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<https://www.btcc.com/en-US/academy/crypto-basics/gifto-gft-explained-the-decentralized-gifting-ecosystem>

### Gifto (GFT) Explained: The Decentralized Gifting Ecosystem



Gifto (GFT) offers the promise of building a [cryptocurrency](#) ecosystem tailored for the decentralized gift segment in online entertainment and streaming.

Its unique approach aims to revolutionize virtual gifting, leveraging blockchain technology for transparency and security in the digital gift economy.

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## What is Gifto (GFT)?

Gifto, a blockchain-based initiative, revolutionizes the cryptocurrency space by introducing a decentralized gifting platform.

At its core, Gifto utilizes GFT tokens to facilitate gifting transactions across streaming platforms, online entertainment venues, and charity organizations.

Asia Innovation Group (AIG), a forward-thinking technology company, spearheaded the project in 2017 under the visionary leadership of CEO Andy Tian. Gifto's decentralized protocol empowers users to effortlessly exchange and send virtual gifts to content creators on renowned online platforms like Facebook, Instagram, Youtube, and Uplive.

Moreover, Gifto extends its impact beyond the digital realm by allocating a portion of its revenues to support charitable causes through Binance Charity. This holistic approach not only enhances user engagement and appreciation for content creators but also contributes to societal well-being, marking Gifto as a transformative force in the realm of blockchain technology and digital gifting.

## Features of Gifto

Gifto offers a decentralized gifting platform that revolutionizes virtual gift-giving across social media. By utilizing a decentralized Gifting protocol, Gifto enables virtual gifts to freely exist on various social networking platforms, significantly reducing content creators' reliance on specific social media sites.

This innovative approach not only guarantees creators a steady revenue stream but also frees them from the control of any single platform. Furthermore, Gifto employs the GFT token for payment, gift transactions, and other associated activities, adding convenience and versatility to the gifting process.

Beyond its core gifting functionality, the platform also provides a range of online entertainment products and services, enhancing user engagement through diverse interactive experiences. Notably, Gifto demonstrates its commitment to social responsibility by pledging to donate a portion of its revenue through Binance Charity, supporting noble causes within the community.

Gifto, a forward-thinking project, focuses on brand enhancement and expansion by introducing innovative products like GFT tokens on the BNB Chain. This not only elevates user experience but also accelerates project advancement.

Moreover, Gifto has secured backing from prominent exchanges including Binance, OKX, Bitget, and Gate, which facilitate the seamless 1:1 conversion of GTO to GFT tokens, greatly simplifying user interaction and platform utilization.

## Uses of GFT token

Building an Eco-gifting system with GFT tokens is revolutionizing the way we interact and support

creators online. On the Gifto platform, GFT tokens are the primary currency for giving virtual gifts, enabling users to show appreciation to artists, streamers, and content creators during live events. But that's not all; staking GFT tokens in your wallet can earn you rewards or profits, providing an additional incentive to hold and use them.

What's more, every time a GFT token is used, a portion of the income goes to charitable causes. This means that by simply interacting with your favorite creators, you're also contributing to efforts that support the community. It's a win-win situation that benefits everyone involved.

The integration of GFT tokens into the Gifto ecosystem is seamless, with the tokens playing a pivotal role in various products and services. This promotes usage and interaction with Gifto Wallet and Gifto Live, further enhancing the user experience.

And if you're looking to invest in cryptocurrency, GFT tokens offer an exciting opportunity. You can buy, sell, and trade GFT tokens on popular exchanges, allowing you to participate in the dynamic world of cryptocurrency investment activities.

In summary, GFT tokens are not just a way to give gifts on the Gifto platform; they are a powerful tool for earning rewards, supporting charitable causes, and investing in the future of digital currency. With so many benefits, it's clear why GFT tokens are becoming increasingly popular among users and investors alike.

## **From \$GTO to \$GFT**

Gifto, a platform established by Asia Innovation Group (AIG) in 2017 under the direction of CEO Andy Tian, underwent a significant rebrand on February 8th.

This transformation included converting the previous Ethereum-based GTO token to the new GFT token on the BNB Chain at a 1:1 ratio, alongside the introduction of innovative products. The GFT token plays a pivotal role in Gifto's staking and charity initiatives, with approximately 0.5% of the token's annual inflation being donated to Binance Charity. Following the strategic decision to revitalize the brand and pursue re-listing on exchanges, the GFT token has experienced a remarkable surge in value.

In just seven days after the announcement, the price skyrocketed by approximately 390% and is currently showing a steady hourly increase of about 4.8%. This upward trajectory underscores Gifto's commitment to innovation and its potential to disrupt the digital asset landscape.

## **Tokenomic of GFT token**

The Gifto token, symbolized as GFT and based on the ERC-20 standard, operates on the BNB Chain. With a total, maximum, and circulating supply of 1 billion GFT, its tokenomics promise stability and scalability for users. The contract address is 0x72ff5742319ef07061836f5c924ac6d72c919080.

## **Token allocation of Gifto**

Allocate tokens with our ICO: 30% sold during the token sale, 25% reserved for Companygift Limited, 15% for our advisory team, investors, and contributors, and 30% dedicated to ecosystem development. Invest now and be part of our vibrant community!

## **Where can you buy GFT tokens?**

Investors can purchase GFT tokens on exchanges like BingX, Gate.io, Binance, Bitunix, OKX, and BitMart. Gifto's current price stands at approximately \$0.03, with a peak of \$2 recorded on CoinMarketCap. Seize the opportunity to invest in Gifto and potentially reap significant returns as the market for cryptocurrencies continues to expand.