power of representation. Finally, we also want the entire community that participates in this DCS to benefit from each transaction through the design of the tokenomic model, as well as the impact on the community through the allocation of a significant part of the resources generated back to the community by financing initiatives that have a real impact and tend to seek to reduce inequalities and increase opportunities for people.

Guard Hawk goes beyond being a technological solution, we aspire to build a global community where Members feel safe and supported. Through education, resources and a platform that prioritizes the User Experience, fostering an environment where everyone can learn, grow and benefit from the power of their personal data.



## EVOLUTION AND ADAPTATION

We are committed to expanding our platform by constantly updating the infrastructure, incorporating new connections to Data Sources. Also, in a second stage, we plan to incorporate a granular selection of potential DataPioneers to share their data without revealing the exact data using the Zero-Knowledge Proof verification system, thus protecting your identity and privacy, but incentivizing your profit.

Technologies are advancing very quickly and we do not rule out continuing to incorporate tools that allow us to strengthen our mission while always respecting the pillars mentioned above.

## ALSO FOR COMPANIES

Guard Hawk offers a distinctive value proposition for enterprises, offering a solution for accessing verified data from Zero- Knowledge systems. High quality proof ( zero , first and third party data) all within a framework of legal and ethical compliance, promoting an improvement in corporate reputation.

## ACCESS TO VERIFIED AND CONSENTED DATA

Our platform enables businesses to access a marketplace of personal data where every transaction is based on the explicit and informed consent of DataPioneers. This not only ensures compliance with global regulations such as GDPR and CCPA, but also improves the quality of the data collected, allowing businesses to make more informed and effective decisions.

## IMPROVING CORPORATE REPUTATION

By participating in the Guard Hawk ecosystem, companies demonstrate their commitment to data privacy and ethical practices in information management. This can be a key differentiator in increasingly privacy-conscious markets, enhancing corporate reputation and building loyalty among customers and partners who value the transparency and security of personal data.



## REDUCING RISKS FOR NON-COMPLIANCE

Adopting Guard Hawk makes it easier for organizations to navigate the complex data privacy regulatory landscape, significantly reducing the risk of breaches and potential associated penalties.

## TECHNOLOGY

The implementation of our vision is built on DLT technologies, specifically blockchain, as it contains the different smart contract-based components that we need to maintain an infrastructure aligned with the aforementioned values: privacy, full control for DataPioneers, shared benefit, evolution and adaptation.

The cryptographic and decentralized aspect of these types of networks allows us to act as coordinators and facilitators of the DCS without compromising the custody of the main asset: our members' data.

On the other hand, the tokenization of these systems enables an efficient and global exchange of value, allowing us to scale to the levels necessary for the size of the opportunity we face.

We also want to be exposed to the constant auditing of our DataPioneers in such a way as to build shared benefit from the transparency, security and immutability that this technology allows us, which is why we will look for a public network to deploy ourselves on.

Considering all of the above, we decided to build on the Polygon network, as it has integrations that allow us to compose the architecture of our infrastructure, it is highly scalable in terms of its costs, and it contains a vast and constantly growing support ecosystem, hosting other decentralized applications that would add value and utility to the project's token in the short and medium term.

## MAIN COMPONENTS

dNFT: Based on the ERC-721 standard with modifications to the TokenTransfer function to support dynamic updates. Additionally, an Oracle function will be developed that will allow direct linking to specific data files, ensuring that the NFT information is kept up to date with external data.



Dynamic NFTs are non-fungible tokens, unique like each of the DataPioneers on our platform. This type of contract allows us to set up a kind of digital vault through which users manage their personal data, which is accessible through each user's Metadata with corresponding functions that search the files of the different Data Sources in the decentralized storage protocol.

The cryptographic features of smart contracts allow DataPioneers to share this metadata with specific Companies (interacting through public cryptographic keys) for a certain period of time and, in the same way, restrict access. Only the Users (DataPioneers) who own each of their dNFTs can modify this consent.

To also ensure the verifiability of the personal data contained in the DataConsent System, we modified the transferability feature of the NFT, preventing DataPioneers from being able to exchange them. In this way, we ensure that each dNFT corresponds to an individual Member.

## CHAINLINK ORACLES / FUNCTIONS

Guard Hawk is intended as a facilitator of truly consensual exchange, not as a collector or custodian of information. For these purposes, we rely on the traditional Data Sources available and used today by all of us at the different digital touchpoints: web browsers and social networks. This information, which is currently online, should be downloadable by Users according to current regulations. However, it will be outside the blockchain network, which is where the Oracle comes in.

Chainlink -our oracle of choice- has a particular product called Functions, which would allow us to connect the queries from the respective Metadata with the APIs that will search for the corresponding file in the decentralized storage protocol.

## APIs OF OWN DEVELOPMENT

As we already mentioned, the different Data Sources will be those that collect the User data for us. Our main development is to build a series of APIs that facilitate and automate this download of information, to then encrypt it and store it correctly in the Decentralized Storage Protocol for future consultation. The categories of APIs to be developed would be:

- DataPioneers navigation tracking APIs and analysis of Terms and Conditions of visited websites.
- APIs for downloading information collected by external Data Sources.



- APIs between the Oracle and the Decentralized Database.

## DECENTRALIZED STORAGE PROTOCOL

A Decentralized Storage Protocol is a network of distributed servers that provide storage consistently without a central decision maker compromising the availability and use of the files.

To ensure constant availability of information for authorized companies and at the same time, Guard Hawk's commitment to full control for DataPioneers, files downloaded through our APIs will be stored on this network corresponding to the dNFTs of each of the DataPioneers, being they the only ones capable of removing access to the encrypted content.

## ZERO-KNOWLEDGE PROOF VERIFICATION PROTOCOL

To ensure that interested companies receive accurate and quality information, members interested in sharing their data in exchange for an incentive must have positive authorization from the Zero-Knowledge Proof smart contract. That is, a code that analyzes the User's information and determines if it matches the request that the Company was interested in, delivering a Positive or Negative. The Verification Protocol temporarily and encryptedly accesses the User's information, excluding Guard Hawk and its operators from any possible interaction. It is worth clarifying that only Members who Positively match the request will be admitted for the rewards and enabled to share their access with the respective cryptographic addresses of the companies.

## AIRDROPS ERC-20 SMART CONTRACTS

In order for Companies participating in our platform to incentivize DataPioneers to share their personal data, we will use smart contracts that manage the budget allocated to Members who meet the specific conditions of consented access to their respective dNFTs according to the Company's requirement.

In this way, we ensure that all transactions are automatic and comply with all Members who agreed to share their data and Companies obtain verified information, fulfilling our Shared Benefit axis.



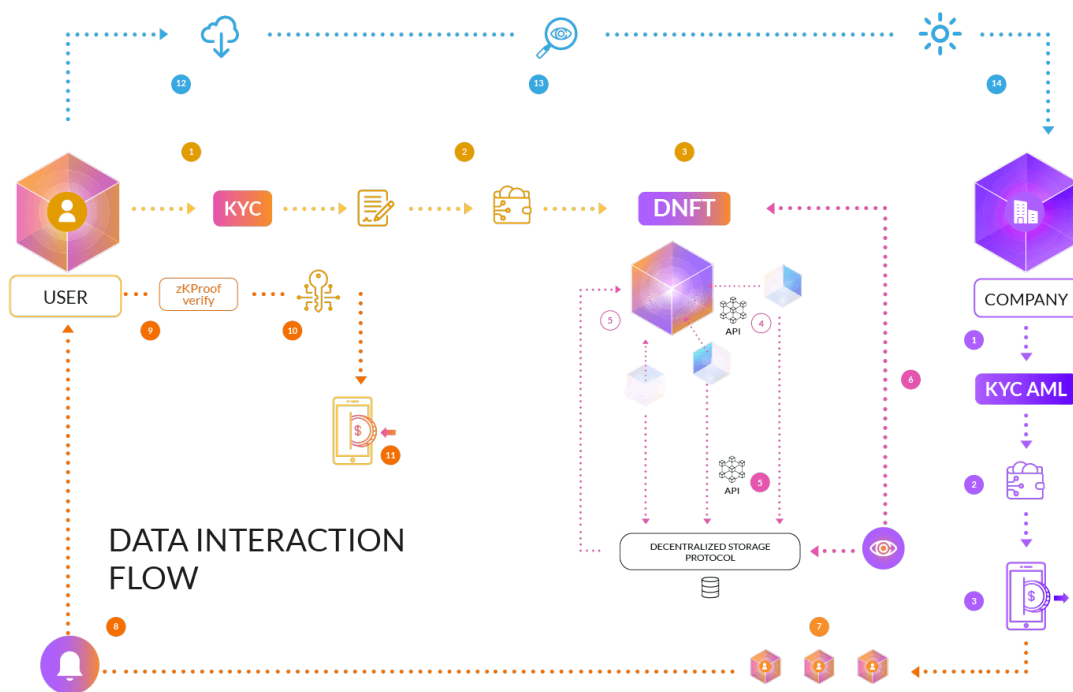


## ERC20 GUARD HAWK UTILITY TOKEN (GHUT)

All that DataConsent System would not be possible without the platform's Utility Token, Guard Hawk Utility Token (GHUT), which allows the exchange of value between the different participants. Smart contracts respond to this type of accounting unit, the tokens, which will be the digital representation of the incentives provided by the client Companies and the Access Payment received by the DataPioneers.

Being an ERC-20 token and built on the Polygon network, GHUT has the potential for multiple uses outside of the Guard Hawk infrastructure as it is interoperable across the different dApp services in the Polygon ecosystem.

## ARCHITECTURE DIAGRAM



- 1. Data Pioneers register with GuardHawk, signing a mandate of legal representation.
- 2. They connect their decentralized wallet to access the dApp.
- 3. Initiate the creation of a dNFT.
- 1. Companies register on the platform by passing a KYC and AML process.
- 2. They connect a decentralized wallet to log in to the dApp.
- 3. They buy GHUT to pay for the data request, process connected to a crypto Payment Gateway.
- 4. They grant access to the GuardHawk API to go download their information to the respective selected Data Source.
- 5. User's information is downloaded, encrypted and then stored in the Decentralized DB.
- 6. The dNFT creation process is closed with an Oracle function in its Metadata that connects the digital asset with the User information in the DBDDDD.
- 7. Data request is sent through Guard Hawk.
- 8. Data Pioneers community is notified of the request requirements and promised incentive.
- 9. Zk-Proof system verification of applicant users is performed.
- 10. Verified users share access to the company's metadata.
- 11. They receive Reward.
- 12. Companies decrypt and download Data Pioneers' data files.
- 13. Management and analysis of aggregated data through LLM.
- 14. Actionable insights for commercial or R&D uses Contact lists

# GUARD HAWK BUSINESS MODEL MAXIMIZING PRIVACY AND DATA VALUE

## ACCESS TO VERIFIED AND ETHICAL ZERO- AND FIRST-PARTY DATA

Companies pay a fee based on the volume of their data requirement to use the Guard Hawk infrastructure, requesting and accessing data that has been previously made available by the DataPioneers who own it.

Revenue generated in the Guard Hawk ecosystem is distributed as follows:



- **70%:** Direct rewards to DataPioneers for monetizing their data.
- **20%:** Resources for operations and marketing, ensuring the sustainability of the project.
- **10%:** Transferred to the Community Fund, intended to finance social and technical projects democratically selected by GHGO holders.

Additionally, **50% of Guard Hawk's net profits** will go to the Community Fund, consolidating its social impact.

## GUARD HAWK STAMP

Companies and organizations can access this paid service, which offers analysis and advice on data processing and privacy policies. With the Guard Hawk Seal, these companies not only demonstrate their commitment to advanced privacy practices, but also differentiate themselves in the market, building trust and loyalty among their Users and Clients. In addition, this service makes it easier for them to comply with constantly evolving data protection regulations.

The business model initially focuses on micro and small businesses, allowing them to access innovative solutions that might otherwise be out of reach. This strategy offers a solid and scalable entry point, as the DataPionners network grows, extending the reach of the Guard Hawk Seal to medium and large enterprises. Revenue generated through this service is distributed according to the tokenomics structure detailed below, aligning the growth of the project with the interests of our investors and participants.

This approach not only provides a significant competitive advantage by differentiating Guard Hawk-certified companies, but also ensures the long-term sustainability and scalability of the project, responding to regulatory demands and taking advantage of the opportunities of the global data market.

## LEGAL AND REPRESENTATION SERVICES

Guard Hawk will offer DataPioneers the effective management of their personal data rights through an official representation mandate in order to request clarification from different companies on how they use the data and to evaluate whether any processing that does not have the proper legitimacy is detected. This basic service is included for all Community Members at no additional cost.



## ADDITIONAL OPT-OUT SERVICE FOR COMMUNITY MEMBERS

Through the representation mandate, Guard Hawk is responsible for managing the exercise of the rights of the DataPioneers, requesting, for example, the elimination of digital and analogue traces of data of the User in question, in such a way as to make him disappear from any database, contact lists and the like in relation to one or more organisations.

This is an additional service that Guard Hawk DataPioneers can opt for by paying with their GHUT tokens.

## TRANSACTION FEES

A 3% fee is introduced on all transactions made with the GHUT token (both inside and outside the DCS Guard Hawk (on third-party exchanges for example), by programming that percentage into your smart contract.

- This income will be allocated to the Liquidity Pools and the Operations of the organization.

## COMMITMENT TO SOCIAL RESPONSIBILITY AND COMMUNITY FUNDING

In addition to the 10% of each total value for data requests executed by Companies, already mentioned above, 50% of the organization's profits will be allocated to said Fund, administered through Community Governance for future developments that it deems appropriate.

## SOCIAL IMPACT PROGRAM (Solidarity DataPioneers)

**Solidarity DataPioneers** program, which allows users to voluntarily donate a portion of their GHUT rewards to the Community Fund. As an incentive, contributors will receive additional GHGO tokens, reinforcing active participation in strategic decisions. This program fosters solidarity within the community and strengthens the social impact of the project.



## GO-TO-MARKET STRATEGY

Below we meticulously outline our strategically designed business plan to achieve Guard Hawk's goals. It is comprised of three key pillars: technological innovation, regulatory compliance, and value creation.

## LAUNCH OF THE NAVIGATION API AND ANALYSIS OF TERMS AND CONDITIONS

- **API Development:** Completion of the development of the Navigation API that analyzes the Terms and Conditions of 20,000 popular sites using AI, for analysis and ranking of companies (Beta version available in September 2025). The results will be used to empower Users (DataPioneers), improve privacy practices on the respective websites, and generate value for both consumers and companies.
  - A. **User Empowerment (DataPioneers):** An informative dashboard and alert system will be developed to inform users about the data management practices of the sites they visit, increasing transparency and privacy awareness in an attractive way by generating direct traffic to our DCS.
  - B. **Improving Privacy Practices:** Guard Hawk will produce best practices reports and provide tactical advice to strategically selected companies to optimize their terms and conditions, promoting fairer and more transparent data handling, but developing direct business tactics to attract companies to the ecosystem.
  - C. **Sustainability and Growth:** This key initiative - the initial development of the Navigation API - opens new avenues for sustainable growth, bringing us directly closer to potential client companies.
- **Beta Testing:** Running beta tests with a select group of Users to obtain feedback and ensure smooth operation.
- **Targeted Advertising:** Creating promotional materials based on use cases and testimonials from the beta test. It is crucial to highlight the benefits of the Navigation API - T&C that significantly improves the online experience of DataPioneers by offering



them control and security in the navigation of their data, transforming their participation in the digital ecosystem into a more active, secure and rewarding one.

## AWARENESS AND EDUCATION PROGRAM

Educational campaign aimed at raising awareness of the regulations on personal data protection and control, while also raising awareness of the importance of sharing data in a safe and responsible manner. It also provides information on the possibility of obtaining a fair reward for data processing. This plan is implemented by developing content in small, manageable capsules on digital media. Strategic alliances will be made with institutions whose purpose is to educate the community in this area.

- Participation in seminars, conferences and, in general, mass activities aimed at this purpose, organized by third parties.

## MARKETING CAMPAIGNS TO REACH 3,000 DATAPIONEERS BY AUGUST 2025

- **Content Strategy:** Development of attractive content to highlight the importance of understanding and controlling online terms and conditions. Campaigns targeting specific groups according to digital channels. This distribution will be executed through capsules, videos, graphic and discussion content seeking to go viral organically on Discord, Youtube, Medium, Reddit, Instagram, Facebook, X, among others.
- **Strategic Alliances:** Collaboration with influencers, privacy experts and/or those with potential in our target market, and consumer organizations to increase reach. Also, continue working on signing new collaboration agreements in the development and training of this area, with different higher education institutions.
- **Recruiting and retaining DataPioneers from the community**

**Pre-subscription (1 year):** An attractive package will be offered including 2 GHUT utility tokens, 1 collectible NFT, and 1 GHGO governance token.

**Subscription campaign:** Subsequently, new Members will be given 1 GHUT, and a GHGO governance token.



**Referral Program:** During pre-subscription, 1 GHUT is awarded for each new referred User, and 0.25 GHUT afterwards, stimulating community growth.

**Staking:** GHUT token retention is promoted by offering rewards for staking, encouraging long-term participation in the ecosystem.

## INCORPORATION OF MICRO-ENTERPRISES AND SMALL ENTERPRISES

**Membership Offerings:** Design attractive membership packages that highlight how Guard Hawk can facilitate compliance and data management.

**Differential packages:** This package would be aimed at micro and small businesses or startups that are taking their first steps in regulatory compliance and data management. Initially, we will deliver 100,000 GHUT to companies that enter the pre-subscription stage, which will last 6 months. Subsequently, 10,000 GHUT will be delivered for each company that registers. This incentive is for companies to be able to test the services and the infrastructure for requesting and exchanging information.

**Webinars, Trade Shows, and Workshops:** Organizing educational sessions for businesses on the importance of compliance and how Guard Hawk can help in that process. Participating in industry-specific seminars and trade shows where small businesses participate. These seminars will be held online using Youtube and Discord channels.

**Academia:** Opening to the academic world to carry out studies and case analyses of the model proposed by Guard Hawk to actively incorporate people into the personal data industry. The first strategic collaborator is the Federico Santa María Technical University (Chile) and the aim will be to increase the number of prestigious academic institutions that want to join this initiative, enabling the training of professionals specialized in this discipline, from different areas of knowledge.

**Success Stories:** Share success stories from early Guard Hawk beneficiaries to build trust and attract new businesses.



## EXPANSION OF THE OFFER OF APIS DATA SOURCES

- **Continuous Development:** Continuing to develop new APIs that integrate with platforms such as Google, Meta, LinkedIn, TikTok, among others, to expand data sources and strengthen user data profiles (DataPioneers).
- **Progressive Announcements:** Staggered announcement of new API releases to maintain interest and attention around Guard Hawk.

## GUARD HAWK INDUSTRY T&C- NAVIGATION API DEVELOPMENT STRATEGY: DIRECT CONNECTION WITH OUR COMMUNITY OF MEMBERS

At Guard Hawk, we will conduct detailed market research to identify specific needs within key industries such as finance, retail and healthcare. Our commitment is focused on developing industry-specific Navigation APIs-T&Cs that not only accurately address these requirements, but also integrate directly with our valued Member community, offering a multitude of strategic benefits:

- **Optimizing Efficiency:** We make it easy for businesses to create custom applications and services by connecting solutions directly to the preferences and needs of our subscriber community. This personalization deepens the value and relevance of each interaction, maximizing efficiency and impact.
- **Improving Customer Experience:** Through direct access to relevant, industry-specific data and its interaction with subscribers' preferences, companies can offer highly personalized experiences. This direct connection enriches customer satisfaction and loyalty, aligning the services offered with user expectations.





- **Driving Innovation and Product Development:** Our APIs not only provide access to crucial industry insights, but also enable businesses to tap into trends and direct feedback from our subscriber community. This opens doors to innovation, enabling the development of products and services that truly resonate with market needs and desires.
- **Fostering Collaboration and Strategic Partnerships:** By bridging the gap between businesses and our subscriber community through our APIs, we encourage deeper and more meaningful collaborations. This interaction fosters the development of solutions that not only benefit the industries involved, but also enhance and improve the experience of our subscribers.

Integrating our industry-specific APIs with Guard Hawk's subscriber community reinforces our focus on delivering solutions that are not only technologically advanced, but also deeply connected to the people we serve. This holistic approach ensures that each innovation and enhancement not only advance in technical terms, but also resonates with the needs and preferences of those in our DataConsent System.

It is worth noting that Guard Hawk will not store any user information in this regard.

## MARKETING OF NFT COLLECTIBLES

- **Creative Campaigns:** Developing marketing campaigns that highlight the value and potential of collectible NFTs to subscribers and businesses.
- **NFT Platforms:** Using specialized NFT platforms to promote and sell the collectibles, highlighting their unique value.

## EXPANSION TOWARDS MEDIUM AND LARGE COMPANIES

After the first year of operations and having built a critical mass of subscribers, pages analyzed, and applications connected to the DCS, we will begin a strategy focused on attracting larger business clients, such as medium and large companies.



This phase is based on a solid data collection and a clear demonstration of our value and effectiveness in the market, achieved thanks to the growth and maturity achieved during our first year. The expansion into this segment will allow Guard Hawk to consolidate its position in the market with the DataConsent system, seeking significant market share and strengthening our business model.

# TOKENOMICS

## AND TOKEN RELEASE STRATEGY

At Guard Hawk, we have designed a robust and well-balanced Tokenomics framework to ensure the long-term success of the project, both for investors and the community.

The GHUT token has multiple functions and utilities within the ecosystem, including the payment of commissions, exchange of value and as a means of payment for Member opt-out services. With a total issuance of 20,000,000,000 tokens on the Polygon network, Guard Hawk shows through the following distribution a commitment to balanced token management that supports both the functionality of the DCS and the interests of its investors and participants.

The initial value of the token is €0.1 equivalent in POL (ex-MATIC) on the day of issue.



CATEGORY	PERCENTAGE	GHUT acquisition <sup>2</sup>
DATABREACHES	2.00%	400,000,000
STAKING REWARDS	7.00%	1,400,000,000
BUSINESS INCENTIVES	14.50%	2,900,000,000
USER INCENTIVES	11.50%	2,300,000,000
LIQUIDITY MANAGEMENT	12.50%	2,500,000,000
MARKETING/OPERATIONS	15.50%	3,100,000,000
TREASURY	8.00%	1,600,000,000
FOUNDERS	9.50%	1,900,000,000
INITIAL INVESTMENT	0.50%	100,000,000
ANGEL CAPITAL	0.50%	100,000,000
FIRST INVESTOR	6.00%	1,200,000,000



SECOND INVESTOR	5.00%	1,000,000,000
SECURITY FUND	2.00%	400,000,000
Community Fund	2.00%	400,000,000

<sup>2</sup>The number of tokens allocated in tokenomics by Guard Hawk may be less than the actual issuance carried out.

## KEY POINTS OF THE TOKENOMICS MODEL

- **Clear and Effective Incentives:** Investor and user incentives are carefully balanced to ensure both capital attraction and product adoption. Significant allocation to Marketing & Operations (15.5%) and Liquidity Management (12.5%) reinforces the commitment to project adoption and stability.
- **Sustainability and Security:** The inclusion of the Security Fund (2%) and the Community Fund (2%) provides an additional layer of protection and ensures that the community has the necessary resources for its development and sustainability.
- **Attractive ROI:** The incentive structure, especially for early investors (6%) and Launchpad investors (5%), is extremely attractive and facilitates a significant initial investment.
- **Financing Rounds:** Financing is planned through private investment rounds and a percentage for Launchpad, with their respective vesting periods, demonstrating a structure designed to attract and retain investors while supporting the growth and stability of the token.

## TOKEN LOCKING AND RELEASE MECHANISM

To ensure long-term alignment of the interests of all project participants, we have implemented the following token locking and release mechanisms:



<sup>2</sup>The number of tokens allocated to tokenomics by Guard Hawk may be less than the actual issuance that takes place.

- **Founders:** Tokens allocated to founders will be locked for the first 2 years. They will then be released on a monthly basis over a period of 3 years. This mechanism ensures that founders are committed to the long-term success of the project.
- **Initial Investment:** Tokens allocated under this category will follow the same process as the founders, with an initial 2-year lockup, followed by a monthly release for 3 years.
- **Angel Capital, Early Investor and Second Investor:** Tokens allocated to these categories will be subject to a 1-year lock-up period. Afterwards, Angel Capital tokens will be released 10% in the first month and the remaining 90% proportionally each month for an additional 18-month period, while First and Second Investment Round tokens will be released proportionally over a 24-month period. This strategy is designed to encourage a long-term commitment from early investors to the growth of the project and minimize selling pressure in the market.

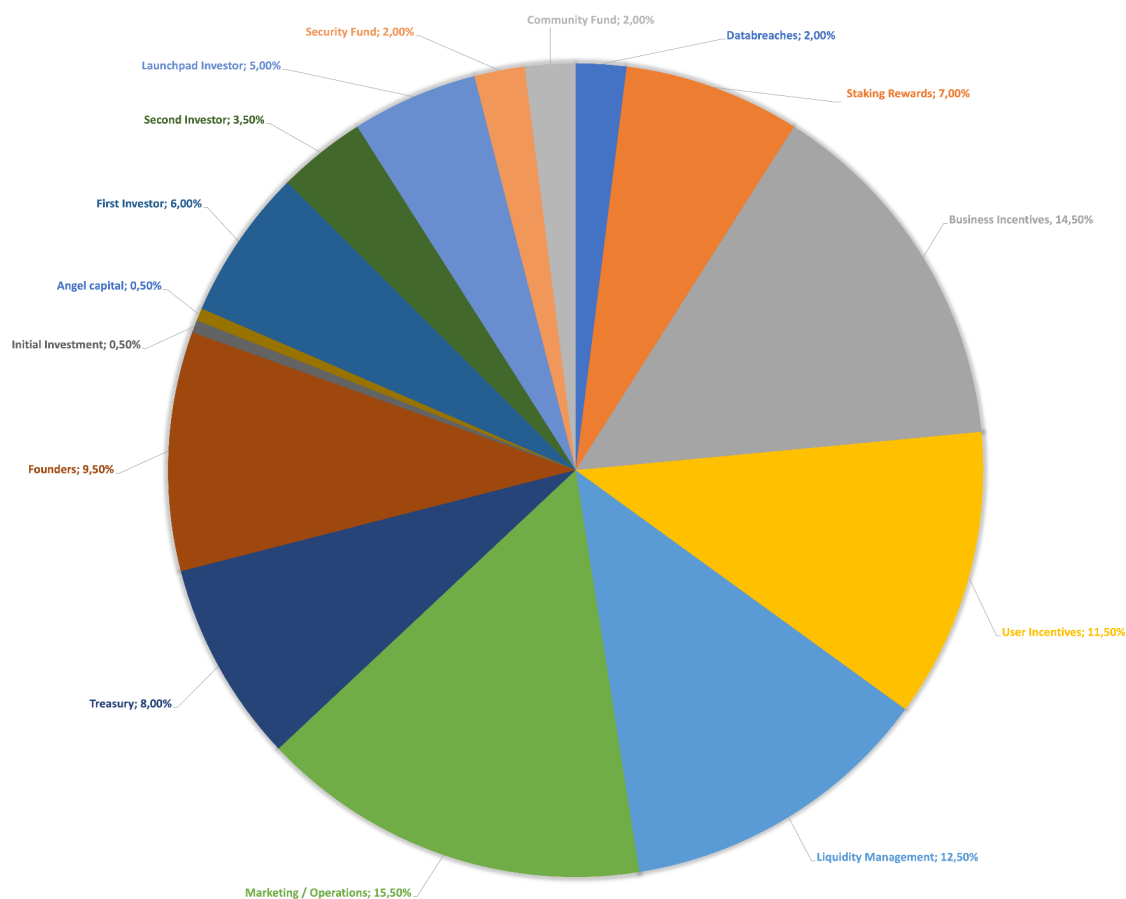
## EXTERNAL GOVERNANCE WITH GHGO

Guard Hawk will implement a Social DAO to manage the Community Fund resources. GHGO holders will be able to propose and vote on social and technical initiatives, ensuring decentralized and participatory governance. This model promotes transparency and reinforces ethical commitment to the community.

Guard Hawk's governance is exercised through an external governance token, GHGO, which grants its holders the option to participate in the decision of the management of the resources derived from the transactions and 50% of the net profits after company taxes. This governance model ensures that critical decisions are made in a decentralized manner and that the community has an active participation in both the ongoing development of the project and the decision to grant financing to initiatives with a clear social orientation.



# DETAILED DESCRIPTION, DISTRIBUTION OF TOKENOMICS



**Databreaches (2.00%):** Funds dedicated to mitigating security breaches by implementing additional measures.

**Staking Rewards (7.00%):** Incentives for users who lock their tokens in the network, helping to secure the blockchain and reduce volatility.

**Business Incentives (14.50%):** Provides rewards for strategic partnerships and enterprise adoption, accelerating the integration of the Guard Hawk ecosystem across multiple industries.

**User Incentives (11.50%):** Encourages active participation by rewarding activities such as data validation, referrals, and frequent use of the platform.



**Liquidity Management (12.50%):** Ensures stability in exchanges, providing liquidity and reducing token volatility.

**Marketing / Operations (15.50%):** Funds allocated to expand Guard Hawk's visibility, attract new users, and fund continued development of the platform.

**Treasury (8.00%):** Reserve fund to cover unforeseen expenses, finance new initiatives and sustain the project during periods of low liquidity.

**Founders (9.50%):** Reward founders for their vision and effort, with a gradual release mechanism to ensure their long-term commitment.

**Initial Investment (0.50%):** Reserved for early investors, with an initial lock-up and gradual release, aligning their participation with the sustained success of the project.

**Angel Capital (0.50%):** Funds for angel investors, with a gradual lock-up and release to ensure their long-term commitment.

**First Investor (6.00%):** Incentives for early investors, with a lock-up and release mechanism that ensures their continued support.

**Second Investor (3.50%):** Funds for investors who arrive at later stages, with a mechanism similar to that of the first investors.

**Launchpad Investor (5.00%):** Funds allocated to investors who participate through launchpads , promoting the initial distribution of the token.

**Security Fund (2.00%):** Provides a reserve for emergency situations, contributing to the long-term resilience of the project.

**Community Fund (2.00%):** Managed by external governance, financing community initiatives and ensuring a decentralized and transparent approach in the management of these funds.

## FLEXIBILITY AND TOKEN REALLOCATION

In the event that the GHUT utility tokens allocated to a specific item are not used as planned within a period greater than 12 months, Guard Hawk governance has the ability to reallocate these tokens. However, this reallocation is done under the restriction that 50% of the reallocated tokens must be allocated to the project Treasury. This policy ensures that any necessary adjustments to the initial distribution are done prudently, strengthening the project's financial position and providing a cushion for future needs or unforeseen events.



Tokenomics structure, combined with a robust token release plan and transparent, decentralized governance, positions Guard Hawk as an exceptionally attractive investment opportunity. With a strategic focus on sustainability, security and growth, we are poised to achieve long-term success and generate significant value for all of our participants.

## INVESTMENT ROUNDS

Guard Hawk presents an investment model structured in three key stages, designed to maximize investor confidence, mitigate risks and ensure the long-term success of the project.

### CAPITALS ANGELS

**TOTAL AMOUNT: 600,000 - 650,000 EUROS**

**MINIMUM INVESTMENT: 100 EUROS**

**MAXIMUM INVESTMENT: 50,000 EUROS**

**THE PERIOD: OCTOBER 1, 2024 TO APRIL 1, 2025.**

#### **AIM:**

This initial round is designed to raise capital from angel investors, allowing participation from both small investors and those with larger capital. The tokens allocated to this round will be locked for 1 year. Afterwards, Angel Capital tokens will be released 10% in the first month and the remaining 90%, proportionally each month for an additional period of 18 months. This approach ensures that investors are committed to the growth of the project from its inception. If the goal of raising capital is not met, 100% of the money in POL is returned to the investors. On return, the investor takes charge of the value of the return transaction.

#### **Advantages of this round:**

- **ACCESSIBILITY:** With a minimum of 100 euros, this round allows a wide range of investors to participate, democratizing access to the project.





- **INVESTOR DIVERSIFICATION:** By setting a maximum of €50,000 per wallet, a more equitable distribution of tokens is ensured, avoiding concentration in the hands of a few large investors.
- **RISK MITIGATION:** The low barrier to entry allows investors to try out the project with relatively low risk, which can incentivize further participation.

## FIRST ROUND: INITIAL INVESTORS

**TOTAL AMOUNT: 12,000,000 EUROS**

**MINIMUM INVESTMENT: 1,000 EUROS**

**THE PERIOD: APRIL 1, 2025 TO NOVEMBER 2025.**

### **AIM:**

This second round aims to raise significant capital to fund critical expansions in marketing, operations and liquidity management. Of the €12 million, €5 million will be allocated directly to token liquidity, ensuring market stability and fostering confidence among investors. Tokens purchased in this round will be locked for 1 year, with monthly releases over the following 24 months.

### **Advantages of this round:**

- **HIGHER FINANCIAL COMMITMENT:** With a minimum of 1,000 euros, this round is aimed at investors with a greater financial capacity, ensuring a solid capital base for the project.
- **PROJECT VALIDATION:** Successful first round results provide validation that builds confidence, attracting investors looking for projects with a proven track record.
- **SCALABILITY:** This round allows to secure substantial funds that are crucial to take the project to the next level of development and growth.
- **MARKET SECURITY AND STABILITY:** By allocating €5 million to liquidity, greater stability of the token in the market is guaranteed, reducing volatility and facilitating the entry and exit of investors. This creates a safer and more



attractive environment for all participants, protecting their investment and ensuring that the token maintains its value in the long term.

## SECOND ROUND:

**TOTAL AMOUNT: 12,000,000 EUROS**

**MINIMUM INVESTMENT: 1,000 EUROS**

**THE PERIOD: JUNE 2027 TO FEBRUARY 2028.**

### **AIM:**

The third round is designed to consolidate Guard Hawk's position in the market and accelerate mass adoption of GHUT tokens. Of the €12 million raised €6 million will go directly to token liquidity, strengthening market stability and facilitating more efficient transactions. The terms of locking and releasing the tokens will follow the same scheme as in the previous rounds, ensuring the long-term alignment of the interests of all participants.

### **Advantages of this round:**

- **CONFIDENCE IN THE PROJECT:** This round builds on the success of the previous two, attracting investors looking for opportunities in already established and validated projects.
- **GROWTH OPPORTUNITY:** The funds raised in this round will be used to boost the final expansion of the project, increasing its presence and relevance in the market.
- **MARKET SECURITY AND STABILITY:** With €6 million allocated to liquidity, the stability of the GHUT token in the market is reinforced, minimizing volatility and ensuring that transactions are smoother and more reliable. This not only protects the investment of participants, but also ensures a healthy market environment for the continued growth of the project.



## GENERAL ADVANTAGES OF THE INVESTMENT MODEL

**Risk Mitigation:** The three-round investment structure helps reduce the risk perceived by investors. Each successive round builds on the success of the previous one, generating confidence and ensuring a smooth capital raising process.

**Accessibility and Flexibility:** With affordable investment minimums in each round, the model allows for the participation of a wide range of investors, from small to large, ensuring a diversified and solid base of support.

**Reduced Dilution:** By concentrating capital raising into three well-defined rounds and setting maximum limits per investor, token value dilution is minimized, which is attractive to early investors looking for higher long-term returns.

**Progressive Project Validation:** Each round of investment allows for the validation of different aspects of the project, from the concept and team in the first round, to scalability and execution in subsequent rounds, ensuring a solid and well-founded financing process.

**Fostering Stability and Peace of Mind for Investors:** In both the second and third rounds, over 50% of the funds raised will be allocated to token liquidity. This strategy ensures a stable and robust market, reducing volatility and providing peace of mind to investors. The high allocation to liquidity reinforces confidence in the project, ensuring that transactions on the GHUT token market are smooth and secure, which is critical to the long-term sustainability and success of the project.

## LAUNCHPAD INVESTORS (5% OF TOTAL INVESTMENT)

In addition to the three main funding rounds, Guard Hawk allocates 5% of the tokens to investors who participate through launchpads. This group of investors is crucial for the initial distribution of the token and its adoption in the markets. The terms of locking and releasing these tokens will be defined according to the specific policies of each launchpad, but are designed to ensure sustainable growth and equitable distribution.



# GOVERNANCE

## FUNDAMENTAL PRINCIPLES

Guard Hawk plans its development and administrative evolution through a progressive Decentralized Governance, which will be made effective through individual and non-transferable Voting Tokens (ERC20) by registered DataPioneers: GHGO. Each Community Member will be the owner of an exclusive and non-transferable GHGO governance token, in such a way as not to concentrate decision-making in relation to the Members' capital.

- **Protection of Rights:** We guarantee the protection of the rights of token holders, ensuring that their interests are considered in all decisions.
- **Transparency and Accountability:** We foster an environment where all decisions and processes are accessible and understandable to token holders, maintaining transparency and accountability.

## PARTICIPATION MECHANISMS

- **GHGO Governance Token Holders Vote:** Every GHGO holder has the right to participate in decisions, ensuring active and democratic participation.
- **Transparency in the Decision Process:** Proposals and votes are accessible on Guard Hawk's public blockchain ledger, ensuring a transparent and verifiable process.
- **Individual Responsibility:** Responsible action is expected from each GHGO holder.

## VOTING LEVELS

- **Non-Transcendental Decisions:** These are made with a quorum of 51%, for minor or low-impact changes.



- **Transcendental Decisions:** Require a quorum of 66%, for decisions that significantly impact the strategy, operations, or assets of the project.

## THE COMMITTEE OF EXPERTS

- **Validation of Proposals:** Before being submitted to a vote, proposals must be validated by the Committee of Experts, ensuring that they are consistent with the project objectives.
- **Composition and Selection:** Initially composed of founders or delegates. After one year of service, an impartial third party will be elected to occupy 70% of the committee, based on criteria of knowledge and independence.
- **Roles and Remuneration:** The Committee of Experts, especially the impartial third party, may receive remuneration if agreed, ensuring expertise and impartiality in the analysis and validation of proposals.

## TRANSPARENCY AND AUDIT OF FUNDS

The administration of the Community Fund's resources is supported by a blockchain-based public audit system. Smart contracts ensure the traceability of each transaction and financial reports are published regularly, guaranteeing transparent and accountable governance.

# ROADMAP

## OCTOBER 2024 - APRIL 2025

Capital Raising: Objective to raise between €600,000 and €650,000 equivalent in POL. If the minimum required is not reached, the capital will be returned to the investors, deducting the transaction costs. Pre-registration campaign for members to the community (Data Pioneers): Begin the recruitment of members for the community, parallel to the capital raising, reaching 2000 Datapioneers in this period.



### APRIL 2025 - NOVEMBER 2025

Guard Hawk will establish strategic partnerships with NGOs and local governments to identify vulnerable communities and ensure effective distribution of Community Fund resources. These partnerships will also contribute to blockchain education and decentralized governance, strengthening the social impact of the project.

1st round capital raising: Goal to raise between €12M to €12.5M. Marketing Campaigns and Community Expansion: Execution of targeted marketing campaigns to reach between 3,000 to 5,000 Data Pioneers and implementation of a referral program.

### APRIL 2025 - OCTOBER 2025

- Development of Product Version 1.0: Period dedicated to the development of:
- Smart contract design dNFT
- Dynamic metadata management
- Metadata Access Control
- Access to decentralized storage profile
- Validation of filter compliance with ZKP (Zero Knowledge protocol Proof)
- Smart contract design for corporate campaigns
- Campaign and filter registration
- Validation of filter compliance with ZKP (Zero Knowledge protocol Proof)
- Access to report in decentralized storage
- Decentralized Database Integration + Oracle
- Deployment + testing on TestNet Smart Contracts Polygon
- API Development + Browser Plugin
- Mobile Application Development
- Development of web application for investors (account status, transactions, etc.)



- Pioneers web application development (Account status, information management, data sharing, etc.)
- Web application development for companies (Account status, campaign status, report review, generate campaigns, etc.)
- Test version deployment:
  - Loading on testnet Smart Contracts Polygon
  - Enabling beta integrations (Oracle, Decentralized Database, etc.)
  - Beta APIs Release
  - Mobile app beta channel release
  - Deployment of web application testing on-site
  - General tests
- Final deployment and fine-tuning:
  - Loading on mainnet Smart Contracts Polygon
  - Enabling integrations in production (Oracle, Decentralized Database, etc.)
  - Publishing Production APIs
  - Mobile App Release
  - Deploying web applications in production

## JUNE 2025

Creation of Legal and Representation Services: Development of legal services for data protection and representation of members if necessary. Launch of the Terms and Conditions (T&C) Navigation and Analysis API: Start of beta testing of the API with selected users.

Governance Tokens and NFTs Distribution: Delivery of GHGO governance tokens and collectible NFTs to angel investors and pre-registered members of the GH community.

Governance and Expert Committee Implementation: Establishment of the governance system and operation of the expert committee. First GHUT Token Issuance: Distribution of tokens to



pre-registered members of the investor community. The block plan and schedule are detailed in this white paper.

### NOVEMBER 2025 - MARCH 2026

Application Integration: Development of other Data Source APIs according to prioritization such as Google, Instagram, Facebook, X, LinkedIn, TikTok, and Amazon to the platform.

First community vote to fund social and technical projects. Implementation of pilot projects in local communities in collaboration with NGOs and local governments. Evaluation of the social impact generated, with a view to international expansion in the following quarter.

### APRIL 2026

Evaluation and Optimization: Gathering feedback from beta tests to optimize navigation and analytics APIs, and evaluating marketing campaigns.

### JUNE 2026

Year Review and Future Planning: Evaluate annual progress, including API adoption and community growth, to set goals for 2026-2027.

### JUNE 2027 TO FEBRUARY 2028

2nd Round Capital Raising: Goal to raise between €12M and €12.5M. Marketing Campaigns and Community Expansion: Execution of targeted marketing campaigns to reach 1 million DataPioneers.





# FOUNDERS & TEAM

The team behind Guard Hawk is distinguished by its leadership and cutting-edge vision, with technological innovations and significant contributions to world-renowned projects. Among their most notable achievements is the development of the revolutionary CERTUS project, which introduced a system of drug dispensers interconnected with national prescription repositories, transforming the way people access their medications and eliminating obstacles in the process. They have also been key players in Tecmédica's "technology and poverty" project, through the AVIS software, recognized in the United States, Chile and as a finalist in the Swedish Challenger, marking a milestone in the application of technology to address social challenges.

This talent pool not only demonstrates a unique ability to drive innovation and generate positive social impact on a large scale, but also reflects a deep commitment to technological advancement in the service of society. Collaboration with prestigious institutions such as the Federico Santa María Technical University ( <https://usm.cl/> ) provides a solid foundation for continued success in carrying out transformative projects that aim to improve the quality of life of communities globally.

**GERMÁN MUÑOZ MENESES, FOUNDER (CEO):** A technology pioneer and innovation leader, Germán has led multiple successful global projects. His strategic vision and leadership are critical to Guard Hawk's development and success. [View profile on LinkedIn](#) .

**KARINA MUÑOZ LÓPEZ DE MATURANA, FOUNDER (COO):** A project management expert with a strong track record in launching and scaling technology initiatives in international markets, Karina brings a unique combination of management skills and an innovative perspective to Guard Hawk. [View profile on LinkedIn](#) .

**HUGO BUGUEÑO PINO, FOUNDER (CCO):** Hugo is an emerging technology strategist with a notable track record in managing social impact projects for a significant part of his professional career, and has also been instrumental in developing advanced technological solutions, addressing significant challenges within modern society. [View profile on LinkedIn](#) .



**JOSEFA MORALES YURICEVIC, CONSULTANT:** Attorney and Founding Partner of Morales & Sánchez Limited, specializing in personal data protection law, Josefa brings to Guard Hawk expert knowledge of the legislation surrounding technology and data privacy. Josefa is committed to initiatives that promote community well-being, focusing on the responsible implementation of technological advances and ethics in data management. She has been a leader in ensuring that respect for privacy and social advancement guide the development of new technological solutions. [View profile on LinkedIn](#).

**GABRIELA RIVEROS ORIOL, OPERATIONS MANAGER:** Commercial Engineer and Master in Business Management (UAI) with more than 15 years of experience in various industries, such as mining, commerce and breeding of fine bloodstock, in Chile and Latin America. Gabriela specializes in management control, planning and budgeting, standing out for her ability to offer key information for strategic decision making and the correction of deviations. She is a leader in the implementation of computer systems and process optimization, with a focus on the formation of multidisciplinary teams that achieve organizational objectives. Her passion for efficiency and the development of practical solutions makes her a fundamental pillar in the growth of Guard Hawk. [See profile on LinkedIn](#)

This professional team based on their experience ensures that Guard Hawk effectively implements innovative technological development, committed to projects that are not only complex and challenging, but also socially responsible.

## AUDITORS

At Guard Hawk, transparency and security are fundamental pillars of our philosophy. To ensure confidence in our project and in the first round of financing, all of our smart contracts are subject to rigorous audits performed by the English firm Audit Ace ( <https://auditace.tech/> ).

This process guarantees our early investors that we are committed to fully returning their investment\* if we do not reach our initial target of €600,000 to €650,000 equivalent in POL.

Once funding is secured, Guard Hawk's development and operations will be continuously audited by this provider or a similar provider of international standards. This step is crucial to provide peace of mind and demonstrate our commitment to transparency and accurate execution of our roadmap.



Finally, we will conduct semi-annual audits to reaffirm our commitment to transparency and to assure our Data Pioneers that 50% of the company's annual profits will be distributed to the community. This community will have the power to decide the destination of these funds through a governance system, reinforcing our culture of professionalism and transparency.

With these mechanisms, Guard Hawk is setting a new standard for security, accountability, and community engagement in the field of blockchain technology and personal data management.

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\* Transaction costs on the Polygon network are the responsibility of the investor for repayment.

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# STATEMENTS, RESPONSIBILITIES AND RISKS

## SECURITY AND COMPLIANCE

At Guard Hawk, the security of digital assets and the privacy of our users are of utmost importance. That's why we implement advanced security measures backed by the most rigorous global standards.

## AWS HOSTING

Our APIs and Web Applications are hosted on AWS (Amazon Web Services ), which allows us to offer a first-rate level of security. We comply with the most important global standards, such as:

- ISO 9001
- ISO 20000



- ISO 22301
- ISO 27001
- ISO 27017
- ISO 27701
- ISO 27718

You can learn more about our compliance standards at [AWS Compliance Programs](#) .

## OPERATIONAL DATABASE IN NEON TECH

Our operational database is hosted on Neon Tech, a platform that meets AWS's rigorous security standards. Additionally, they also comply with SOC 1 and SOC 2 standards.

For more details, visit [Neon Tech Security Overview](#) .

## DATA PROTECTION

DataPioneers' profiles are treated with the utmost security. The information is encrypted and stored in a decentralized blockchain-based file system. This ensures that only those authorized by the Data Pioneer can access the data.

At Guard Hawk, we are committed to maintaining the highest standards of security and compliance to ensure the peace of mind and confidence of our DataPioneers.

## LEGAL AND REGULATORY ASPECTS

Guard Hawk is developing a plan to comply with local and international laws related to cryptography and other regulatory requirements.



Under no circumstances should the information contained herein be construed as legal, business, financial or any other form of advice. Decisions made by investors are at their own risk.

## GHUT TOKEN RISKS

While holding Guard Hawk GHUT tokens only allows users to access a service, these tokens are part of a market that, as such, may experience negative or positive variations in value.

The risks that exist in the digital world and new technologies must be considered, and Guard Hawk is not exempt from such risks, especially security breaches and theft, further highlighting the need for caution and awareness on the part of users.

## TAX OBLIGATIONS

Guard Hawk GHTU token holders are solely responsible for their tax obligations according to their country of residence and must therefore seek the necessary advice to comply with them.

Guard Hawk will in no case be responsible and/or assume any type of tax obligation regarding taxes that apply to transactions or operations carried out through the platform or servers.

## LIMITATION OF LIABILITY

The owners or contributors of this *Whitepaper* and the platform assume no responsibility for any loss of data, loss of profits, loss of use or any other damage, confiscation or violation related to the information provided within this *Whitepaper* or on the platform.

The Guard Hawk business model and the information contained herein may be subject to change, if and when required by new regulatory and compliance mandates of any jurisdiction. Those who acquire our Utility Tokens acknowledge that neither the platform used nor its subsidiaries and affiliates can be held responsible for any losses or damages resulting from such modifications.



## DECLARATION OF LIABILITY

This *Whitepaper* is for informational purposes only. Guard Hawk does not guarantee the success of the project under any circumstances. The above is without prejudice to the fact that the work team will do everything possible to develop and execute the project in the manner described in this *Whitepaper*. It is important to remember that there is always the possibility that we may face situations of force majeure or contingency that force us to make modifications or terminate the project. The investment involves inherent risks, including the possibility that Guard Hawk may not be able to comply with the established roadmap. Before acquiring a Guard Hawk Token, it is recommended that you evaluate the risks, expenses and advantages associated with such acquisition and, if you consider it appropriate, seek advice from a third-party expert in this matter. Anyone who has not been informed of the risks and compliance of this project should not invest in Guard Hawk. The acquisition of a Token is not refundable.

## GLOSSARY OF TERMS

### 1. **DAO (Decentralized Autonomous Organization):**

Decentralized Autonomous Organization that operates through smart contracts on a blockchain. It allows for participatory and transparent governance, where decisions are made by members through voting.

### 2. **DataPioneers:**

Users who participate in the Guard Hawk ecosystem by sharing their personal data in an ethical and verified manner, receive rewards in the form of GHUT tokens.

### 3. **Community Fund:**

Financial resource managed by Guard Hawk's community governance, intended to finance social and technical projects that benefit the ecosystem and vulnerable communities.

### 4. **GHGO (Governance Token):**

Governance token that grants its holders the right to participate in strategic decisions, such as the allocation of funds and the selection of social and technical projects. It has no direct monetary value.



**5. GHUT (Utility Token):**

Utility token used within the Guard Hawk ecosystem for transactions, rewards, and access to services. It represents the economic value generated on the platform.

**6. Smart Contracts:**

Self-executing programs that operate on a blockchain and automate specific tasks according to predefined rules, ensuring transparency and efficiency.

**7. Blockchain:**

Distributed ledger technology that stores data in interconnected blocks, guaranteeing security, transparency and immutability of information.

**8. Decentralized Governance:**

Decision-making system where authority is distributed among community members rather than a central entity. In Guard Hawk, it is implemented through the Social DAO and GHGO tokens.

**9. Technical Projects:**

Initiatives that seek to improve Guard Hawk's technological infrastructure, such as the development of new functionalities, security updates or integrations.

**10. Social Projects:**

Projects focused on benefiting vulnerable communities, aligned with the UN Sustainable Development Goals (SDGs), such as education, health or economic empowerment.

**11. Sustainable Development Goals (SDG):**

Set of global objectives established by the UN to address challenges such as poverty, inequality, climate change and peace, towards sustainable development.

**12. Inclusive Governance:**

Participation model where all relevant actors, including DataPioneers, investors and strategic partners, have a say in ecosystem decisions.

**13. Data Access Fees:**

Revenue generated when companies pay to access personal data shared by DataPioneers, subject to ethical and verified authorization.

**14. DataConsent System:**

Guard Hawk's technology infrastructure that ensures control, privacy and fair monetization of users' personal data.

**15. Fund Audit:**

Process of reviewing and monitoring financial resources managed in the ecosystem, ensuring transparency through blockchain-based tools.

