
A Decentralized Network For Real-Time Lead Sharing

Monetize Your Data

www.leadcoin.network

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Background

Businesses today find new potential customers through a combination of classic, offline methods and newer, digital marketing strategies. One of the most common digital marketing practices today is the use of pay-per-click (PPC) ads on Google (Adwords and Adsense) and Facebook. This method allows businesses to drive traffic, or new visitors to their website in an effort to generate more business from new customers. These PPC ads represent the first step of a classic digital marketing funnel.

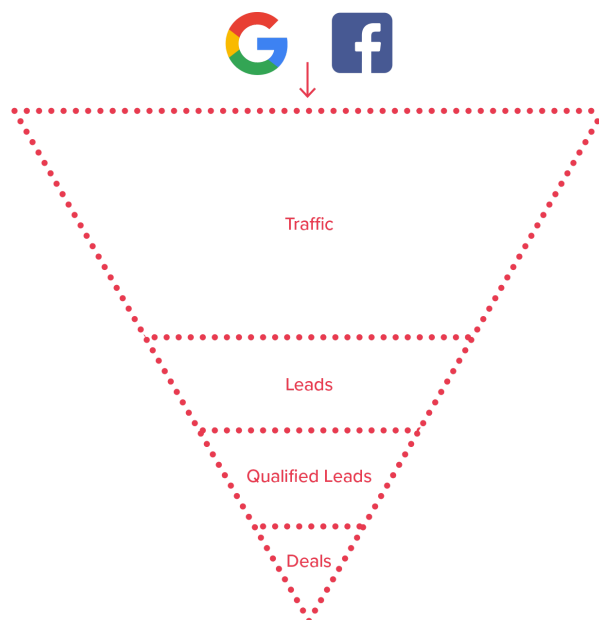


Figure 1 - The classic web marketing funnel.

Classic Web Marketing Funnel:

Traffic - Users who click on advertisements will be sent to either a landing page or a company website where they can register.

Leads - Visitors who register then become new potential customers or leads. Once visitors become leads they move down the funnel, moving one step closer to becoming a paying customer.

Qualified Leads - Businesses will then typically reach out to these leads, first verifying the lead's name, contact details (phone & email) actual interest, intent and required budget.

Deals - New paying customers.

Some businesses prefer to skip the step of converting traffic to leads and simply purchase lists of cold (old) leads that have not expressed a need in real time. This means that a salesperson needs to reach out those leads and check if they have an interest.

The Opportunity

Google and Facebook currently dominate PPC advertising. According the Statistics Portal, Google generated over \$79 billion in advertising revenue and Facebook generated over \$26 billion in 2016. With an average of 17% yearly growth for Google and 54% yearly growth for Facebook the total ad revenues for both companies will surely top \$100 billion in 2017. While businesses invest large sums of money to acquire new customers, a large majority of them remain unsatisfied with their resulting leads. This dissatisfaction opens the door for businesses to work with a new method of buying real-time leads.

The Problem

Leads are the fuel of every business; however, nearly every business suffers from the same problem which is a lack of affordable and qualified leads. According to Hubspot, the average conversion rate for Google Adwords across all industries is 2.7%. These low conversion rates yield very low satisfaction, as only 22% of businesses are currently satisfied with their conversion rates. Lead lists offer an even lower conversion rate, as leads from such lists are completely cold, having shown no interest.

This means that over 95% of the money that businesses spend on acquiring new leads is wasted.

The process of converting website visitors to paying customers is inefficient and time consuming. Campaigns take a lot of time to build and test. Once traffic and leads start coming in, businesses need to verify and qualify all of their leads. This results in a very long return on investment (ROI) for businesses using PPC campaigns. Businesses are then left with a large bank of leads that are verified and qualified, yet they did not turn into paying customers.

The Solution

LeadCoin solves this problem, by providing a decentralized network where these businesses can buy and sell qualified leads. Businesses will sell their unused leads to other businesses and will get value in the form of LeadCoin tokens (LDC). Businesses will also have a higher conversion rate as they will buy leads directly from other businesses in their industry as opposed to buying visitors with no qualification at all. These businesses will be selling high quality leads in real-time, meaning a seller will release a mismatched lead with an immediate need to the buyer. This process will be more efficient, as businesses will not have to deal with marketing campaigns or funnels, saving them time. All of this results in a shorter ROI for businesses who are looking for more qualified leads.

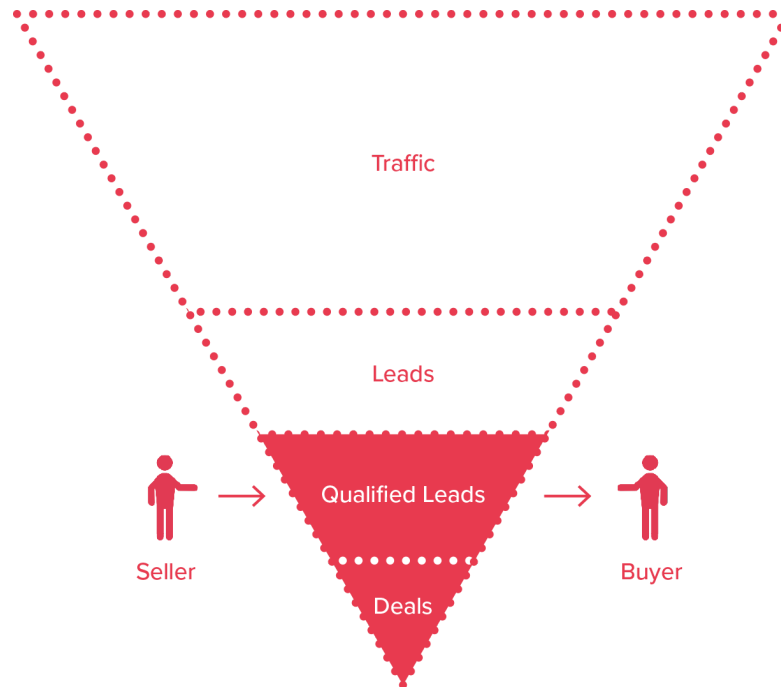


Figure 2 - Shows the transaction between a buyer and seller in the LeadCoin network.

Trust & Transparency

Businesses can buy qualified leads from others in their industry (even from their competitors) via the Blockchain and Smart Contracts which will provide trust and transparency. Businesses will sell leads in real time to each other since they own unused leads that represent true value. Businesses can sell leads and receive tokens with which they could buy new leads and bring new customers to their business.

All transactions will be recorded, showing all the required data such as:

- A seller's entire history of transactions
- A seller's ranking based on factors such as the buyer's satisfaction

- Details about a lead's history will also be available, giving each lead a score depending on a number of factors such as how long the lead has been in the network.

The trust is based on businesses knowing who they're buying leads from and on the fact the network will require businesses to only sell high quality leads, that have already been verified and qualified. These processes will insure that all leads are actual people with immediate needs.

High quality leads represent valuable assets for businesses, and the LeadCoin network looks to facilitate an exchange of ownership of these assets. The original business owns a high quality lead, yet they have nothing to do with it, so they can sell their leads in the network and transfer ownership of the lead.

The Blockchain Technology also provides advanced security, so leads will stay under the ownership of the original business until a transaction is completed. This security will be crucial as people will be importing their valuable assets into the network and will want to know that their leads are protected until the completion of a sale.

All leads will contain personally identifiable information (PII), and the platform will make sure to protect this information and respect the privacy of every lead. Leads will have to provide their informed consent to a seller looking to list their information, preventing any chance of the lead receiving unwanted inquiries. In addition, LeadCoin will provide a matching mechanism using an algorithm that will pair the right buyer with the right lead depending on a buyer's search patterns and history.

A Decentralized Lead Sharing Network

Decentralized and Secure

The network's architecture focuses on the process for onboarding leads into the LeadCoin ecosystem and structuring a transaction between a buyer and a seller. The on-chain system is cryptographically ensured to not approve selling the same lead to different people, and ensures that all leads onboarded to the Blockchain remain private to people not privy to the transaction. Off-chain components provide a reliable way for users to onboard onto LeadCoin's architecture and organizes the reputation system. The Product section below analyzes potential attack vectors, their mitigations, and future considerations.

Business to Business

LeadCoin will be a business to business network, with no middle man. Businesses will simply buy and sell leads, and LeadCoin provides the arena to view opportunities and complete the transactions. The advantage of this type of network is that no individual seller or lead can receive special preference or special privileges. Even when new platform operators join the network and open their own nodes they will not be able to interfere with transactions, so there will be no way for a seller or their leads to receive priority over another seller's leads.

Monetize Your Data

Businesses and leads will monetize their data by using LeadCoin's lead sharing network. Consumers can earn LDC tokens by sharing their data with interested businesses. The data is shared via a cookie or web form, and is related to products or services they wish to buy. They will then get real-time targeted offers from the business that bought their lead. As a lead is being exchanged on the network, and the lead starts receiving offers from businesses, LDC tokens are sent directly to their digital wallet. This monetization should increase the demand for the LDC token as it

will provide consumers with an extra incentive to participate proactively in the LeadCoin Token Economy.

The LeadCoin Token (LDC)

LDC will be a token, used for the purpose of buying and selling leads in LeadCoin. LDC will be based on Ethereum, which uses Smart Contracts to process transactions.

The Large, Steadily Growing Digital Advertising Market

This paper previously mentioned the size and growth of the PPC market in the section labeled “The Opportunity” and mentioned that the digital advertising revenues for Google and Facebook should top \$100 billion this year. LDC will be based on the very strong Digital Advertising Market, and as this market will continue to grow in size so will the value of LDC. LDC’s value will be based on the digital advertising market and on the activity within the network. This gives LDC the potential to become one of the strongest virtual tokens within the Ethereum ecosystem, as it will not be affected by any outside and local regulatory factors in the different global economies.

Creating Value for Unused Leads

Unused leads are currently discarded once businesses realize that they do not have a good match with that lead. LDC gives value to those leads, as they represent a qualified potential customer looking to spend their money on a product or service. The network will change the mindset of businesses who will now view unconverted leads as a valuable asset that can generate revenue.

Technical Aspects of LDC

Technical Implementation

The LeadCoin Token is implemented as an ERC20-compatible token over the public Ethereum Blockchain. Ethereum is the natural fit for LeadCoin as it is quickly becoming the industry-standard for issuing custom digital assets. Compatibility with the ERC20 standard leverages the rich existing infrastructure of the Ethereum ecosystem such as development tools, wallets and exchanges. The ability to program trustless smart contracts over Ethereum with a Turing-complete language allows for robust and secure customization of the cryptocurrency to the domain-specific requirements of the LeadCoin network in a fully decentralized manner.

Ownership Rights & Using Tokens

Each LDC represents the ability to purchase leads.

LDC will be used in the LeadCoin Platform for the following:

- Buying and selling leads
- Paying fees to arbitrators for solving disputes
- Paying fees to Ethereum
- Paying fees to platform operators
- Paying for future services and functions produced by LeadCoin

LDC can be taken away for:

- Any lost disputes would result in money going back to the original token holder
- Fees to Arbitrators for solving disputes

Ownership Access Rights

An individual may purchase LDC for the use of purchasing leads through the LeadCoin Platform. If an individual no longer wants to use LDC they may sell, transfer or trade their tokens via an independent cryptocurrency exchange. Purchasing LDC does not entitle users to own shares in LeadCoin.

Bancor as a Token Platform

LDC will be implemented as a Smart Token which uses the Bancor Protocol to maintain liquidity. Bancor is an ERC20-compatible token template, which offers continuous liquidity via an on-chain market maker. The Bancor Smart Contract holds a reserve of another currency (BNT) of the LDC market cap, and determines an appropriate exchange rate between BNT and LDC in such way that assures the BNT reserve. Individuals wishing to buy or sell LDC buy from, or sell to the market maker at the current price. The market maker can always act as the counterparty to such trade, as it holds a BNT reserve with which it can buy LDC, and it has the sole permission to create LDC which it can sell. Among the special properties of such a token:

- Anyone can buy or sell LDC at any time, without risk of not having a counterparty, and at a predetermined cost (even “slippage” - exchange rate changes during the trade - can be calculated in advance).
- The total amount of LDC in circulation can vary dynamically, as the lead seller creates or removes LDC.
- The core value of a LDC unit is backed by its BNT reserve, assuring holders that the token has intrinsic value.
- BNT itself is a smart token backed by ETH, making conversion to and from ETH a simple two-step function.

More information about Bancor can be found on [Bancor's website](#) and the [Bancor white paper](#). Our data shows that the LeadCoin Token will enjoy sufficient liquidity and volatility from day one, eliminating the need for pegging or stabilization mechanism. LeadCoin's first node, Webydo, will provide a pool of 300,000 registered users who will need to buy and sell leads from day one.

Tools for Growth

Platform Operators Will Create New Nodes in the Blockchain

Any individual or business who becomes a platform operator will help the network grow, as these individuals will likely import their own qualified leads to the database. LeadCoin aims to target platform providers from a variety of different industries in an effort to diversify the network by bringing on as many new categories as possible. More operators should mean more categories and more categories means a larger network. This growth will be extremely beneficial for building the LeadCoin brand and in increasing the value of LDC.

Potential Industries to Grow the Network

Website Design

The Web design industry is valued at over \$30 billion per year in the US alone. Web design agencies and freelancers receive numerous website requests from SMBs and enterprises. Some of the requests don't match the offering by the agency, and this is often due to a mismatch with the potential client's budget, timeline, or lack of technological knowledge from the side of the designer. Instead of simply losing the client, those agencies could sell the lead to another agency using the LeadCoin network.

Webydo - the first node of web design

LeadCoin comes from the same team that created Webydo. Founded in 2010, Webydo aimed to liberate professional designers by providing them with a

tool to design websites with full freedom and without having to write a single line of code. Until the birth of code-free platforms, designers relied on web developers to code their websites, often paying the majority of their profits to the developers. Webydo has raised \$18M and will be profitable in Q1 of 2018.

After a successful launch in 2012, Webydo rapidly created 14,000 websites in an initiative with Google. Since then, Webydo's been featured in over 10,000 industry-leading blogs and in top publications such as Forbes, Techcrunch, The Next Web, BBC and the Huffington Post. In 2014 Forbes named Webydo as one of the top five startups that are reshaping the web economy.

Webydo currently has over 300,000 users and 3500 paying web design agencies. The large majority of these agencies use digital marketing campaigns via Google and Facebook and have a large database of leads that they could share with the network. These agencies will be the backbone of LeadCoin in the beginning, as they will make up the first node in the LeadCoin Blockchain.

Loans, Mortgages

According to Statista 7.3 million mortgages originated in the United States in 2016 totalling nearly \$1.9 trillion. That's over 7 million mortgages that started out as potential mortgage customers, or leads. With LeadCoin, banks and lenders can come straight to the network and purchase leads for mortgages from other financial institutions who chose not to offer loans to those individuals.

Real Estate

A potential buyer has an interest in a certain type of property, yet due to different factors they don't make a deal with a specific broker. Maybe the broker doesn't work with properties in the buyer's budget or geographic location, yet the broker

invested significant hours in attempting to assist the buyer. The broker will now be able to resell buyer as leads to receive some compensation for their efforts.

Manual Laborers

Individuals who work in blue collar fields such as plumbers, carpenters and electricians rely on high quality leads for their business. Sometimes these professionals will be fully booked when their campaigns yield leads with an immediate need service. For example, a plumber could be committed to a three day job and would then receive a request for an immediate job. This lead could then be sold, recovering some of the marketing costs of acquiring that specific lead and enabling the seller to buy more leads for his business.

Additional Growth Components

Syndication Mechanism

LeadCoin will motivate more businesses to become platform operators using the syndication mechanism. Any new platform provider will be able to import all of the available leads in the network and resell them under their own node. Each sale will result in a commission for new platform providers, giving them motivation to open their own version of LeadCoin. Commission will be 50/50 between the original and final platform operator.

Promotional Tokens

LeadCoin will provide promotional tokens in the early days following its launch in an effort to spark activity within the platform. Promotional tokens can only be used to buy leads, as users will not be able to cash out these specific tokens. This means that new potential buyers will have nothing to lose by trying out LeadCoin for free. If they close a deal they're likely to come back for more leads, and if not they'll at least recycle the lead back into the network with more details than before.

Competitive Landscape Analysis

LeadCoin stacks up well against other methods of acquiring new leads, as it addresses the majority of the pain points expressed by buyers, sellers and leads.

	LeadCoin	LeadPoint	Facebook	Google	HOQU	Lead Lists
Option to buy Leads or Traffic	✓	✓	✓	✓	✓	✓
Lead's Consent to be contacted	✓	✓	✓	✓	✗	✗
Option to Sell Leads or Traffic	✓	✓	✓	✓	✓	✗
Lead Qualification & Verification	✓	✓	✗	✗	✗	✗
Option to dispute a lead	✓	✓	✗	✗	✗	✗
Transparent Seller History	✓	✗	✗	✗	✗	✗
Lead with a real time need	✓	✗	✗	✗	✗	✗
Lead Exclusivity	✓	✗	✗	✗	✗	✗
Decentralized Platform	✓	✗	✗	✗	✓	✗

Figure 3- Compares LeadCoin to its direct competitors, showing the advantages of an open-source platform with required lead qualification.

Competitive Advantage

LeadCoin holds a number of advantages over its competitors in both the lead and traffic industries, and all of these advantages answer the pain points of the personas involved in the network. For instance, lead buyers require trust and transparency when buying leads, to know that they're buying high quality leads in

real time. These buyers will have a transparent seller history with LeadCoin. Buyers can also rest assured knowing that they've purchased exclusive rights to contact a lead, and they know that the network won't show any bias for a particular buyer or seller due to the decentralization and transparency. Buyers will simply purchase leads from their peers who are looking to sell high quality, real time leads.

The decentralized platform also has advantages for sellers, as they know that no other seller will be given special privileges from the network. Sellers will also have a higher likelihood of selling their leads as they'll provide full details about the lead from their qualification and verification efforts. This gives sellers the best possible chance to sell their unused leads and make back some of their lost money.

The network will benefit the leads themselves more than any other stakeholder, as leads can only be entered into the network after giving their consent. In addition, exclusivity protects leads from being bombarded with calls and emails from a number of different buyers, eliminating the unpleasant spam effect of too many contact attempts. The full qualification also increases the chances of a lead finding a good match for their needs. Overall Leadcoin provides the best possible solution for buyers, sellers and leads who are looking for the right match in their respective transactions.

The LeadCoin Implementation

LeadCoin will be built on top of the Ethereum platform in order to leverage the engagement of the community and the incredible technological advancements the Ethereum team has made so far. LeadCoin will utilize the Ethereum blockchain to construct a variety of smart contracts, like escrow contracts and history contracts, to facilitate transactions within the ecosystem.

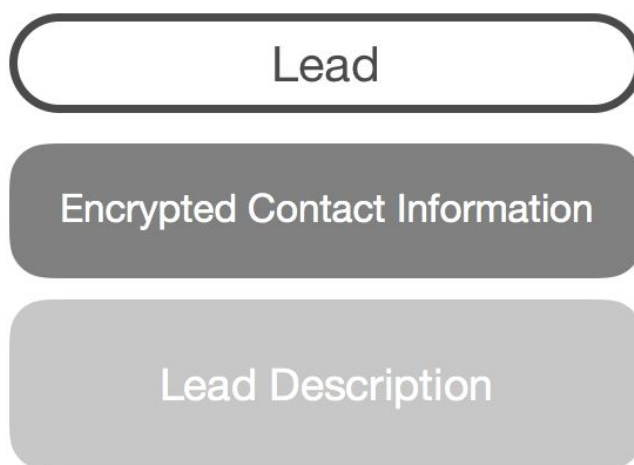
Along with smart contracts, the LeadCoin ecosystem consists of three account types in the ecosystem: the seller, buyer, and arbitrator. The seller provides the leads, the buyer purchases them, and the arbitrator settles disputes.

While the different characteristics of the accounts will be explained further in the implementation, it is important to note that all accounts are tied to a real world identity. This on-chain identity is meant to motivate all players to be as transparent and honest as possible. In order to facilitate the existence of an on-chain identity system, LeadCoin will look to existing projects in the space, like Civic and Uport, to integrate with.

Leads

Lead Structure

To ensure that buyers can view information about leads and to ensure that sellers maintain the privacy of the lead information leads will be composed of two separate parts:



Lead Contact Information (Encrypted)

A lead's contact details will be encrypted which ensures that only people who purchased leads will receive the lead's contact details.

Lead Detail Information (Not Encrypted)

All of the details about a potential lead except for the contact details, which will be viewable prior to the completion of a transaction.

Lead Scoring

Lead scoring = Detailed description score + # of times sold within the network - Days from lead creation

Every lead will receive a score based on a number of parameters. The most significant parameter will be the days since a lead's creation. The longer a serious lead stays in the system without being claimed, the less likely that lead will be relevant. Consider an individual in serious need of a product or service. If this person doesn't have their need met promptly they'll likely keep searching until they find an available professional to help them. Although LeadCoin will have a policy of exclusivity within the platform it cannot control the events outside of the platform, and the longer a lead waits the more likely that lead will have found a solution outside of LeadCoin.

Each lead will also come with a description that involves a number of required and optional fields. Providers will have an incentive to fill in the optional fields, as a higher lead score should mean a higher likelihood of that lead being sold. While name, email and phone number will be required, details such as geographic location and business size will be optional fields.

Another important parameter in determining a lead's score will be the number of times a lead is sold within the network. These leads will be qualified and should represent a serious need. That being said, two individuals don't always see eye-to-eye and deals can fall through for an endless number of reasons. If a lead continues to be entered into the network after a full qualification the lead is probably not very serious and will be removed from the network (leads will be removed after being sold for a fifth time).

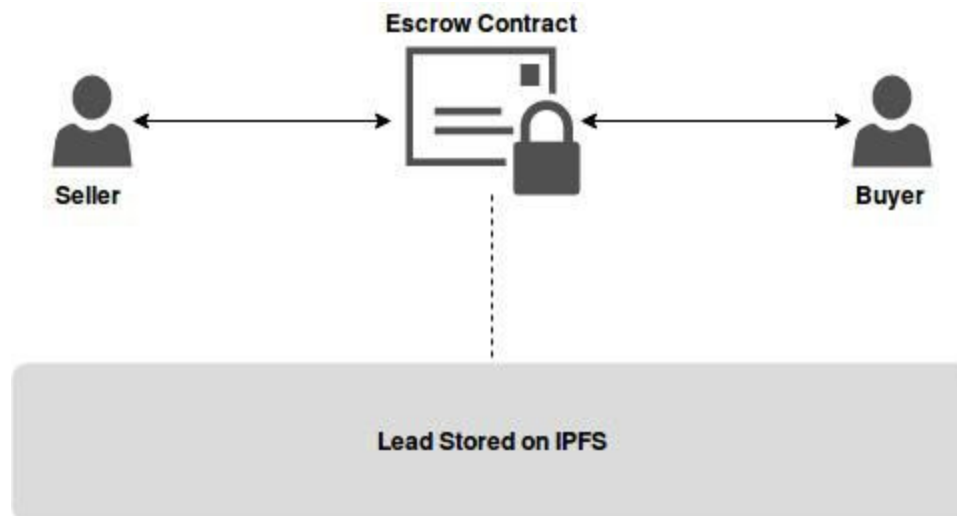
Importing Data On-Chain

Since the Blockchain cannot efficiently store the extensive data in each lead description, the lead data will be stored off-chain and given a reference key on the Blockchain. We utilize IPFS to store the actual lead data, encrypted through public key encryption. We can take the Base58 hash of the lead data to then generate an address for that data on IPFS. Because the address will be stored on the Blockchain, it is important that the lead data be encrypted on IPFS. If it weren't, everyone would have access to the data and nobody would pay for it.

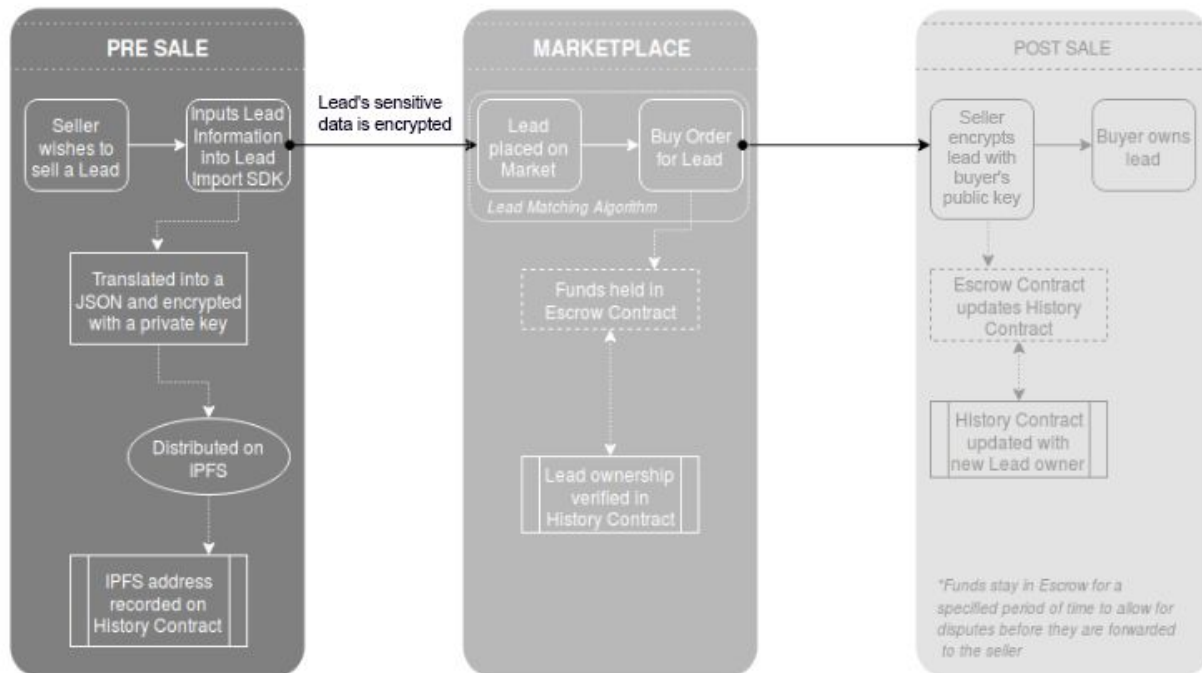
Afterwards, for sellers to import lead data on chain, they must send a transaction to the history contract. The history contract stores the data from the transaction from the seller into a internal, but public, dictionary. Thus the seller has to pay an incredibly small amount of currency in order to send that transaction, but the information about the lead is stored permanently in an unalterable, public smart contract. In this context, that information will be the IPFS address of the lead. The history contract's dictionary consists of a key-value pair, with the key being the address of the IPFS address of the Lead, and the value being the seller. However, only someone who has access to the private key can decipher what the lead data actually is. Storing the hash of the encrypted data assists in ensuring transaction exclusivity, as will be discussed in the section below.

Transaction Model

1. The transaction will begin by the buyer sending LeadCoin tokens to an escrow contract that holds the payment for a certain Lead.
2. The escrow contract queries the history contract for the lead address. If the escrow contract finds the lead address associated with the seller's address, the contract continues functioning with the later steps, but if not, the contract rejects the transaction. Of course, if the lead address does not exist in the history contract, the escrow contract rejects the transaction.
3. If there is indeed a match, the seller will re-encrypt the lead's private data with the buyer's public key. This is done by utilizing public-key cryptography and allows the buyer to know the private key without anyone else being able to.
4. The seller sends the new lead address to the escrow contract. The escrow contract then removes the old lead from the history contract and insert the new IPFS address with the Buyer's address in the history contract to reflect the transaction.
5. The buyer is given a pre-specified amount of escrow time to test out the leads (generally seven days). In this time the escrow contract holds the funds and the buyer can send up disputes.
6. After the escrow time runs out, the escrow contract forwards the payment to the seller, and the buyer can no longer dispute the leads.



We designed our system as such in order to ensure that we were able to maintain privacy of the lead data, while still having the information public enough to verify which seller owned which Lead, and ensure that leads maintain exclusivity. By utilizing a reputation system in our architecture, and utilizing the consortium model, we reduce the attack space that may compromise the system. A deeper analysis of security considerations below.



Life Cycle for a lead from the time of sale to the completion of the transaction

Life Cycle for a lead from the time of sale to the completion of the transaction

Rating and Disputing Contracts

After a transaction is completed by a buyer and a seller each party has a pre-specified amount of time to bring up a dispute or to rate the seller. These interactions are both done through the escrow contract which allows for the ability to:

- Notify arbitrators that there is a dispute with the transaction in situations where the hash of the lead represents something that is totally different than the advertised lead.
- Rate the seller on any relevant metric, and therefore influence his reputation system in the LeadCoin ecosystem.
- To limit the amount of frivolous disputes, the Buyer is required to stake a certain amount of LeadCoin in the escrow Contract when they instigate a dispute and bring in arbitrators.

Lead Quality Assurance Metrics

Quality assurance for leads is rather vague, and it leaves a lot of room for disputes. That is why there will be the potential for escrow contracts to include a reference to a set of guidelines for what is required. These metrics can be about the percentage of email opens, closes, or some other metric, given that the buyer puts in the right effort. Since the outcome of a sale is based on both the buyer's efforts and the quality of the lead there will be qualifications with these metrics such that they are two sided.

As the ecosystem evolves, 3rd parties and sellers will be encouraged to develop and share their own metrics. This will increase the value of the leads, but it will also provide knowledge for the best ways to close sales.

Arbitration

The arbitrators are necessary because it is impossible for cryptographic protocols to determine who was wrong or right, so a human agent needs to be called into play. The arbitrators will get the lead address with the lead's private details encrypted with their public keys and verify its existence and accuracy on IPFS. If it turns out the seller was indeed in the wrong, then the escrow contract will refund the buyer a commiserate amount dictated by the arbitrators, and the seller will have to pay a fee to the arbitrators. If the buyer is in the wrong, the buyer will then have to pay the fee to the arbitrators.

Upon refusal to pay the fee, the offending party will be blacklisted by every other node on the network, essentially eliminating them from LeadCoin's ecosystem. Because each actor has an identity associated with them that carries over to the real world, there is a strong incentive to pay an arbitrators' fee.

Architecture Components

Accounts

There are a variety of different types of Accounts in the LeadCoin ecosystem, and all of them will be attached to a verifiable identity to reduce the likelihood of malicious attacks in the network.

Buyers

The buyers can purchase leads from sellers. There are no other additional steps one has to jump through in order to become a buyer, outside of the simple onboarding process that requisites a physical identity. This is to ensure the integrity of the consortium model.

Sellers

Sellers have the ability to sell a lead. Sellers have identities that are matched with a reputation system that will be built off-chain, as well as a ranking system.

Seller Ranking

Seller ranking = buyer satisfaction + number of disputes + high activity+ relative volume

Just as leads have a score, sellers will have a ranking that will be affected by their actions. This will allow buyers to choose between sellers and will likely give priority to the sellers with the best ranking. A seller's ranking will be based on a number of factors starting with buyer satisfaction. Each buyer will receive an automated message following the purchase of a lead asking them to rate their satisfaction.

Sellers will also be scored on their number of lost disputes. Any more than one dispute could indicate a pattern of fraudulent activity or a lack of verification on the part of the seller. Any seller that loses 10 disputes will be banned from LeadCoin to insure a secure and honest network for buying leads.

The option to both buy and sell leads in LDC should create a very active network. Because of this, seller rankings will also consider the parameter of activity level. Any seller who doesn't buy or sell on the platform for over a month will have a lower ranking; however, adding new leads or buying a lead will mark a seller as active.

The final factor that will be used in evaluating a seller will be the relative volume of leads that they've contributed to the network. For example, if a seller only added 2 leads they have too small a sample size to judge their ability to provide quality leads. The idea here is to motivate people to contribute as many leads as possible to help grow the LeadCoin network.

Arbitrators

Arbitrators are individuals in the ecosystem that are elected to resolve conflicts that are not possible through cryptographic protocols alone. Their duty is to investigate whenever they are called and determine the dishonest party. In exchange, they are compensated in LDC.

In order to become an arbitrator one must be a seller with a high ranking and they must stake a certain amount of LDC for each validation. These arbitrators will judge disputes in committees of five. Disputes can only happen in the pre-specified escrow time found in the contract of the transaction. This encourages buyers to contact leads immediately after purchasing them.

Disputes can result from a number of different instances such as:

- Buyer receives a lead with inaccurate contact details
- Buyer receives a lead with an inaccurate description of the lead's specific needs
- Buyer receives an irrelevant or cold lead (someone who does not need or never needed the advertised service)

Contracts

Escrow Contracts

Escrow contracts are Smart Contracts that facilitate transactions on the LeadCoin Platform, by holding payment until the existence and quality of a lead has been verified by the buyer (and if necessary an arbitrator). The LDC of every transaction will be put into escrow for a time following a transaction. This will give buyers an opportunity to contact a lead and verify its validity. A buyer would have to dispute a lead within a predetermined amount of time after the purchase, otherwise the money would be transferred to the seller's digital wallet. The advantage of this system is that it creates urgency for the buyer to contact the lead while also

defending them against potential fraud. Escrow contracts will initially be developed by the LeadCoin team in order to facilitate the existence of a functioning system. However, other nodes are also free to write and publish their own escrow contracts.

History Contracts

History contracts are simple dictionaries that hold the key-value pairs. The key is IPFS address of the Lead and the value is the public address of the seller. They are queried by escrow contracts.

Off-Chain Components

In order to ensure the best user experience, LeadCoin will be developing an open-source interaction point between users and the LeadCoin Blockchain.

The Dashboard

When sellers log into their dashboard they will see all of the leads that they've imported into the system. From there, sellers can mark which leads they would like to sell, and they can fill in any additional information for leads. Sellers can then go to the general area of the dashboard to search for and claim new leads.

Buyers will have a different view unless they decide to become sellers. Buyers will have the option to search for new leads via categories or specific keywords for leads. For example, there may be a category for "website design" and a potential buyer might search "website builder." The keyword search alleviates this as it would bring up any category and lead with the word website.

Lead Import

Every seller will need to import their leads into the network before they can begin to sell them to other users. The first and most important part of this process will be for the seller to receive informed consent from the lead to share his or her contact

details with other potential businesses. Once this consent is given, sellers will need to fill in all relevant details collected through the qualification and verification process.

Automatic Import - Widget

Sellers will be encouraged to automatically import all of their new leads into the dashboard via the contact us form on their website. LeadCoin will provide a widget that sellers can attach to their contact us form, and this widget will automatically import all of the potential leads. Following this installation sellers will be able to mark the leads that they would like to sell and will be prompted to fill in all of the relevant details about the lead.

Manual Import

Some sellers will have leads that come to them through a channel other than the contact us form on their website, so those leads can be entered manually. Sellers will have the option to enter individual leads one at a time, or they can attach a CSV file from excel with a database of leads to save themselves time.

CRM Integration

The platform also plans on developing integrations with CRM systems such as Salesforce and Hubspot, to create a fast and seamless import of leads into the dashboard. This should significantly speed up the process for sellers, as they will already have most of the necessary details entered into their CRM and will simply need to populate the fields in LeadCoin with pre-existing data.

Lead Creation Process & Encryption

One of the most critical parts of the entire transaction process will be the encryption of the lead's sensitive data, their contact details. Once encrypted the only person who can unlock the lead's contact details will be the owner of the lead. This owner

will be dictated by the smart contract (shown below in figure 5) once the transaction is complete.

3rd Party Dependencies

UPort/Civic

UPort and Civic are incredibly well known onchain identity management systems. LeadCoin will partner with their technological solutions in order to ensure everyone in the consortium has a verifiable identity attached to them, so as to not sacrifice the security of the Blockchain.

Tendermint

Since the Ethereum network deals with issues with scaling the number of transactions, it will be necessary to port the platform to a chain with faster consensus. This can be done easily while preserving the states of the contracts using Tendermint.

IPFS

Will be utilized for its distributed storage capabilities, as a method for lead storage and tracking. IPFS uses the Base58 hash of a file as an address for where it exists. It is one of the most promising, efficient, and reliable decentralized storage protocols in the space.

Implementation Considerations

Information Privacy

Selling leads is not looked upon kindly by consumers, and it may be the case that a certain level of privacy be implemented to protect buyers and sellers. An easy privacy implementation would encrypt the identity details of the buyers and sellers, while keeping the reputation and history of transactions available.

Collusion Between Arbitrators

Since it is necessary to hedge against the possibility of collusion between the arbitrators and any other party involved it may be necessary to encrypt the identities of the parties involved such that it is difficult to be sure about the identity of the transaction. Also, the implementation of a staking and slashing protocol was implemented, it would reduce the incentives of the arbitrators to collude with buyers and sellers.

Lead Data Storage

With companies purchasing thousands of leads at a time, the size of the transaction becomes a real concern if each lead is being shared via individual cryptographic hash. It may become necessary to structure leads (or the sale of leads) on the Blockchain to reduce the amount of storage that they take up. This can be done using IPFS, with a tree-like structure that could utilize a single address to transfer the leads.

Quality Assurance of Leads

It is difficult to determine if a lead is high quality because the outcome of a lead is based on the efforts of the buyer and the seller. With this in mind, it may become necessary to have user-created quality assurance metrics for leads that can be attached to escrow contracts. These lead quality assurance metrics have been discussed before, and they are intended to aid arbitrators in disputes, as well as prevent disputes from happening.

Duplicate Leads

There is a concern that there will be duplicate leads or contact information. Lead duplication could be done accidentally or on purpose. Duplication could include duplication of contact details with different details or it could be similar. In these cases, it is difficult to determine if the attack is malicious or not.

Future Considerations

After initial development, the platform will evolve into a network with a smart, matching mechanism. This mechanism will track user behavior and will send alerts when appropriate matches present themselves within the network. For example, a buyer who constantly searches for leads in a certain category or featuring a certain keyword can choose to receive alerts when such leads are entered into the network. In addition, a seller who's looking for certain buyers can receive alerts when people are searching in their category, and they can reach out to those buyers directly. The advantage of the matching mechanism will be less time for both buyers and sellers in searching for an appropriate match.

Roadmap

Milestone 1 - Development of the LeadCoin Network Backend

Following the original token sale, LeadCoin's first milestone will be the execution of its decentralized platform. The platform will be released as open source software on GitHub. Once developed, the platform will include the lead's dashboard plus a registration and login form for new and existing users. These users will then have the ability to buy and sell high quality leads.

The key aspect of LeadCoin's decentralized platform will be the integration of Ethereum Smart Contracts that will enforce the actions and guidelines highlighted in the LeadCoin Implementation section of this white paper. The smart contracts will be made public on GitHub as an open source software and will include the following:

- ERC20-compatible implementation of LDC itself including basic functionality like trading tokens between addresses
- Creation of a lead including all of the required fields of the lead's details and the optional fields to be filled out by the lead's provider

- Market maker implementations, with both a standard LMSR and a Liquidity-Sensitive automated Market Maker variant controlling the value of the LeadCoin token until the completion of the transaction and escrow period
- Verification of transaction details, reading its various parameters, and current totals of LDC paid for a specific lead
- Arbitrator mechanism for dispute resolution
- Dispute mechanism for users
- Promotional credit mechanism
- Summary of all fees associated with the transaction including fees paid to Arbitrators, platform operators, sellers and syndicators
- LeadCoin will be open to feedback from its community during the development of the platform in an effort to produce the best possible product. This feedback could lead to small changes in things like fees to arbitrators, syndication fees and fees paid to platform operators.

Milestone 2 - Development of the LeadCoin UI+UX and Mobile App

The first milestone focuses largely on the back end of the platform, while the second milestone fine tunes the user experience and front end. LeadCoin will release a reference implementation of the app according to the guidelines specified in the relevant section of this document.

The app will be developed using cross-platform web technologies using the Electron Framework. The app will include a thin Ethereum client based on a standard open source implementation that will allow the app to communicate with the various smart contracts that make the LeadCoin platform.

Planned functionality of the app in the reference implementation includes:

- Ability to create an LDC wallet, see current balance and perform basic transactions
- Ability to buy and sell LDC using various fiat currencies and using dedicated specialized third party providers which will provide a streamlined process
- Ability to receive promotional credit
- Security and protection of the local wallet operated by the app
- Lead acquisition using lead categories published by various platform operators and a sorted list of events under each one
- Search and filter of leads within the dashboard
- Lead details screen providing all of the required and optional fields that will give an overall description of the lead
- Ability to purchase a lead using LDC
- List of recent transactions and final purchase amounts in the appropriate category

Milestone 3 - Launch with the First Node, Webydo.com

Once the platform and mobile app are completed the next goal will be to populate the network with qualified leads. An integration with Webydo's existing users will be vital for the long-term success of the network. The network will give 300,000 Webydo users the ability to buy and sell leads to boost their website design businesses.

It's important that Webydo will aid in the establishment of the first node in the LeadCoin Blockchain, as Webydo brings a pool of qualified leads. Other providers will then join the Blockchain releasing their own versions of LeadCoin under their own brand names.

Launching with Webydo's existing user base will also give LeadCoin a node that can be studied to optimize the platform for future users. This analysis and improvement of the first node will be beneficial for the overall success of LeadCoin.

Milestone 4 - Development of SDK

SDK should make the rebranding and reference implementation very straight forward for new platform operators. Using the SDK, platform operators will have the ability to release their own derivative of the LeadCoin app and create a fully functioning B2B lead generation network under their own brand name in minutes.

The various customizations supported by the SDK are described in detail under "A Branded network for Platform Operators " in the LeadCoin Product section of this document.

Milestone 5 - Growing the Network

Once completing the majority of the technological requirements via the first four milestones, the focus will shift to growing the network. The network's growth will be split into two phases:

1. **Integrations** with marketing tools such as Hubspot and client management software (CRM) such as Salesforce
2. **Business development** and marketing activities

Businesses use CRMs and marketing tools to hold and organize their lead database. Integrating with these tools will allow sellers and platform operators to quickly import existing, qualified leads without having to do a manual import.

The second phase of growing the network will involve business development and marketing efforts. Business development efforts will target potential platform

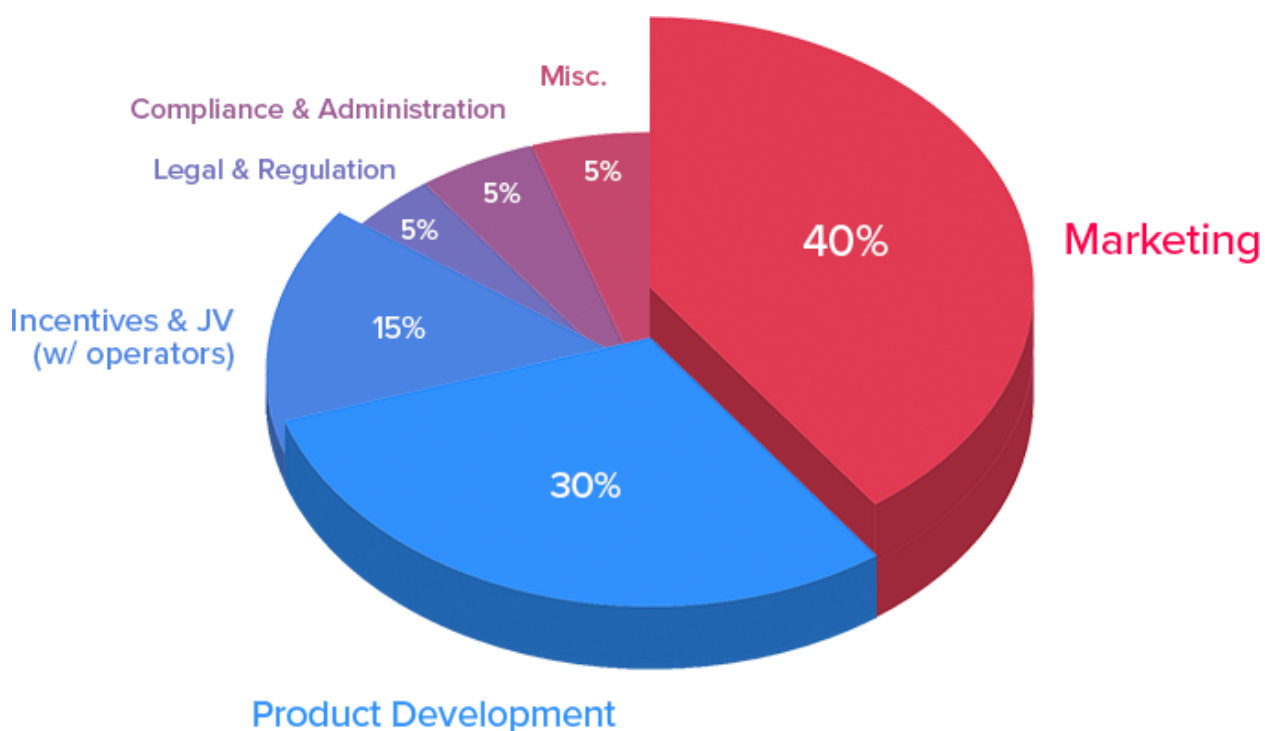
operators and large-scale sellers from industries that could benefit from using the LeadCoin Platform. Marketing efforts will then focus on building a strong reputation and community for the brand. In addition, media buys and campaigns will target end users (both buyers and sellers).

In addition to bringing on new users, the retention of existing users will also be emphasized. On a base level, LeadCoin will continue to listen to its users and make new developments and improvements to its platform. These improvements will then be published in monthly newsletters and on the website to provide a sense of confidence and security with the platform. Versions of newsletters will also be available for download, so platform providers can adjust the content to fit their own brand.

Funding Breakdown

The LeadCoin crowdsale aims to raise funds for the development of the LeadCoin Network. This funding would then be reappropriated to building and maintaining the LeadCoin Blockchain Network. Final budget allocation would be determined by the company's management.

Funding Breakdown



Crowdsale & Token Issuance

Sale Event

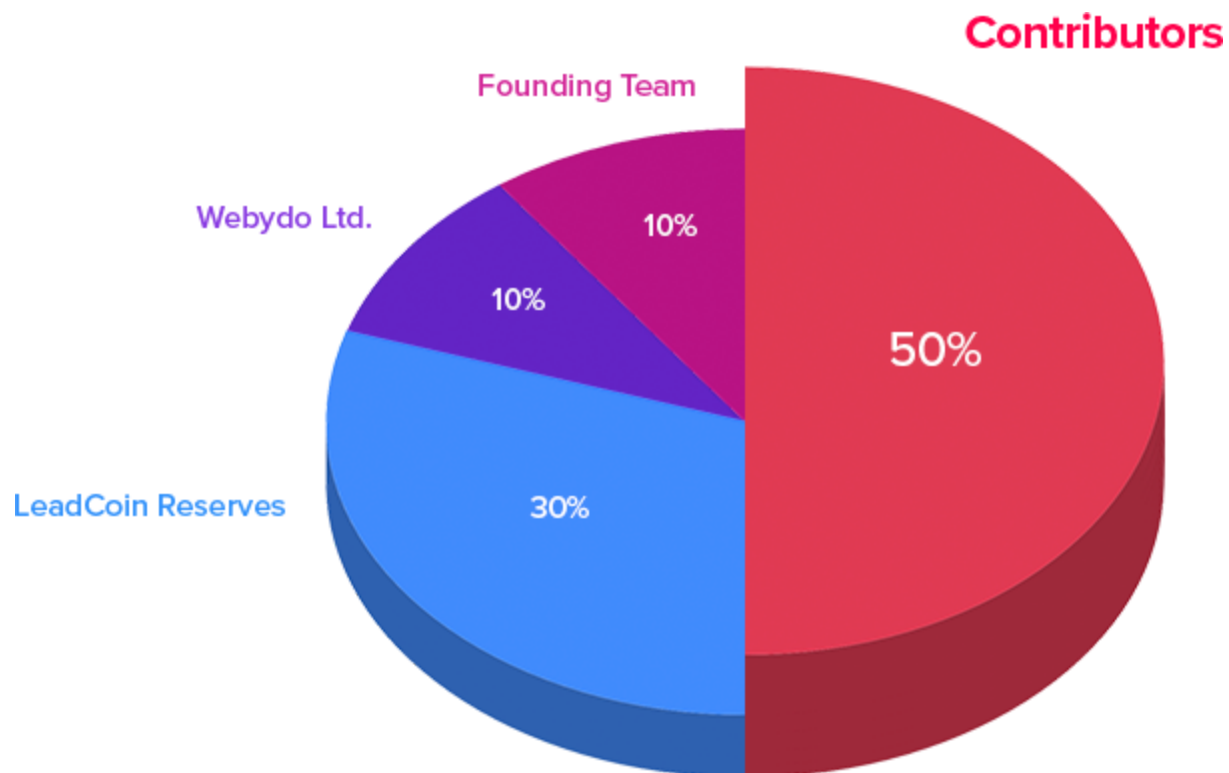
The date of the public sale will be on March 1st, 2018. The starting time of the sale will be announced on the company's website. The sale will have a hard cap of \$50 million USD and instructions for participation will be published on the website.

The price of LDC will be fixed (in ETH) throughout the sale. The LDC price will be 1 ETH=15,000 LDC.

After the Sale Event

LDC will be available for use 24 hours after the crowdsale. In addition, LeadCoin will deposit LDC in BNT as the currency reserve of LDC, thereby activating its Bancor Smart Token features. From this point forward, the smart token's market maker will enable anyone wishing to buy or sell LDC to do so at a determined market price. At the moment of activation this price is equal to the token sale price, and later it may fluctuate according to market supply and demand. Further details about LDC as a Bancor Smart Tokens can be found under Bancor as a token platform above, and in Bancor's documentation.

Token Allocation



% of Total Supply	Beneficiary	Special Terms
50%	Contributors	No vesting
30%	LeadCoin Reserves	
10%	Webydo Ltd.	
10%	Founding Team	No vesting, cannot be transferred until end of the token sale period

Team & Advisors



Shmulik Grizim **Founder**

Shmulik Grizim is the Founder and Head of three successful technology companies within the SaaS, web design and digital marketing industries. Grizim's most recent venture, Webydo, is a patent-protected web platform with a global network of more than 300K users. Forbes named Webydo one of the five startups that are reshaping the web economy. Grizim specializes in building new technology corporations from the ground up, constantly searching for solutions that promote the creation of a better web for all.



Moshe Hogeg **Advisor**

A Blockchain investor and a serial entrepreneur that founded, headed and advised numerous ICOs. Hogeg is the Founder & Co-CEO of Sirin Labs, a \$157M ICO, the creators of Finney, secure, open-source consumer electronics for the Blockchain Era. Hogeg recently founded Alignment Ventures, a Blockchain Hub serving networks such as Bancor, STOX, KIK. In addition, Hogeg is the Founder & Chairman of the Singulariteam Group, a private fund investing in disruptive technologies with focuses on artificial intelligence, augmented and virtual reality, robotics, and nanotechnology.



Uriel Peled
Advisor

Uriel Peled is a Blockchain expert and the Co-Founder and CEO of CoinTree Capital, a blockchain advisory firm. He was the key advisor for renowned blockchain companies such as, Kin - Ecosystem Foundation, Stox, and Sirin Labs among others. Peled is also the Co-Founder and VP of Operations of Orbs, a decentralized blockchain infrastructure powering the transition of leading consumer applications into blockchain.



Oded Hogeg
Strategic Investor Relations

Oded specializes in investors relations. He has over 5 years of experience in raising capital, negotiations, high-tech, management, strategy and a background in creating value and analysis. He is a result driven and a fast learner.



Steven Kruger
Legal Counsel

Steven is an admitted law practitioner in both South Africa and Israel and has over 20 years of legal experience. He specializes in online law, regulation and licensing and has worked with several other high tech and financial companies.



Samy Gohman

COO

Gohman possesses a unique combination of skills that allow him to solve any problem that's thrown his way. He has over 10 years of experience in information systems, software, directing organizational operations in high-tech, management, strategy and a background in BI and data analysis. His diversity and drive for perfection constantly push the team to reach its full potential.



Eyal Rosen

CMO

Eyal Rosen has been actively promoting and evangelising cryptocurrencies since 2014. He joins Leadcoin after leading large-scale online marketing for global tech companies including XLMedia, TestPrep, and Nokia where he grew annual sales to \$60M. Rosen has an MBA from Columbia Business School and an engineering degree from the Technion.



Alexey Murashkevich

Blockchain & Web Development Expert

Alexey brings eight years of experience as a full stack senior Web developer, and he consistently mentors and coaches others as a team leader. He excels in the design ,development and implementation of Frontend and Backend functionalities. He takes a special interest in advising and developing Blockchain-based decentralized apps.



Shai Ament
Blockchain & Cloud Engineering Expert

Ament brings leadership and professionalism to the development team. His out-of-the-box thinking and diverse experience with web development have resulted in countless contributions to the team. He is an active advisor for blockchain-based companies.



Lilach Arviv
QA & Automation Team Leader

After studying computer science Lilach has become an expert in automation. With over seven years of experience Lilach contributes significantly, as she applies both her technical knowledge and her organizational skills to keep the team focussed on the task at hand.



Alana Vaxman
Head of Technical Support & QA Specialist

Vaxman combines her eight years of experience in design, front-end development (HTML & CSS) and customer support with unparalleled efficiency and organization. Her deep understanding of technology and problem solving abilities have made her an indispensable asset to the team.



Yonni Myers
Technical Content & Communications Specialist

Myers has a Master's Degree in English and has over five years of experience in technology sales and content writing. He excels at quickly understanding new technologies and explaining their functionality to the general public.



Damien Rozan
Community Manager

Damien comes from a background of account management, website design and digital marketing and loves anything tech-related. His versatility and attention to detail make him an integral part of the LeadCoin team.



Alana Levitan
Head of Social Media

With over 10 years of experience in marketing and social media Levitan has all of the tools and experience to create a buzz across LeadCoin's different social channels. Alana's marketing experience combined with her management experience and drive for perfection make her an integral part of the marketing team.



Dana Perry
Senior Account Manager

With more than half a lifetime's experience in sales and customer service, Dana is passionate about meeting and exceeding monthly quotas. This however comes second to always searching for the best pizza in town wherever she travels.



Nitsan Harel
Senior Support Manager

Nitsan excels at providing top notch customer service due to her strong work ethic and technical knowledge. Her drive and efficiency set the bar high for the rest of the team.



Mirey Molcho
Business Development Manager

Molcho comes from a background of operations management and has unparalleled organizational skills. Her serious approach to work combined with her very warm personality allow her to excel at developing new business opportunities for LeadCoin.



Rivka Akiva
Designer

Rivka studied graphic and interactive design and has seven years of experience with both web design and print. Rivka specializes in designing with Adobe Photoshop, Illustrator and Indesign. Her creativity and out-of-the-box thinking help the team sharpen LeadCoin's brand and messaging.

Appendix

Risk Factors

Listed below are the risk factors related to the LeadCoin Platform and specifically the token sale event.

- LeadCoin may not reach its target amount for the sale and may be unable to fund its business plan.
- Outside trends in the cryptocurrency that have nothing to do with LDC could drive the value of LDC down.
- LeadCoin relies on the pilot group from webydo.com, so any negative occurrence at webydo.com could affect LeadCoin
- The development of the LeadCoin platform and app will be complex, and it's possible that the platform's launch could be delayed due to unanticipated barriers in the development process
- Additional companies may attempt to produce a lead generation platform using the Blockchain infrastructure, creating less demand for LeadCoin
- The cryptocurrency market is very volatile which could negatively impact LDC
- Future international laws and regulations may outlaw the use of digital currencies such as LDC
- State and federal governments may pass laws that will negatively affect LDC
- New tax laws may be passed that will nullify any benefits of owning LDC
- LeadCoin may not hit its projections for use which will lessen the value of LDC due to a lower number of events
- The plans listed in this white paper may change in the future due to unforeseen factors

Regulatory Strategy

Digital currencies are still very new to the financial world, which make it difficult to pass rules and regulations. That being said, countries, governments and governing

bodies will eventually attempt to regulate the digital currency world. These future regulations will have compliance requirements, and it will be important to meet said requirements as soon as they're released.

That being said, LeadCoin will still be a decentralized application. With these types of applications the infrastructure is separated, keeping the different functions of the system isolated from one another. Each function or module remains separate creating an advantage for the creator of a decentralized platform. The advantage of separation is that each function does not need to meet all compliance requirements as each function acts as its own entity.

Technical Considerations

The LeadCoin Protocol

Leadcoin will incorporate the following mechanisms in order to execute its protocol:

- **Smart Contracts** for managing events involving lead transactions
- **IFPS for content discovery.** The LeadCoin App runs on clients and does not require a central backend. To enable clients to discover all active markets with their taxonomy and metadata, each provider maintains a hierarchical structure of active markets descriptors, as JSON files stored on IPFS. This content includes each category and each event's metadata (name, description, images etc). IPFS is a decentralized file storage network, operating with no single points of failure, and no dependence on geographic or political territory. Each file on IPFS can be located using a canonical URL. Each provider's client app is hardcoded with the the URL of its content root; the content root may contain sub-category descriptors linking to their URLs, which in turn may link to further subcategories.

LeadCoin App Architecture

Ethereum Client

In its initial stages the LeadCoin platform will be the primary Ethereum client and node within the blockchain. LeadCoin will build a gateway to Ethereum, and this gateway will come with an open-source dashboard for managing one's leads. Every individual will require a digital wallet to use the LeadCoin platform.

Platform operators will also have the option to customize the app to their own specifications as LeadCoin will be open source. In the future LeadCoin will also allow for an SDK and once users implement the SDK they will create a new node in very little time.

Cross Platform Desktop Framework

The LeadCoin app is required to run as a standalone desktop app for Windows, Mac and Linux. For easy support of multiple platforms with a single codebase, a cross-platform app framework should be used. The app relies on the Electron framework provides high 53 development velocity by leveraging web technologies such as JavaScript, HTML and CSS. Another benefit of the electron framework is lowering the barrier for customization of the app. Just as electron will be used for the desktop application, it will also be implemented for the mobile application to reduce development time and resources for an application that will run both on iOS and Android.

Platform Limitations

The events are operated on the public Ethereum blockchain, requiring all operations that change the market's state (lead creation, lead details, arbitrator reports, transactions) to be broadcast to the blockchain. Technical and throughput limits of

the Ethereum network and its processing costs have several adverse effects on LeadCoin:

- The throughput of the Ethereum network puts an upper bound on the rate at which an onchain lead generation platform can process orders and modify positions, which in practice stands at hundreds of transactions per minute. In the near future, a high-traffic lead network, with participation of thousands of users, cannot be supported by the Ethereum network.
- When the Ethereum network is under low load, its block confirmation time of 17 seconds means a user would wait an average of 8.5 seconds for each operation. Under a normal workload, transactions may be processed only after a block or two, resulting in a longer wait of around one minute. Such latency is not reasonable for UX and requires designing the user experience in a way that provides immediate feedback for actions, then processes blockchain operations in the background.
- At higher network loads, the Ethereum network suffers from a very high variance in confirmation times. Transactions may queue for several blocks' time, resulting in a wait of minutes or hours. When this happens, users' transactions may fail to register on the blockchain, due to the transaction closing or significant change in the rate offered by the market maker.
- Ethereum currently supports fee payments only by the sender, and only in ETH. Transaction fees on Ethereum network are expected to amount between \$0.02-\$0.20 per operation when the network is under reasonable load, in addition to the fees collected by the platform operators. This also creates product complexity as it requires users to hold a small ETH balance in order to make payments (we recommend that operators refund users their transaction fees, so that a small ETH deposit could be sufficient for a user).

- Despite these drawbacks, Ethereum is still the best public blockchain available today. New developments in the Ethereum network should mitigate all of the above mentioned issues:
- RAIDEN and CASPER are expected to increase the capacity of the Ethereum network enabling significant reduction of block times and variance in block waits. Similarly, the increase in capacity and offloading of large amounts of transactions to state channels are expected to result in significant reduction in network fees.
- CASPER proposes abstractions that could enable contract-pays schemes for fees, eliminating the need for users to hold ETH.
- Several bodies are promoting research on off-chain scalability of prediction markets. We are monitoring the advances in these fields in hopes for a viable solution; however, at the moment we will be taking a cautious approach in planning, as we consider currently known models to be impractical.

Personal Identifiable Information (PII)

Contact details for leads constitute personal identifiable information. LeadCoin understands the sensitivity with this kind of information, and in response will have a strict privacy and consent policy. This policy states that no lead will be entered into the network without giving their informed consent to the original seller. A lead's details will also be kept private to anyone except for the buyer of the lead.

Legal Disclaimer

This whitepaper is for information purposes only and may be subject to change. We cannot guarantee the accuracy of the statements made or conclusions reached in this whitepaper and we expressly disclaim all representations and warranties (whether express or implied by statute or otherwise) whatsoever, including but not limited to:

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 - that the contents of this document are accurate and free from any errors;
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We shall have no liability for losses or damages (whether direct, indirect, consequential or any other kind of loss or damage) arising out of the use, reference to or reliance on the contents of this whitepaper, even if advised of the possibility of damages arising.

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As of the date of publication of this whitepaper, LDC tokens have no known or intended future use (other than on the Leadcoin platform to be developed).

No promises of future performance or value are or will be made with respect to LDC tokens, including no promise of inherent value, no promise of any payments, and no guarantee that LDC tokens will hold any particular value. Unless prospective participants fully understand and accept the nature of proposed business and the potential risks associated with the acquisition, storage and transfer of ERC-20 token such as LDC tokens, they should not participate in the token sale.

LDC tokens hold no rights and confer no interests in the equity of the Leadcoin. LDC tokens are sold with an intended future use on the Leadcoin platform and all proceeds received during the token sale may be spent freely by Leadcoin on the development of its business and the underlying technological infrastructure.

This whitepaper does not constitute a prospectus or disclosure document and is not an offer to sell, nor the solicitation of any offer to buy any investment or financial instrument in any jurisdiction. LDC tokens should not be acquired for speculative or investment purposes with the expectation of making an investment return.

No regulatory authority has examined or approved any of the information set out in this whitepaper. No such action has or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this whitepaper does not imply that applicable laws or regulatory requirements have been complied with.

Participation in the token sale carries substantial risk and may involve special risks that could lead to a loss of all or a substantial portion of your contribution. Further information about the risks of participating in the token sale is set out in the whitepaper and the Token Sale T&Cs. Please ensure that you have read, understood and are prepared to accept the risks of participating in the token sale before sending a contribution to us.

The token sale and/or LDC tokens could be impacted by regulatory action, including potential restrictions on the ownership, use, or possession of such tokens. Regulators or

other competent authorities may demand that we revise the mechanics of the Token Sale and/or the functionality of LDC tokens in order to comply with regulatory requirements or other governmental or business obligations. Nevertheless, we believe we are taking commercially reasonable steps to ensure that the token sale mechanics and issue of LDC tokens do not violate applicable laws and regulations.

CAUTION REGARDING FORWARD-LOOKING STATEMENTS

This whitepaper contains forward-looking statements or information (collectively “forward-looking statements”) that relate to our current expectations of future events. In some cases, these forward-looking statements can be identified by words or phrases such as “may”, “will”, “expect”, “anticipate”, “aim”, “estimate”, “intend”, “plan”, “seek”, “believe”, “potential”, “continue”, “is/are likely to” or the negative of these terms, or other similar expressions intended to identify forward-looking statements. We have based these forward-looking statements on current projections about future events and financial trends that we believe are relevant to our financial condition, results of operations, business strategy, financial needs, or the results of the token sale.

In addition to statements relating to the matters set out here, this whitepaper contains forward-looking statements related to Leadcoin’s proposed operating model. The model speaks to our objectives only, and is not a forecast, projection or prediction of future results of operations.

Forward-looking statements are based on certain assumptions and analysis made by us in light of our experience and perception of historical trends, current conditions and expected future developments and other factors we believe are appropriate, and are subject to risks and uncertainties. Although the forward-looking statements contained in this whitepaper are based upon what we believe are reasonable assumptions, there are risks, uncertainties, assumptions, and other factors which could cause our actual results, performances, achievements and/or experiences to differ materially from the expectations expressed,

implied, or perceived in forward-looking statements. Given such risks, prospective participants in the token sale should not place undue reliance on these forward-looking statements.

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