



LaLa World

WHITE PAPER

[www.lalaworld.io](http://www.lalaworld.io)

**LALA WORLD**

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An ECOSYSTEM for the migrants and their unbanked families

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# 1. ABSTRACT

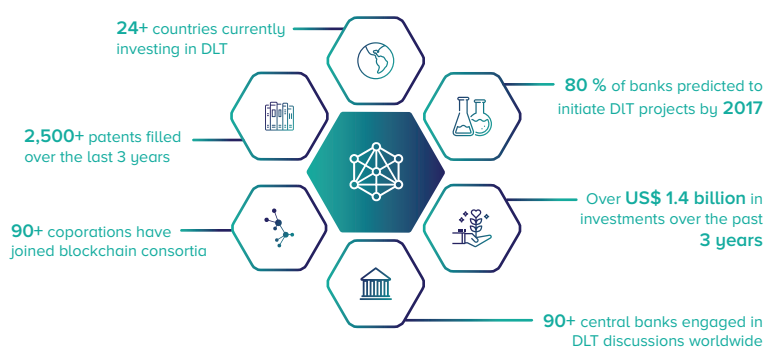
*LALA means being happy and that is truly what we want to achieve – financial freedom, financial happiness, and financial accessibility to over 2 billion unbanked and underserved.*

The migrant and their unbanked families in emerging and frontier markets have been suppressed for the longest time without any access to basic services, financial or otherwise. About 2.4 billion poor people worldwide are often excluded from free movement, basic rights which often leads them to corruption, crime, including slavery, human trafficking and in extreme cases, death.

Banks, financial institutions and even local financiers do not participate in these markets because they are not able to adequately assess price risks. Lack of reliable identification systems, financial data, unreliable intermediaries, zero credit history and unpredictable legal systems further limit the capital available for financial inclusion at grassroots. This uncertainty and severely limited access to financing and other financial products cripples individuals, micro entrepreneurs, small businesses, stymies growth and entrenches poverty. **LALA World is all set to change that.**

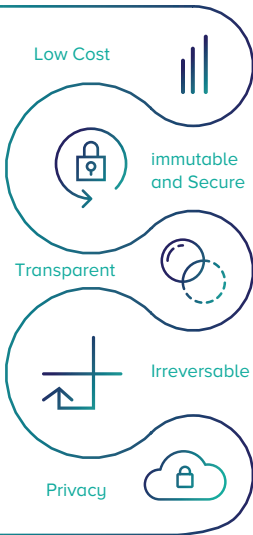
For decades, the current financial system has been controlled and centralised. Numerous attempts to create a central clearing system like SWIFT, CHIPS, various clearing houses, for domestic and international payments systems etc. are largely contractual arrangements between two parties with greater influence by geopolitical factors.

Blockchain comes as a blessing in disguise to truly create a decentralised, peer to peer network, distributed among the value holders. From humble beginnings in 2008, Blockchain and cryptocurrencies are becoming mainstream today. Further, developments in the blockchain space continues to take place at a faster pace than ever before. Several corporate, governments and developers are working on different aspects to improve this technology but there are three major aspects of Blockchain being implemented over the next few months which we believe will work wonders for LALA World and the unbanked. These are:



**1. True and immune decentralization:** Most people on the planet do not have the capability to own large computers, servers or any of the existing sophisticated machinery to operate a node in the system, but they do have smartphones. With decentralised projects and beginnings of Atomic Swaps, this could truly create a decentralised world in the coming years and decades.





**2. Scalability and efficiency on-Chain:** These two go hand in hand. Scalability needs to have a throughput of millions of transactions per second, on-chain. And the efficiency must be increased by a factor of 80 to 90 in order to be considered disruptive while run secure by design. Many solutions are being proposed which will further help our cause.

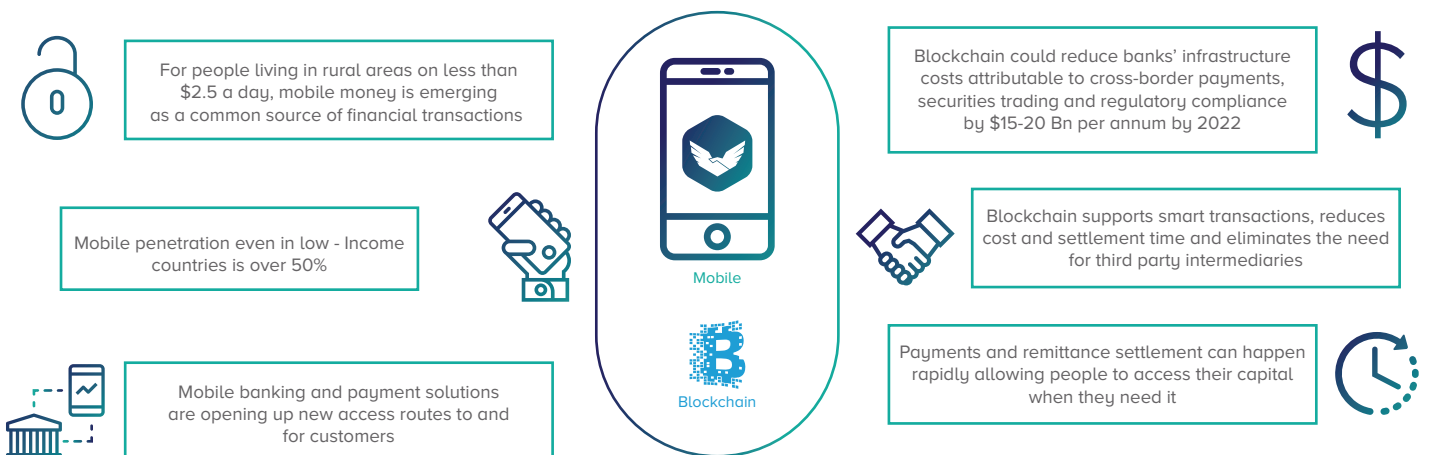
**3. Privacy, open and unrestricted access:** People work for their money and must have full, uncensored and unrestricted access to their own money. Banks, capital markets and the centralised controls continue to suppress the unbanked. LALA is creating that ecosystem to truly revolutionise the way peer to peer markets works for this population

## What is total Market Opportunity from the Unbanked Population?

Blockchain will help distribute value than wealth

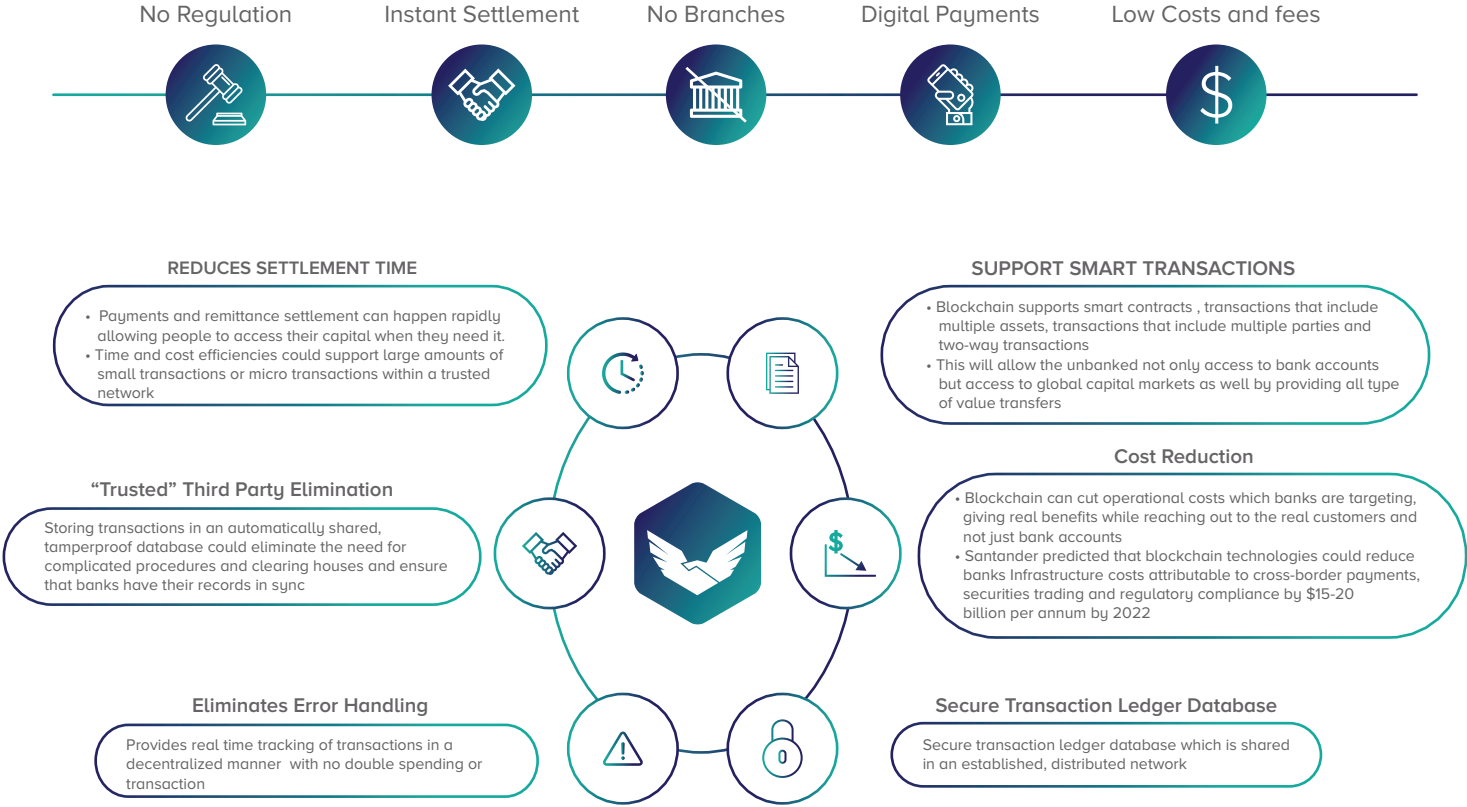
# \$380 BN

Estimated revenue generated by banks by 2020 within emerging markets from unbanked population



With over 2 billion people suffering for so long, financial inclusion is the top agenda everywhere today: financial institutions, governments, central banks, NGOs, large corporations, and technology companies. So far, various solutions have been tried and tested, with or without the involvement of banks, attaining some levels of success. According to the World Bank, 700 million of the previously unbanked became account holders from 2011 to 2014. However, 2 billion adults globally still remain without an account with a bank or even with an authorized non-bank service provider.

## BLOCKCHAIN + FINANCIAL INCLUSION = LALA WORLD ECOSYSTEM



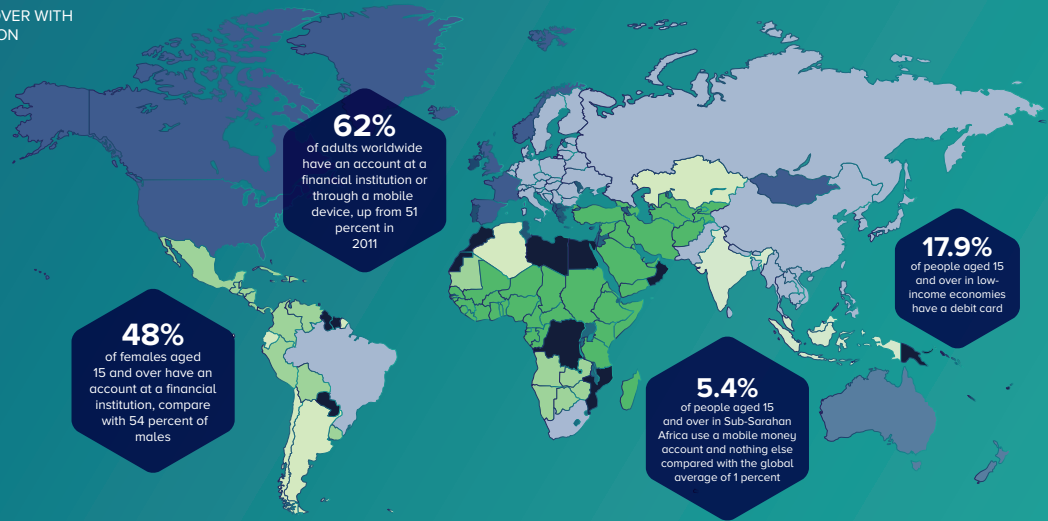
# BANKING THE UNBANKED

Financial inclusion is key driver in tackling poverty and boosting economic growth. Yet a staggering two billion adults across the world still do not regularly use a bank account or have access to a financial institution via a mobile device. Here is the latest data on financial inclusion, which shows a large disparity between different countries worldwide

## WHERE THE UNBANKED LIVE

PERCENTAGE OF PEOPLE AGED 15 AND OVER WITH AN ACCOUNT AT A FINANCIAL INSTITUTION

- 1.8-18.4%
- 18.5-40.6%
- 40.7-62.9%
- 63-87.4%
- 87.5-100%
- No data



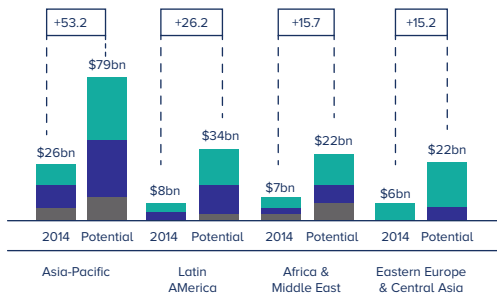
## \$380BN OPPORTUNITY FOR BANKS IN EMERGING MARKETS

Estimated financial services consumption increase through full banking penetration and increased utilisation by adult population

### PERSONAL BANKING

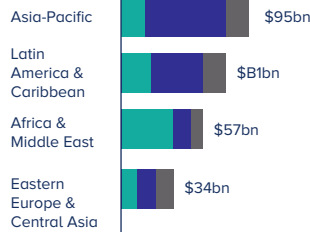
Income band of adults (per annum)

- \$3-\$8k
- \$1-\$3k
- <\$1k
- Consumption increase (\$bn)



### MICRO AND SMALL BUSINESS BANKING

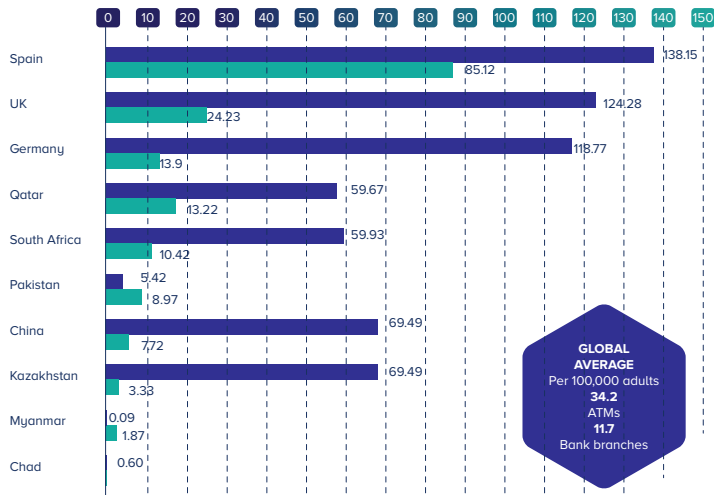
- Formal small business lending
- Formal micro & informal small business lending
- Potential fee revenue



## COMMERCIAL BANK BRANCHES AND ATMs PER 100,000 ADULTS

MOST RECENT DATA AVAILABLE FOR SELECTED COUNTRIES

- ATMs
- Bank branches



## BANKED PERCENTAGE OF POPULATION

TOP AND BOTTOM TEN FROM MORE THAN 160 COUNTRIES WITH AVAILABLE DATA

### TOP 10

01		Norway	100%
02		Finland	100%
03		Denmark	100%
04		Sweden	99.7%
05		New Zealand	99.5%
06		Netherlands	99.3%
07		Canada	99.1%
08		UK	98.9%
09		Australia	98.8%
10		Germany	98.7%

### BOTTOM 10

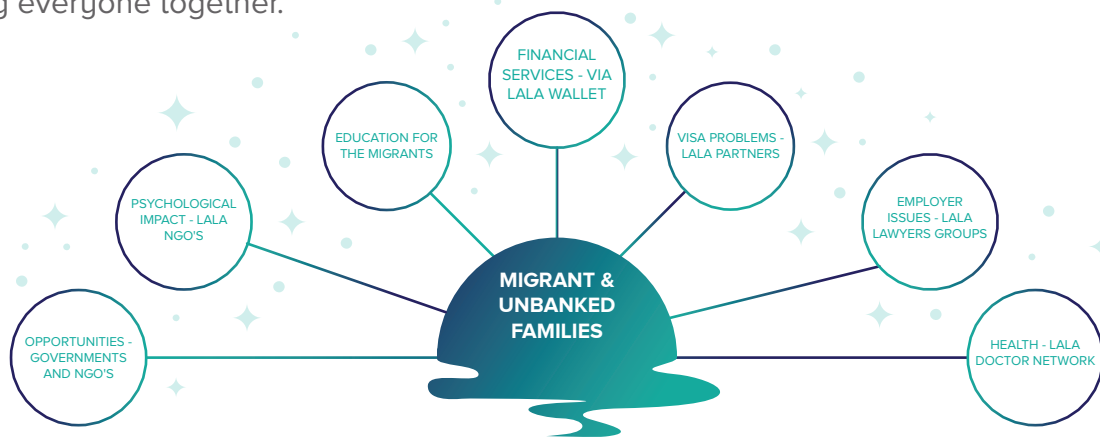
01		Turkmenistan	100%
02		Niger	100%
03		Madagascar	100%
04		Guinea	99.7%
05		Republic of Yemen	99.5%
06		Burundi	99.3%
07		Chad	99.1%
08		Somalia	98.9%
09		Pakistan	98.8%
10		Afghanistan	98.7%



## 2. INTRODUCTION TO LALA WORLD

*LALA World is an Ecosystem of real life partnerships with governments, NGO's, local communities and an integration of biometrics, blockchain and distributed ledger technology that aims towards financial inclusion.*

LALA World (“LALA”) is a wholesome ecosystem for the unbanked, starting with the migrants and their families back home. The ecosystem not only revolves around financial inclusion, but also bringing together communities at grassroots level, solving real life issues faced by this population and using the most advanced technology to bring everyone together.



The base of this Ecosystem is the LALA Wallet platform. By creating a whole new peer to peer infrastructure, LALA aims to revolutionize the way individuals, small businesses and micro entrepreneurs transact, make domestic and cross border payments, borrow money and associated products like insurances, cards, wealth and other general banking products.

The key to LALA’s success is in its experienced team and their global network and partnerships. We believe it is all about execution in the end. With relevant experience running such projects, monumental partnerships already in place, great technology team behind us and ground level support, we believe we are blessed to have all come together for LALA.

To accomplish this herculean task, we need partners. We are aware of our migrant and network strength, but also at the same time, aware of our weaknesses. We cannot build everything alone. Therefore, LALA has struck various partnerships across Asia, Africa, Middle East and CIS. That means real customers, real people and use cases. A fiat prototype is being tested across users in Malaysia and India. This will provide us with valuable feedback and make the system more robust. An Ethereum and Hyperledger based domestic and cross border financial system (LALA Transfer) Proof of Concept (PoC) as well as a peer to peer lending platform (LALA Lends) is being developed by our highly qualified blockchain developers. That should be complete just before LALA Tokens hit the exchanges.



The current financial system is broken for this suppressed population. Several papers, articles and theories have been written on this. It has been a herculean task to bring them into the mainstream. From a controlled and centralised financial system, LALA is truly bringing a whole new ecosystem (financial and grassroots community levels) to eliminate the need for intermediaries which drastically reduces costs and creates efficiencies. Storing transactions on Blockchain eliminates complicated procedures and clearinghouses, saving time, money and the risk of error. The allowance of frictionless savings and investments gives people more control over their financial destiny. LALA uses Smart Contracts embedded into transactions that further simplify complex procurement, negotiation and verification processes.

**“We’re going to focus on accelerating investments in human capital, in health, education, social protection, so that Africa can prepare itself for the next phase in economic development,”** – *Jim Yong Kim, President World Bank*

2B

**THE UNDERSERVED & UNBANKED**

For more than 2 billion individuals without a bank account, LALA World provides immediate access to microfinancing services and cheap, global remittance services



**TOURISTS AND EXPATS**

Insteads of obtaining traveler checks, or paying excessive conversion fees, visitors in foreign countries can buy and use any currency, anywhere in the world



**MIGRANT WORKERS AND THEIR FAMILIES**

LALA World provides the fastest, cheapest, and easiest way for migrant workers to send money home and sustain their families



**AID ORGANIZATIONS, NGOS AND GOVERNMENTS**

By streamlining, LALA World allows for the easy and publicly auditable distribution of funds to developing countries

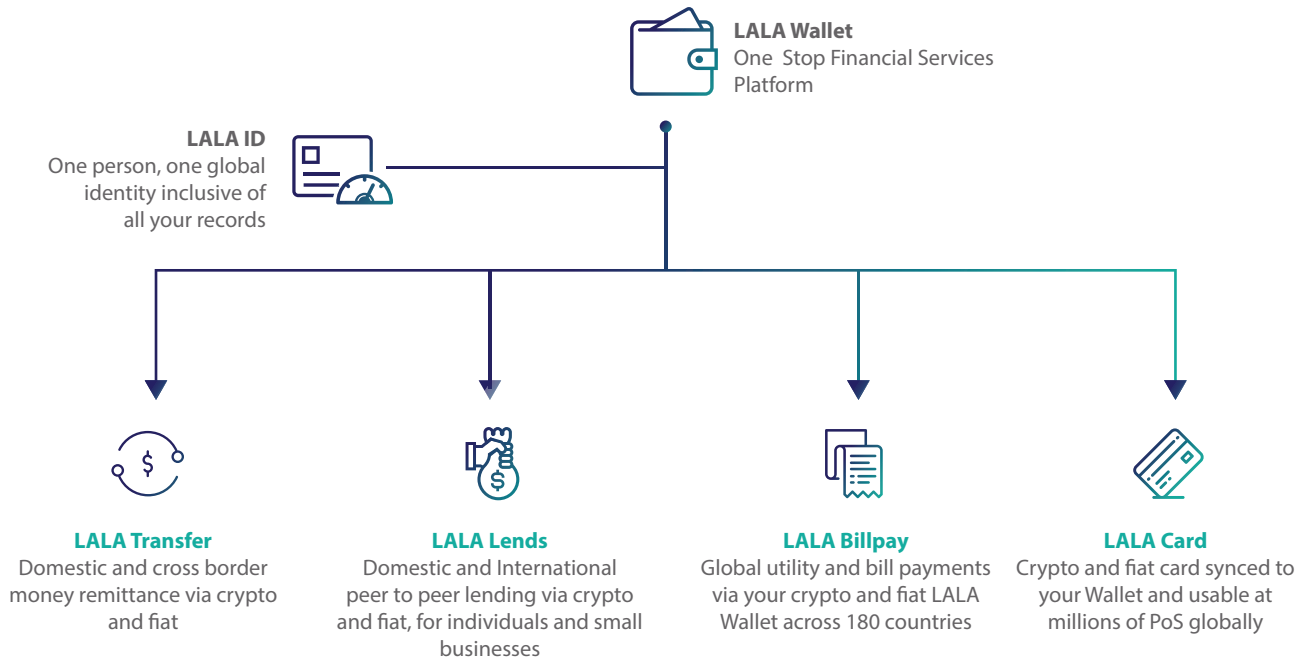




# 3. THE LALA WORLD ECOSYSTEM

*We believe that the economy works best when it works for everyone, this new platform is an engine of inclusion.*

*-Don Tapscott*



PRODUCT	FEATURES	BUSINESS MODEL	RATIONALE
LALA WALLET	The central core - Your one stop solution for all your banking needs - Bridging Fiat world with the crypto world	Multiple financial services available inside, keeping in mind a global seamless ecosystem	Increase user adoption, referral marketing along with more products and service usage leading to more revenue
LALA ID & LALA SCORE	Global ID management and verification on Blockchain creating one comprehensive ID & score for individuals and small businesses	Upon Wallet download and creation, finger prints, facial recognition and other biometrics are captured to assign a unique ID on Blockchain	Creates a globally recognised system especially for the unbanked who cannot access financial services today
LALA CARD	Debit, Credit and Loyalty in one card. A pre-paid Card synced with the LALA Wallet spendable at PoS, ATM or online	Transaction base % charges, discounted for the LALA Token holders which they can spend on various loyalty programs, cash out or trade	The more they spend, the more they earn
LALA TRANSFER	Local and global remittance via Blockchain in the backend using LALA Exchange, Fiat and Digital remittance	Transaction Fees, Exchange Fees	Remittance is a pain today - over regulations, brokers, high fees etc. LALA intends to capture this global remittance market
LALA LENDS	Peer to Peer and EMI based lending for small business and micro entrepreneurial projects	Interest commission and transaction conversion fee. All community projects are evaluated by a peer system	Micro lending is unavailable today. Creating a peer to peer system globally can be the game changer
LALA BILL PAY	Local and international utility cards and any bill payment via country specific partners in Crypto and Fiat	Transaction Fees, Exchange Fees	With local tie ups in every country, LALA will enable cross geography payments possible
LALA KIT	Software meets hardware. A physical pre-set plug and play kit sold at shops and handed over to likes of migrant labourers containing card insurance, mobile & other goodies	Every Kit is sold at Cost plus basis at various locations or home delivered or can be ordered online. Various partners will be enablers and rewarded in LALA Token	Physical with the digital world and still peerless, its a revolution. Hardware and software will help build a whole new ecosystem

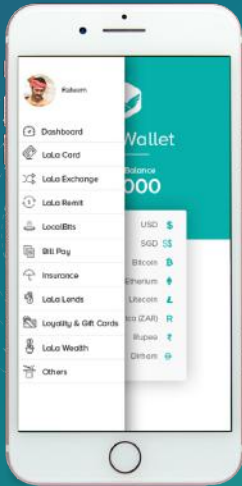


## 1. LALA WALLET

LALA Wallet is your single point access to all financial services in the LALA World ecosystem. You have multiple top up and cash out options, hold fiat or multiple cryptocurrencies, with a host of financial services like money transfer, lending, bill payments, cards and other normal banking products at your fingertips. LALA Wallet also allows you to share your micro projects globally, allows you to raise issues which are suppressing the unbanked and build your own communities, thereby creating a true Ecosystem benefiting everyone.

### Topup options

- Via GPS (meet new LALA users, give fiat receive LALA Tokens)
- Deposit Cash via QR Code at local merchants/ partners or LALA Shops
- Agent and Community heads with LALA Token Balance e.g. Village Heads
- Fiat via Banks financial partners (jurisdiction specific, post ICO)
- Crypto exchanges and other crypto wallets
- LALA wallet to LALA wallet
- LALA Force - Local riders who can come to your location and topup



### Cash out options

- GPS enabled local matches to transfer : LALA wallet to LALA wallet
- Partners/ Franchises/ Distributors who have network
- Country specific fiat transfer using local banks
- Other money transfer exchange & tieups with agents
- LALA Card usage at various PoS globally.
- LALA Force locally.
- Delivery to other Crypto exchanges and local wallets

When you download for the first time, one of the most secure multi-currency wallets is automatically created, which the user can then fund with fiat or cryptocurrencies. We are also working with various banks and payment processors across geographies to enhance the acceptance globally.

Central to this Wallet platform will be our LALA Tokens that will allow seamless transfers and payments for various transactions and services. LALA Wallet also includes an API for third-party developers so they can interact with the Wallet, access balances, send transactions, invoices, and build other third-party applications on top. This will further enhance the LALA Wallet acceptability and usage. Third Party API business model will create more partners who can distribute LALA Services globally to strengthen this network.

The user can conveniently convert a wide range of Blockchain assets such as LALA, BTC, ETH, LTC and DASH by simply using his LALA Wallet which has an inbuilt exchange mechanism. If the user is not crypto savvy, they can also choose to store the currency in local Fiat and not use crypto at all, giving ultimate freedom to the user and truly bridging the old world to the new.

The more you use your LALA Wallet, the more you are rewarded economically, not only by cheaper transactions, but also via LALA Tokens for activities like sending new remittances, topping up user's balances, or cashing out other users balances at other ends, along with number of other LALA referral products and services as described below.



For mass acceptance of LALA Wallet, we have teamed up with various employers, NGO's, contractors, support groups who bring these migrants to new countries. Along with their initial training, we will be conducting LALA Camps not only to educate them about new countries, but also adapt to their new LALA Wallet and how it can help them in a strange new country. Newer ways of interacting between themselves, support groups and any other issues they face can be all reached out via one single platform  
- LALA Wallet

## 2. LALA ID – One Global ID, on Blockchain and under your control

“Digital Identity is a must for the millions of migrant labour population that visits through our platform every year and we are excited to take the first step with LALA for a truly global experience”

- Dato Ratha Vellai, Bestinet Sdn Bhd  
Malaysia



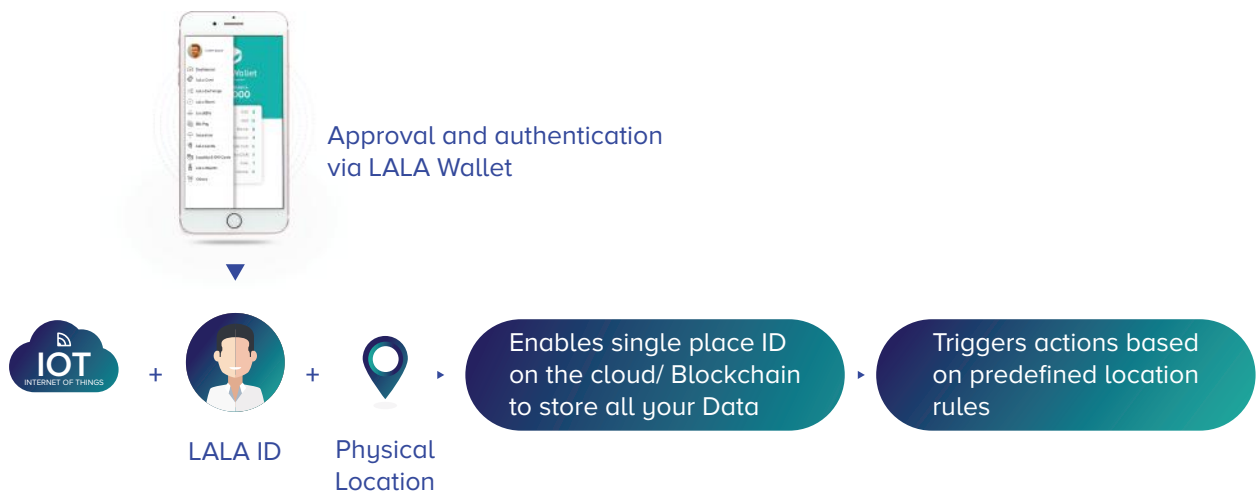
Premise of your LALA Wallet starts by creating a single digital identity that you can carry globally – LALA ID. The team at LALA had a vision – to provide a digital identity to every person on the planet, starting with migrants and their unbanked families. We are also certain that if we have to create a truly global ecosystem, then we need a base identification system that is far superior than existing ID systems. That should be global in nature, but yet secure, private and available on demand.

This unbanked population is often excluded from basic rights like property ownership, banking accounts and any social protection just because they don't have rights identity documents. Proof of identity is where it all starts.

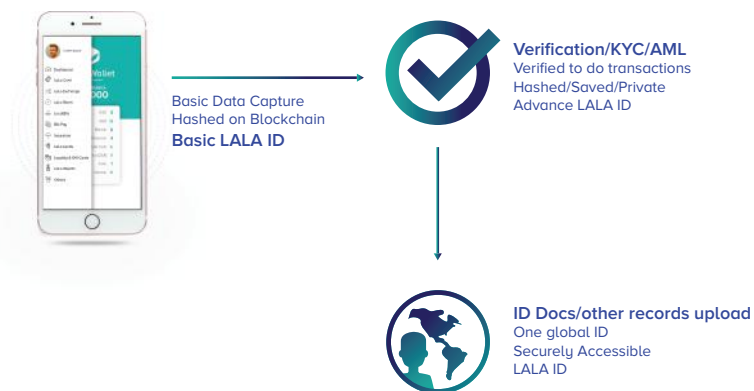
LALA World and its partners have worked tirelessly to build a single global identity system which includes KYC/AML, biometrics, verification, digitisation of records, cards, national ID systems etc. This protects your security on blockchain and gives you freedom to conduct various financial services, all in one single Wallet. Primarily, your single LALA ID will be able to consolidate all physical and digital identity into a single secure & private ambient identity, pointing to a secure trusted dataset about the individual, thereby enabling easily individualised interactions in the physical and digital world across multiple vertical applications and compliment existing identity solutions.

Eventually LALA ID and its association with partners globally becomes your one single access point at various multiple applications and physical locations. The prototype and MVP are in place already and being tested at various locations.





### LALA Wallet Download



## 3. LALA TRANSFER

LALA's management team and its partners are one of the most experienced crew who have run payment wallets, money exchanges, remittance and lending businesses for over 10 years in over 15 different countries. On top of solid experience and a great network, we have also built a great crypto offering – “LALA Transfer”, for efficient, cheaper and faster remittance services globally.

LALA Wallet, LALA ID and LALA Token are the central pieces to the LALA World ecosystem. LALA Wallet allows seamless onboarding, LALA ID creates easy verification, AML / KYC and LALA Token provides the single mechanism for users, partners, money transfer agents / operators, to make quick and cheaper transfers within communities domestically as well as cross border.

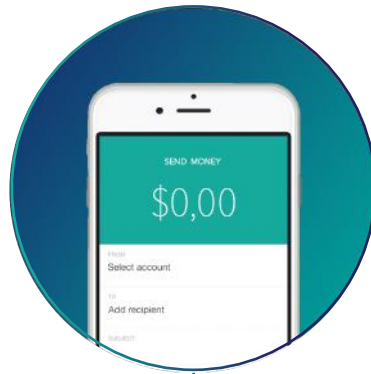


## Sending Corridor

- Top-up options
- LALA ID linked

Multiple options  
Partnerships/ownlicences

- Currency Brokerage/Exchange
- Partners Receiving network
- LALA Wallet & LALA ID
- Money Transfer licences
- LALA Force Collection Services
- Local Money operators/ Agents
- Banking Channels



Largest  
Network of  
Global Agents  
& Partners

## Receiving Corridor

- Cashout options
- LALA local Delivery

Multiple options  
Partnerships/own licences

- Currency Brokerage/Exchange
- Partners Receiving network
- LALA Wallet & LALA ID
- Money Transfer licences
- LALA Force Collection Services
- Local Money operators/ Agents
- Banking Channels

*Cheaper, Efficient  
Faster*

*Global Wallet and  
free for money transfer  
agents/operators*

*More earnings for  
agents & less fees for  
users, no overheads*

*Instant transfers  
multiple topups, cash-  
out & sending options*

There are also immediate cash incentives in LALA Tokens via referral programs, KYC /AML updates, transaction volumes not only for users but for all “Partners” in the ecosystem like money transfer operators (MTO), agents, franchises, LALA Force (own employees), contractors, vendors suppliers etc. LALA Tokens continue to increase in value and strength as 20% of NET transaction fees is used to buyback LALA Tokens thereby providing upward pressure on the price creating a positive feedback loop between network expansion and Token value.

LALA World and its Partners facilitate deposits and withdrawals in fiat as well as other cryptocurrencies. Partners get their own dashboards including transactional analytics, customer historical information, KYC data and top up functionality which will facilitate the advent of LALA Franchise.

Migrant labour market, is our strength and a classic example of the suppressed and unbanked population. With about US\$500 million flowing through South East Asia alone, every year, this population is exploited. With lack of banking facilities, working in a strange new country and culture, high exchange fees, number of intermediaries and brokers, no insurance, etc. they have been suppressed at every junction.

At LALA World, our vision is to uplift these people. This is simply what is driving us today to achieve this global task of bridging the numerous problems they face with diversified solutions using technology and our networks.



**A SELF SUSTAINABLE ECOSYSTEM HAS TO BE CREATED. JUST TECHNOLOGY, SOFTWARE, FINANCIAL SERVICES CANNOT SERVE THIS PURPOSE, THERE HAS TO BE A NETWORK EFFECT.**

LALA Transfer is all about changing that with very little fee on transfers. We are in discussion with various partners – governments, employment agencies, transfer agents, remittance services etc. to empower these migrants with LALA Wallets even before they board the plane. More detailed roadmap and partnerships are in following sections. We are in several discussions and are connected with multiple banks, for liquidity and low spreads.

As a part of LALA Transfer, our technology team is also working on an internal order book system on Blockchain that will allow us to match cross border remittances flowing from one country to another. A truly, secure, decentralised order matching where one could transfer money at domestic rates and at negligible costs. A true disruption focussing on not only the unbanked and migrant community but a service that all of us can use anytime, anywhere.

#### **4. LALA LENDS**

Peer to peer and micro-lending has been on a steep rise over the last five years. But if one looks around, its primarily the developed nations and companies who have blossomed into unicorns while the industry has promised to eliminate poverty, offering low-barrier loans to those historically unbanked financially.

So-called “bottom-of-the-pyramid” solutions have led to strategies that many claim simply do not work and actually make poverty worse. This is where the Ecosystem approach comes handy. LALA team has extensive experience of mitigating this. LALA World supports individuals and small and medium sized businesses by offering them

- 1.** Micro loans, backed by LALA Token investors (and investors are rewarded). We are also working with some large funds & government partnerships to provide us underwriting capability to fund some loans
- 2.** P2P loans inside the LALA Wallet from LALA Community – both in Fiat as well as Crypto
- 3.** Community based projects (for e.g. small solar farm in a remote village) or small retailer loan based on their sales, trade data and invoice all embedded inside LALA ID and one Score – LALA Score.





**»» CRYPTO ASSET BACKED LOANS**

- Get immediate Cash against your Crypto assets
- No need to sell them
- Competitive interest rates
- Prepayment penalties
- Get it back when you want

**»» INSTALLMENT BASED CRYPTO BUYING - EMI**

- Your choice of Crypto asset to buy
- Buy as much you want against small margins
- Locked till all EMIs paid
- Competitive rates

**»» P2P LENDING FOR INDIVIDUALS AND SMALL BUSINESSES**

- LALA ID generates LALA Score for users
- Working on decentralised credit scoring
- Powered by smart contracts & IPFS
- Peer to Peer lending
- Peer to Peer Credit Vouching ( Like guarantees without guarantors)

**»» MICRO LENDING FOR SMALL COMMUNITY PROJECTS**

- Competitive interest rates
- No collateral
- Immediate cash for predetermined time period

Most of the problems in micro lending arises due to mistrust and corruption. Also, to operate in these remote areas, one needs large overhead and operating costs, slow movement of funds due to centralisation.

By lowering the costs of cash transfer and doing business, blockchain could solve some of the main problems with microlending, allowing the new financial inclusion industry to blossom and start lifting people out of poverty at a world-changing rate.

## 5. LALA CARD

Within the LALA Wallet, user can choose to order a LALA Card, a virtual and/or physical debit (and in time to come credit card). As a security measure, we allow a user to lock and unlock his card through the LALA Wallet App. Furthermore, the user can also set limits for his family members and sync all the cards to the same Wallet. This makes our system more secure than traditional credit and debit card systems.

Blockchain and LALA Tokens become very central to this as users can sync multiple cards to the same LALA Wallet, which can then be used as both Fiat and Crypto medium of exchange without incurring any high fees for such transfer at any time. Further, we will also be coming up with a loyalty mechanism tied to the LALA Card, so that more you use the wallet, the more you are rewarded as a LALA Token holder.

Not only are the fees, much cheaper than traditional Wallets, but also payback rewards are massive, leading to almost nil fee when used globally. Customers will be allowed to top-up their LALA Card with ETH/BTC/LALA Tokens, bank transfer, credit card, debit card or via a pre-approved credit limit. Other third party partners like Apple Pay, Samsung Pay and Android Pay will be integrated in time to come.



## 6. LALA KIT

LALA has a unique proposition, especially for the unbanked areas where we have already developed a MVP hardware Kit for greater penetration. This will also be sold at local corner stores, shops and partner locations in the future.

*Software cannot solve all problems and hardware has to be a part to create a truly globalised platform – Steve Jobs*

LALA Kit is for everyone. A small business, grocery store, unbanked or a migrant labour. Buy LALA Kit from your nearest store or partner locations and be plugged in to the financial system instantaneously. No bank integrations, no filling of forms, no long queues, just activate your ID and sync with the phone inside, start using, get paid, receive money. LALA kit can also be pre-ordered online and delivered straight to you at a very affordable cost. A migrant labour, for example, can even get LALA Kit before he boards the plane from Bangladesh to Malaysia.

We are in discussion with several players to put this together. Initially we will have four items in there –



1. A cheap android phone currently priced at USD 50 (we are bringing this down via local subsidies and local partnerships, advertising revenue etc). The phone is ready and is being arranged to be shipped to Malaysia
2. Embedded in the Kit, will be a SIM card (already started in Malaysia & Bangladesh)
3. LALA Insurance on top of the existing “So called” insurance we will be providing a real insurance
4. Carrying unique QR codes.
5. In future we will also bring in a pre-synced LALA Card, LALA PoS etc

## 7. OTHER LALA PRODUCTS

We are focussed and the vision of our management is very clear. Therefore we want to start with products and partnerships that we have built with over a decade of experience. We do not claim to know everything and clearly realise our strengths and weaknesses. Also, there are things that are best left to experts who are good at doing that. Therefore, we believe in stronger partnerships. We are good at creating this ecosystem, working hard, willing to learn but as we expand and grow, we need partners. Please feel free to reach out to us at [hello@lalaworld.io](mailto:hello@lalaworld.io) if you would like to partner with us.

Above-mentioned products, in some shape or form are already being launched in various jurisdictions. MOU's and definitive agreements are being signed across Asia, Africa and Middle East. Products like LALA Insurance, LALA Wealth, LALA ATM's, LALA Force, LALA Franchise etc are all planned after 12 months. Right now we are on track to create a global Wallet for the unbanked. Roadmap and further plans are detailed in sections below.





## 4. LALA TECHNOLOGY AND MVP

*Blockchain is a really good, resilient system. The interesting thing about bitcoin is since its inception, no one's cracked it. Yet it's completely in the open.*

-Alex Batlin

To implement a seamless Blockchain technology, LALA team has been constantly sticking to some core principles and the real pain it is trying to solve for the unbanked. We have come to certain basic conclusions based on the geographies we intend to cover and the products we want to offer. There are some rudimentary issues in financial inclusion of these underprivileged populace that has to be solved by a mix of traditional cash, existing agent networks and advanced but seamless technology.

### Few key areas that we have considered while building the tech:

1. Cash is still the dominant medium of exchange in these areas
2. Third party intermediaries and brokers are expensive
3. Peer to Peer is the road we want to eventually take for all LALA products
4. Smart contracts can be used to automate and create trust between participants
5. Exchange of value should be fast and efficient
6. There has to be a medium for store of value as well
7. Most of this population do not understand crypto, how it works and think it is agnostic

### 1. DESIGN AND APPROACH

Most LALA Wallet users have smartphones but cannot afford expensive machines. Blockchain is maturing and reaching to a stage where there is currently a need for a single class, secure strong governance (decentralized) value exchange that uses maximum distributed computing so it is efficient and scales to millions of transactions per second when powered/powering billions of devices (single class of machines) while maximizing security and minimizing transaction fees (to almost zero). To achieve this, we are focussing on the following stack of technologies:



To achieve this, our base technology has to be very strong and we have studied various Blockchain platforms like Ethereum, Hyperledger and Bitshares, To make LALA World scalable we are looking at various off-chain solutions like raiden, Ethereum's Lightning Network and Plasma, but they are all still in nascent stages and still testing.

We have tested and used Bitshares in the past. It's a great technology pegged to all 180+ countries via USD, but uses Graphene and Graphene was hard to stabilise and continued freezing. For several other reasons we are staying clear for now.

At the moment a mix of Ethereum for ERC20 compliant LALA Token and Hyperledger fabric for transactional basis, is the best Blockchain solution available to build LALA World platform.



Our MVP and PoC will be based on that primarily because Ethereum already has good adaptation in the market, including exchanges and other corporations, will be released before the ICO. Eventually we may opt for our own decentralised public Blockchain but for now we are building ERC20 compliant LALA Token and also looking at ERC223 on Ethereum main net.

However, we constantly track evolution of other blockchain platforms and technologies, in case any other platform would provide higher smart contract flexibility or security for peer to peer financial smart contracts and scalability, such platform could also be used.

**Cross-Border Payment & Transfer Wallet** - LALA Transfer Cross-border payment wallet will utilize 2 Blockchains – Ethereum and Hyperledger Fabric. Once listed, LALA Token exchange rate can be controlled by the market fundamentals of supply and demand but with this LALA Token can be easily implemented into 3rd party exchanges supporting this standard.

KYC will be handled by LALA ID systems and KYC data will be stored in Hyperledger and decentralized storage. After KYC/AML is passed, users can transfer money from UAE to India or for example from Malaysia to Bangladesh for negligible fee. Currency control can be involved with API, to block any transaction in real time. Transactions will also be checked against sanction lists and blocked if required.

**Peer-2-Peer Internal Exchange** - To minimize the exchange cost for the end users Peer-2-Peer Internal Exchange will be implemented. Users top up their accounts and put funds in a distributed escrow for secure trade orders. There will be BID and ASK order books for certain trade pairs. When a user creates an order, his order is added to order book on the blockchain and when another user who matches his trade order becomes the market taker. Small system transaction fee can be applied. Exchange processed will be handled by Blockchain and will be fully automated.

**Peer-2-Peer Lending** – LALA Lends P2P lending business logic will be based on Ethereum Smart Contracts and Hyperledger Fabric Chaincodes. Users will have profiles and credit score in Hyperledger, more the user is involved the better credit score he gains. User's credit history is transparent and can be shared with others upon his approval or can become public.

Lenders and borrowers can open new offers. The offer conditions are stored in a Smart Contract. It includes name, interest rate, etc. These offers will make lending / borrow order book – market makers. Lenders and borrowers can match the offers they like – market takers. The same offer can be matched by one or multiple user. Borrowers can be individuals or companies. Interest rate can be negotiable.

All transactions can happen over LALA Tokens as central currency and create value for the network and the Token itself. Partnering with communities, governments, NGO's and corporate for CSR activities enhances the acceptance of LALA Token further as a single Token to transact in the real world and not only just crypto exchanges.

A separate technical paper and its details will be available on the LALA World website within this week.



## 2. DEVELOPMENT ROADMAP

We have a clear path to our vision and we have prepared a development roadmap for our technology. Our team prefers a staged approach which means that each stage will have its deliverables:

**Stage 1.** We are launching a basic version of LALA Wallet in Malaysia and India by first week of November. An initial POC with two products will be released by November as well, just in time for this Pre-ICO. The System will be working on Ethereum Testnet blockchain with real user data. This will help us prepare smart contracts and get feedback from the community, real users and make sure that this solution is viable.

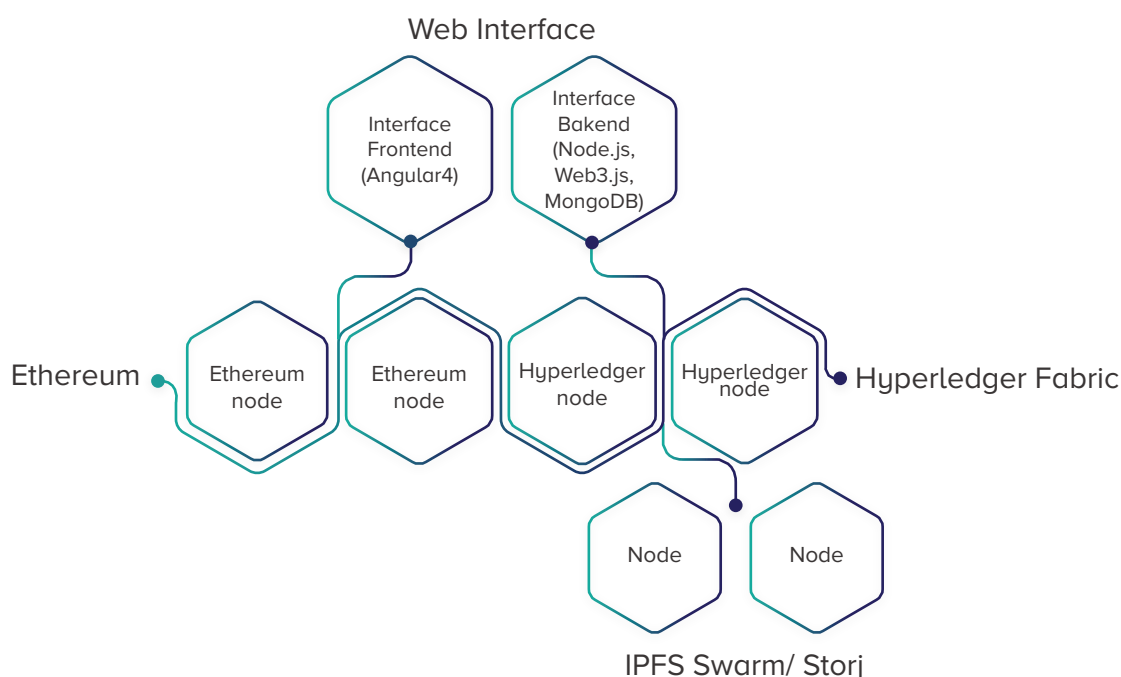
**Stage 2.** LALA Alpha platform will be deployed on Ethereum Mainnet blockchain. Client onboarding via LALA ID, feedback gathering and improvement. Preparation for beta. This should happen by January 2018 in India, Malaysia, Bangladesh, Vietnam, Turkey & UAE.

**Stage 3.** A full working product will be ready by February 2018 with a fully functioning backend server with telematics integrations for real customer data gathering and prediction. This will include a Fiat Wallet, Cross border remittance and P2P lending to begin with.

**Stage 4.** LALA Beta. Fully functioning platform with key features in place to be released by March 2018 and open to selected group of geographies and customers. We are looking at over 10 Countries right now as depicted on the partnership page.

**Stage 5.** LALA 1.0. Opening system for public usage and enabling massive adoption across geographies will happen by April 2018

**Stage 6.** Further development to increase amount of transactions usability and throughput of the platform.



# 5. OUR GLOBAL PARTNERSHIPS

Through our partnerships with government, industry & community organisations, we want to make a lasting and positive contribution to the communities in which we work

-Oliver Roll



**BESTINET SDN BHD**  
MALAYSIA & BANGLADESH 15 MN  
MIGRANT LABOURERS, LOCAL  
MALAYSIAN AND BANGLADESH  
CUSTOMERS



**FISRT MOBILE WALLET**  
UAE/ CIS/ PARTNER FOR  
LOCAL AND INTERNATIONAL  
REMITTANCE



**HIVING TECHNOLOGY, GLOBAL**  
PARTNER FOR LALA ID AND ITS  
PATENTED TECHNOLOGY



**REDHIL ASIA**  
AN AWARD WINNING PR  
CONSULTANCY, PROVIDING STRATEGIC  
SOLUTIONS FOR BRANDING, PR, INTERNAL  
COMMUNICATIONS & DIGITAL NARRATIVE  
ACROSSSECTORS



**THE CAMBRIDGE SCHOOL**  
WITH MORE THAN 10,000 SCHOOLS  
IN OVER 160 COUNTRIES WORLDWIDE,  
OUR STRONG PARTNERSHIP IN INDIA  
IS A STEPPING STONE FOR A BRIGHTER  
TOMORROW FOR PARENTS & STUDENTS



**TASSTECH, GLOBAL LEADERS**  
IN BORDER MANAGEMENT TECHNOLOGY.  
ENTRUSTED BY GOVT. OF MALAYSIA TO  
STRATEGISE THE FORMULATION OF AN  
ADVANCED PASSENGER SCREENING  
SYSTEM (APSS)



**THE SOHO LOFT MEDIA GROUP**  
A FINANCIAL MEDIA COMPANY  
PROVIDING STRATEGIC VALUE-ADDED  
SOLUTIONS TO STARTUP ENTREPRENEURS  
AND SMALL-MEDIUM-LARGE BUSINESSES



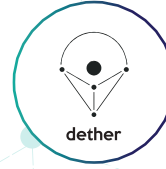
**BLOCK GEMINI, DUBAI, UAE**  
PIONEERING BLOCKCHAIN SOLUTIONS  
IN INDUSTRIES GLOBALLY, IDENTIFYING  
PROCESSES IN BUSINESSES & OPTIMIZING THEM  
THROUGH THE POWER OF BLOCKCHAIN



**COINFIRM**  
PARTNER FOR AML COMPLIANCE  
SERVICES



**LDJ CAPITAL**  
THE PRESERVATION AND OPTIMIZATION OF WEALTH  
FOR PRESENT AND FUTURE GENERATIONS, WORKED  
WITH MORE THAN 30 FUNDS IN THE US FOR THE  
LAST 10 YEARS.



**DETER**  
DECENTRALIZED P2P ETHER NETWORK THAT  
ENABLES ANYONE ON EARTH TO BUY ETHER  
WITH EASE, THUS BREAKING BARRIERS  
TO ETHEREUM MASS ADOPTION

Several other partnerships in India, Bangladesh, Vietnam, Sri Lanka, Korea, Philippines, Nigeria etc.



# 6. EXPERIENCE AND WHY US

## MANAGEMENT TEAM



in

**Sankalp Shangari, Founder & CEO (The Vision)**

To put it in minimal words, LALA World is the brainchild of Sankalp Shangari. An Ex-Banker from Deutsche Bank & JP Morgan having worked in US, London and Singapore. He is an entrepreneur at heart, an author, an investor and a prolific speaker on Blockchain and cryptocurrencies. His charismatic personality and experience in dealing with Governments, Banks and Financial Corporations has been significant in bringing talent from around the globe to this project.



in

**Ranjit Kumar, Chief Revenue Officer (Money Penny)**

Humble beginnings has led Ranjit to achieve the unthinkable. An entrepreneur at heart, he takes every job very passionately and with full ownership. A rising star in Finance who understands well the Project management industry, he shuttles between Singapore and India to manage LALA World global revenues and operations. Previously Ranjit has worked for JCB, Polyplex, Syscom (Moroho Group) & Samsung Electronics.



in

**Juri Kopytko, Chief Technical Officer**

An expert in JAVA and a senior Blockchain Developer, Juri is the CTO for the project. With his deep understanding of high performance computing, Solidity, Hyperledger and engineering experience, he is the architect in chief behind integrating the project to the Blockchain and ensuring the security of the project. An experienced professional from Elisa, Nordea, Symantec and MoneyZen, Juri is our technical genius.



in

**Prakash Somosundaram, Strategy & Corporate Development (The Strategist)**

Prakash has built and sold businesses. A leading Fintech Influencer and a versatile speaker, he is very actively involved in the South East Asian startup ecosystem and Youth related causes in Singapore. He serves as the Vice Chairman of ACE (Action Community for Entrepreneurship) and a Board Member of SCAPE with a focus on Youth and Entrepreneurship. He's also the co-founder of Fintech Consortium of Singapore.

## TECHNICAL TEAM



in

**Sergey Petkevich, Blockchain Specialist**

A Hyperledger/Ethereum Expert, having 6+ years of Blockchain experience, Participated in Dubai Future Accelerators, Fintech background, Sergey is our got to man for the Blockchain development and a CTO at Block Gemini



in

**Vivek Kumar, AVP Technology**

Vivek has 10+ years of experience in Managing variety of Android and IOS Application, web applications, e-commerce, System application and Creating realistic and achievable project plans alongwith developing Ecommerce framework and different payment gateway Integration. He is the building the core architecture of our LALA Wallet.



in

**Kanat Tulbassiyev, Security Expert and Blockchain Developer**

An alumni of The University of Birmingham, Kanat has served as an IT Director of a National Bank, Hyperledger/Ethereum/Cyber Security Expert, Developed National Bond's system for a government on Hyperledger. With Kanat in the team we know the product will be secured like a Fortress.



## ADVISORY TEAM



**Ari Paul**

Ari is co-founder and CIO of BlockTower Capital. He was previously a portfolio manager for the University of Chicago's \$8 billion endowment, and a derivatives market maker and proprietary trader for Susquehanna International Group (SIG). Ari earned a BA in political science from the University of Pennsylvania, and an MBA from the University of Chicago. Ari is a CFA charter holder.

[in](#)



**Luke Sully**

Luke is a legend in Blockchain space. Worked previously at Chicago Bitcoin Center, IBM and Intelligence and Strategic Threats for crypto finance task force at PwC. An alumni of the prestigious MIT (Sloan School) and UWE (Bristol), Luke volunteered as co-chaired cyber security working group at Innovative Finance. He is based out of London, United Kingdom.

[in](#)



**David Drake**

David Drake is the Chairman of LDJ Capital, a family office based in NYC; Victoria Partners, LDJ Real Estate Group, Drake Hospitality Group, and The Soho Loft Media Group. LDJ Capital's extended network of funds of funds and hedge funds manages 1.5 trillion USD in assets. Mr. Drake has been involved in technology, media, telecoms, realty, hospitality, cleantech, energy and social impact investments for more than 25 years.

[in](#)



**Thomas McAlister**

Founder of Digital Mining Corporation Australia, Bankcoin Reserve Australia. An alumni of Western Institute of Technology, Thomas McAlister is a Blockchain Financial Institution Systems Architect based out of Queensland, Australia. Thomas and his team have several Blockchain patents to their name including some on Proof of Stake.

[in](#)



**Han Kyul Park**

Han is a blockchain entrepreneur based in Seoul and advises a number of projects in the cryptocurrency space. Previously, he was the COO of BOScoin, and oversaw the first ICO in South Korea. Han is interested in a broad range of topics, ranging from advanced analytics and web technologies to crypto-economic theories. Before entering the blockchain space, he worked as a developer for major banks and as a data scientist at EY.

[in](#)



**Ajay Bhatia**

The chairman of Learning Largest Wings Remittance Network. Ajay has been instrumental setting up remittance businesses across Asia and Middle East. With massive network of migrant labour communities and being The Chairman of Cambridge schools in India, we consider ourselves blessed to have him on our advisory board.

[in](#)



**Dato' Rathakrishnan**

The Managing Director of Bestinet Sdn Bhd, Dato' Rathakrishnan started his career in the Ministry of Human Resources, Malaysia serving in the Administrative and Diplomatic Service. He later served a multinational international manufacturing company which employed over 20,000 staff, for around 20 years and was its Deputy President when he left in 2009.

[in](#)



**Dato' Sri Mohd Amin Abdul Nor**

The Founder and Chairman of Bestinet Sdn Bhd, Dato' Sri Mohd Amin Abdul Nor has been Managing Director and CEO of several companies for more than 20 years and has vast experience in managing service-oriented business. Underpinning his passion and empathy for the benefit of migrant workers and initiating a dedicated pragmatic preventive action to reduce malpractices and inefficiencies in migrant management solutions, he started Bestinet Sdn Bhd in 2008.

[in](#)



**Nitin Bhatia**

Nitin has over 2 decades of Capital markets experience working at BridgeLink Advisors, Tata Capital Limited, Babcock & Brown, ABN AMRO Bank and SBI Capital Markets. Nitin is our corporate and finance advisor and is based out in Mumbai, India. One of the most sincere and thorough capital markets advisor we could have hoped for.

[in](#)



# 7. LALA INITIAL COIN OFFERING

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LALA is an ERC20 Loyalty Token, also referred to as utility Token. We would like to highlight that this Token does not represent equity in the company nor have any intrinsic value. Please read the Important Notice in the end for clarity and other terms. The funds raised in the ICO will be used to further scale the platform, expand in more countries, assistance for local communities to build, investments in a small LALA Fund for the migrants, unbanked and hire more people on technology and business development. This is further detailed in next section.

## 1. HIGHLIGHTS OF LALA ICO

- 1 ETH will buy 1000 LALA Tokens.
- LALA intends to collect 150,000 ETHER
- Pre-ICO sales period will last from 15th November 9 PM (SGT), Singapore time to 10th December 9 PM (SGT), Singapore time. This will include retail as well as institutional participation, including Pre-ICO Bonus
- Feedback & Review period will be 11th to 31st December 2017. This will include feedback, implementation, launches in few countries, numerous partnerships, PoC, testing and other significant news in various countries
- LALA Initial Coin Offering (“ICO”) will commence on 5th of January, 2018, 9 PM (SGT), Singapore time and end on 5th of February 2018, 9 PM (SGT).
- Ether, BTC, LTC and other cryptocurrencies can be contributed and turned into LALA Token

## 2. LALA TOKENS CREATION, RESERVES AND BREAKDOWN

LALA intends to collect 150,000 ETH for further expansion, development and other growth activities. That is a total of 150 million LALA Tokens to be distributed to these investors.

LALA will create a further 100 million LALA Tokens during this ICO for a total of 250 million LALA Tokens (“Total Tokens Created”). Distribution of Tokens will be as follows:

- 60% of the Total Tokens Created will be distributed in the ICO Crowdsale.
- 15% of Total Tokens Created during the ICO will be allocated to LALA founders, early investors, technology teams, existing and future employee Token pool - locked in a pro-rata smart contract for minimum 6 months
- 10% of Total Tokens Created during the ICO will be granted to advisors, consultants, community developers and will be locked in a pro-rata smart contract for 6 months, unless specifically agreed beforehand.
- 15% of the LALA supply will be credited to the reserve, but not issued. These LALA will be available as an additional Token sale mechanism, but may never be issued, depending on circumstances in the future
- In addition, LALA World will repurchase LALA on the exchanges and open market using 20% of NET transaction fees from LALA Wallet. The repurchased LALA will be used for community development, referrals and other social causes to reward investors and users





Therefore,

$$\text{Total LALA Token to be issued} = \frac{150,000 \times 1000}{60\%} = 250,000,000 = 250 \text{ million}$$



### 3. PRE-ICO PARTICIPATION AND BONUSES

Pre-ICO subscribers will receive a loyalty bonus on their initial investment. LALA loyalty Tokens issued during the ICO will be a free floating loyalty asset.

#### *Maximum LALA Tokens to be sold during Pre-ICO – 50% or 125 million*

During the Pre-ICO period from 15th November to 10th December 2017, up to 50% of LALA Tokens (or 125 million LALA) will be issued to finalize the initial version of LALA Wallet by November 2017. The purpose of the Pre-ICO is to create a discussion on issues raised by the project, to attract the attention of leading experts in the industry, and to raise funds to prepare the promotion and public relations of the project, as well as prepare a quality ICO. During the Pre-ICO, we shall be offering following bonus Tokens to early adopters and investors:

#### Pre-ICO Bonus Structure

15th to 20th November 2017	+25%
21st to 25th November 2017	+12.5%
26th to 30th November 2017	+6.25%
1st to 10th December	+3.125%

For clarity, the above bonus Tokens will be allocated on top of the regular Tokens you purchased. For example, if you purchased 50 ETH from 15th – 20th November, you will receive 50,000 LALA Tokens plus another 12500 Tokens as a bonus (which represents 25% of your 50,000 Token purchase), so 62,500 Tokens as a total.

All funding during the ICO and pre-ICO will be kept in a multi-signature address, with a multi key structure. Keys of this multi-signature account will stay with LALA, Sankalp Shangari and its Investors or Advisors that will be chosen close to the ICO date. There is a minimum purchase amount of 10 LALA Tokens per purchase or 10/1000 Ether = 0.01ETH.

### PRE-ICO MINIMUM COMMITMENT

Everyone who purchases minimum 50 ETH or more worth of Tokens in Pre-ICO or during the ICO process, will get:

- An Exclusive LALA Kit when launched in Q4 2018
- 100 LALA Tokens to nominate to a charity project of their choice





## 4. LALA ICO PROCESS

Project Description LALA World	LALA World is a wholesome ecosystem for the unbanked globally, starting with the migrants and their families back home initiating with Asia and Africa, providing a decentralized way for everyone to use basic financial services, faster and cheaper
LALA Wallet	The LALA Wallet is a multi-financial services Wallet including money transfer (local and international), crypto and fiat exchange, lending, GPS enabled local meetups and transactions, bill payments (utility, cards, household, governments etc), pre-paid crypto & fiat card worldwide, EMI payments, Loyalty card – A one stop solution for all your financial needs
Ticker Symbol	LALA
Token Background	LALA is built as an ERC20 Token on the Ethereum Blockchain
Start Date	5th January 2018 9:00 PM Singapore Time(UTC+8) 3:00 PM Munich Time 9:00 AM New York Time 2:00 PM London Time
End Date	5th February 2018 8:59 PM Singapore Time (UTC+8) 2:59 PM Munich Time 8:59 AM New York Time 1:59 PM London, (4 weeks)
LALA Token price	1 ETH will buy 1000 LALA Token, minimum 10 LALA Tokens
Total Percentage of all LALA Tokens for public, comprising (a) and (b) below	60%, Percentage of all LALA Tokens created in ICO are for the Public, 15% Percentage of all LALA Tokens for reserves, buybacks, community initiatives etc, 15% Percentage of all LALA Tokens for long-term alignment of interests for founders, existing and future team, 10% for advisors and consultants
Target Amount to Sell (Fixed limit)	150,000 ETH worth of LALA Token
Escrow of funds	Funds secured in multi-signature escrow account
Token holder reward	Discounts on multiple services and 20% of Transaction fee used to buyback LALA Tokens or community service and incentives
Accepted cryptocurrencies for the ICO	ETH, BTC, LTC and many other coins (for the full list of accepted cryptocurrencies, please refer to our website at <a href="http://www.lalaworld.io">www.lalaworld.io</a> )



Reserves will be used for community development and to incentivize the adoption of LALA Tokens and underlying technology, academic research, education, and market expansion. Some of the planned activities include:

- A.** Establishing research labs in cooperation with high profile universities across geographies for betterment of local communities.
- B.** Creating tutorials and educational materials for LALA network and developers using different Blockchains such as Ethereum and Bitcoin.
- C.** Organizing events and conferences to raise the awareness of the LALA network technology and facilitate market adoption.

Of the Founder's Tokens, Founders, early backers and the development team will be rewarded with LALA for their efforts and resources contributed to the development of LALA, including early investors. Furthermore, part of the funds will be used by LALA to incentivise founders, employees and the development team. Each LALA founder and employee will receive part of their compensation package in LALA Tokens, which will vest over 6 months.

Distribution of LALA Tokens starts within two weeks after the end of the ICO and trading should ideally commence on Q1 2018 when everyone can start trading and transferring their Tokens.

## **5. LALA REFERRAL PROGRAM**

- A.** Each Crowdsale participant (Pre-ICO and ICO) will be provided with a unique referral URL LALA.BUY.XXXXXXX
- B.** A referrer will receive an additional amount of Tokens equal to 5% of the Tokens bought by all their referred buyers
- C.** This additional 5% is taken from the reserved 15% company Tokens as well as buy backs in the future.
- D.** When LALA launches its Wallet, these referral URLs get converted to Net Transaction Fee referrals where you will receive 5% of your referred users Net transaction fees every time they use their Wallet as long as both referral and referee hold LALA Tokens. T h i s referral bonus will be allocated via smart contracts automatically on a monthly basis, moving on to weekly and then daily basis eventually.
- E.** Once you create your account or login, a referral link is generated and once you refer anyone, a list will generate under your referral link.
  - Referral link sent to friends via messengers
  - Referral link in your accounts on social media
  - Signatures on forums
  - Articles and blog reviews
  - Youtube videos about the project
  - Mentions of the project in blockchain social media groups

## **LALA TOKEN HOLDERS WILL HAVE SEVERAL ADVANTAGES:**

Eventually our goal is that everyone who participates for this noble cause, should be rewarded, short term investors, long term LALA holders and users of this platform. It's a partnership, it's an ecosystem and all this is not possible without everyone's help and they all need to be rewarded for their time and effort.



## GENERAL ADVANTAGES

- A.** Discount on every service in the LALA Wallet. Initially this will be a fixed discount and may change over time
- B.** For proper KYC and LALA ID verification, users will get a fixed amount of LALA Tokens free. This is for adoption and early usability and can be ended anytime
- C.** LALA Token holders who refer other users to the LALA Wallet will get another set of free Tokens on top
- D.** Our marketing team is working on products wise rewards program as well where every LALA Token holder will get some rewards for number of transactions, amount of transactions, weekly, monthly sales and other exclusive offers on each of the products

## LONG TERM INVESTORS

- A.** Besides price appreciation, we have devised innovative schemes for our long-term investors & supporters to help this noble cause. For every LALA Token invested by these investors in community projects, LALA will invest an equivalent amount of tokens or community narrowing help for the poor and deserving. Investors can earn not only interest on the Tokens they already hold but also work towards a social cause
- B.** LALA long term investor can choose and vote for various community projects, including their own charities for helping this ecosystem as well as put forward their own communities that they want to support. These communities, micro lending projects and other local help can then be used by other investors and LALA team itself to successfully execute these projects

## SHORT TERM INVESTORS

- A.** We are making every effort for short term investors to participate in this ICO and help this cause
- B.** There are referral programs, bounty campaigns, and we are working tirelessly to make sure that there is considerable price appreciation when LALA is listed in a few months
- C.** Referral programs ensure that you not only get additional LALA Tokens but you also get a share of the transactional revenue for every friend referred by you for life as long as you continue to hold LALA Tokens

## REAL USERS

- A.** LALA Wallet has been devised in such a way that the users are rewarded at every step. For example updating KYC information, referring other users, community projects etc.
- B.** LALA and the team is for real development of the unbanked. Users, investors and other members who participate and help other users will be rewarded. Token holders will also be rewarded for acting as cash top up and cash out points via local GPS tracking
- C.** From time to time we will come up with various projects that LALA fund or community members nominate. Anyone participating on these projects will be rewarded in LALA Tokens



## 6. USE OF FUNDS

A detailed breakdown of Use of Funds is described here. Essentially the funds will be spent on:

**A. Blockchain integration-** with Ethereum network and research other upcoming protocols like Raiden uRaiden, Bitshares, Hyperledger, Qtum, OmiseGo etc to build most efficient, transparent and fast network. We believe in atomic cross-chain trading aka atomic swap, which is looking to revolutionize the way in which users transact with each other. It will greatly benefit our customers, will decrease fees, improve the speed of transactions and make our ecosystem more accessible for the underbanked. Our goal here is to have niche partners who excel in their field than build everything ourselves. We are creating an ecosystem, a network, and we should be building that with partners, not competition. This will consume a big chunk of funds including other technical advancements, partnerships, wallet development in every country, API integrations, AI and ML elements, support and related activities

**B. Marketing-** We intend to use the best marketing teams on a very cost-efficient budget. Prime aim for marketing is to be transparent and keep the LALA and Crypto community updated. This budget will also be used for local awareness and community activities in countries we go to. Again, the aim of marketing is to create awareness that you have LALA, when things are not gala

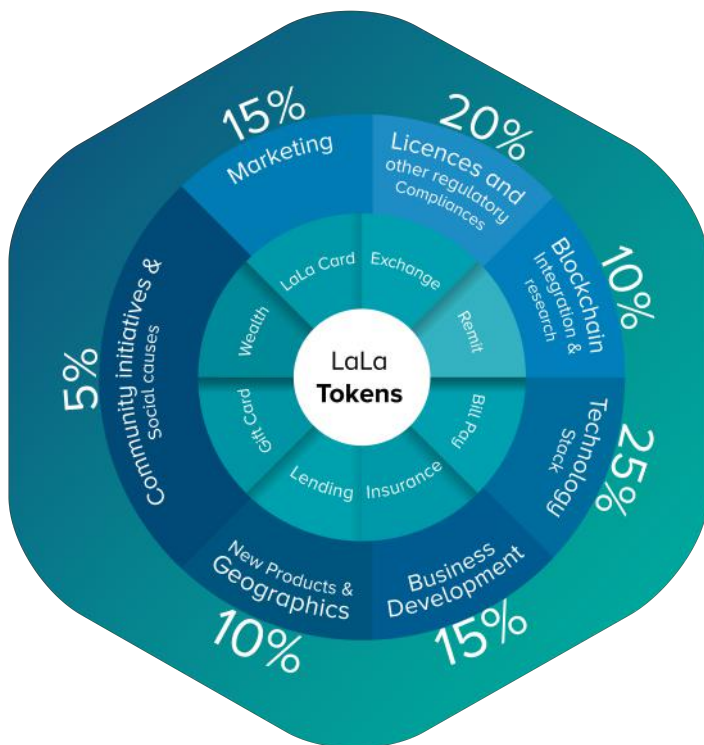
**C. Business Development-** As we expand products and geographies, newer teams and country managers would be hired. Out of the box thinkers with local grassroots connections will be preferred

**D. LALA Fund-** A separate fund will be put aside to invest in local communities and also in start-up projects where we strongly believe that the product can be a good fit for us in the future as well as the community

**E. Joint Activities-** with other companies, crypto communities, R&D, joint marketing etc. We will always be looking to integrate established and well researched teams and products rather than always building our own

**F. Admin, HR, Legal, Finance-** With such a huge project, comes greater responsibility to be transparent. That is possible via highest standards of transparency not only for external investors but also our own teams. To that effect, there are some operational costs associated with accounting and administrative overheads to take care of the business processes needed for a growing international business

**G. Legal-** Not many ICO's are stressing upon the importance of legal structures and legal teams. We are blessed to have put a strong legal team around us. We are, and will continue to be in direct contact with regulators



## 8. EXPANSION ROADMAP

*Data is becoming a new asset class- one that may trump previous asset classes.*

*-Don Tapscott*

### 1. SHORT TERM - MARCH 2018

A.	Geographies	India, Singapore, Malaysia, Bangladesh, UAE, parts of CIS, Azerbaijan, Turkey, Nigeria
B.	Product	LALA Wallet, LALA ID, LALA Bill Pay, LALA Transfer
C.	Expected No of Users	Over 200,000 signed up users
D.	Expected Revenue:	USD 1 Million

### 2. MEDIUM TERM - DECEMBER 2018

A.	Geographies	Nigeria, Canada, Philippines, Indonesia, Vietnam, Korea, Japan, Hong Kong, China, Full Russia and CIS
B.	Product	LALA Card, LALA Transfer, LALA Insurance, LALA Kit
C.	Expected No of Users	Over 10 Million via direct acquisitions and partnerships
D.	Expected Revenue	USD 50 Million

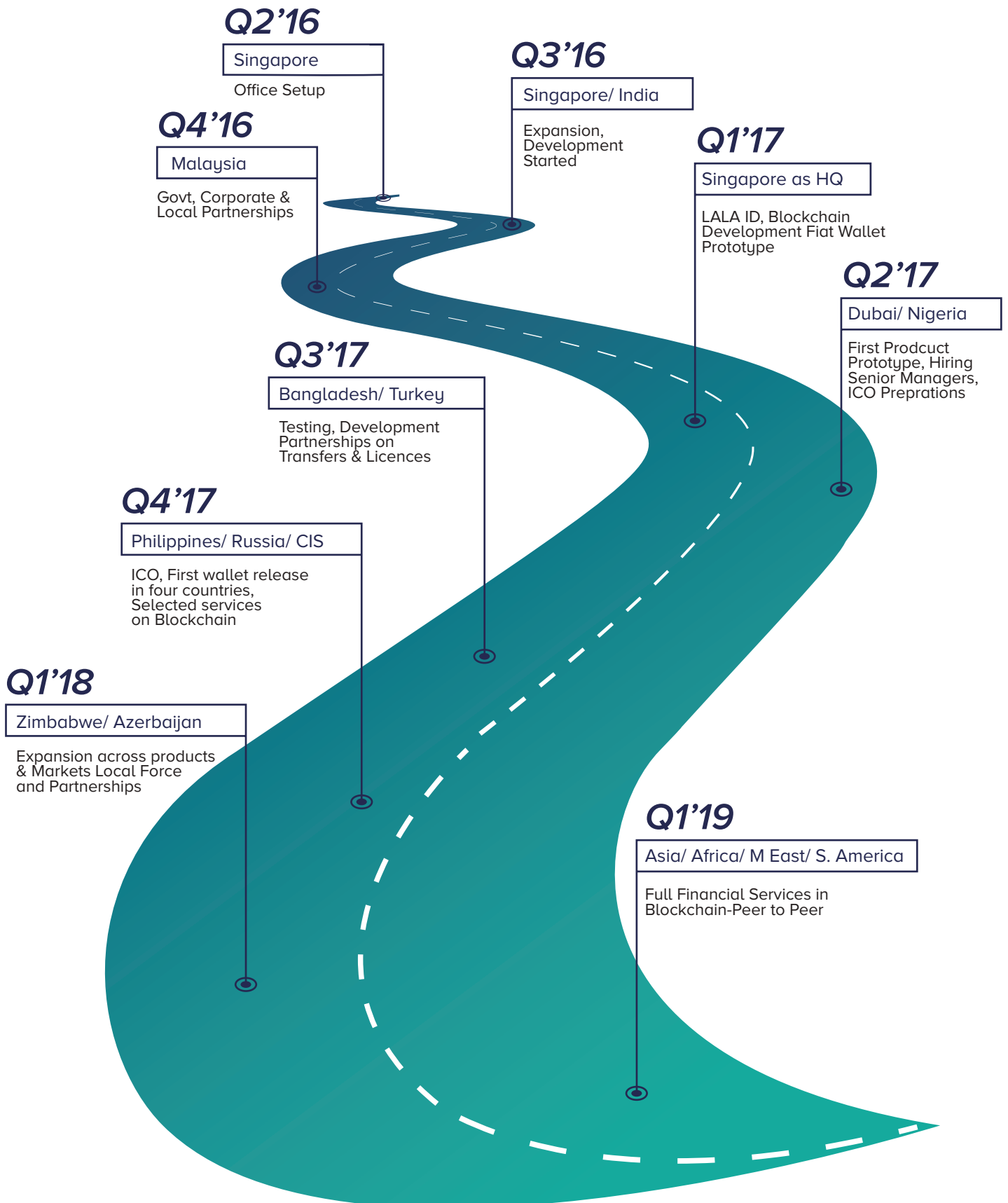
### 3. LONG TERM - DECEMBER 2020

A.	Geographies	Across Asia, Middle East and Africa
B.	Product	All Basic Financial Products
C.	Expected Users	100 Million
D.	Expected Revenue	USD 1 Billion



*Its a long road, so we are just trying to stay focused and grounded and keep moving forward. I'll take it, though.*

-Sturgill Simpson





## 9. COMPETITION - LALA IS AN ECOSYSTEM

*LALA world is not merely another ICO focused on raising funds using BTC or Ether, but an entire ecosystem to engage the user via one currency LALA Token.*

COMPETITIVE ANALYSIS	LALA World	TenX	WireX	Abra	Zephyr	Transmission	Bank
TOP FEATURES	One Stop Crypto Wallet for all Financial Services	Payment Platform only	Payment Network only	Money Transfer Platform only	Money Transfer platform only	Money Transfer & exchange Platform	Traditional Banking
PHYSICAL CASH ACCEPTANCE	✓	✗	✗	✓	✓	✗	✓
USER INCENTIVE	✓	✓	✗	✗	✓	✗	✓
GPS FEATURE TO CONNECT USERS PHYSICALLY	✓	✗	✗	✗	✗	✗	✗
PHYSICAL KIT	✓	✗	✗	✗	✗	✗	✗
CARD ISSUANCE FEE	\$10	\$15	\$17 - \$50 (depends on the delivery Type)	N/A	N/A	N/A	Free
TARGET MARKET	Banked & Unbanked Both	Banked Only	Banked Only	Banked & Unbanked Both	Banked & Unbanked Both	Banked Only	Banked Only

## 10. CONCLUSION

*The vision was always to bring the unbanked together for a purpose and connect them via an ecosystem. LALA World is that Ethos*

*-Sankalp Shangari*

LALA's vision is very simple – financially include the unbanked into the system who have been suppressed for the longest time. Access to basic financial services is a must in today's day and age. Blockchain has come in as a blessing by creating a truly peer to peer ecosystem on a distributed network.

We are aware that to change from the old Fiat system to this new decentralised ecosystem, will take time. That is why we are taking this journey to start with best of both worlds and eventually move to a truly decentralised network.

Engaging everyone, especially the unbanked population in the electronic finance system via Blockchain will raise incomes of the poor and also improve health care and education systems. LALA is working with grassroot communities via NGO's, Local JLG (Joint Liability Groups), Local governments and exploring numerous partnerships. We cannot do this alone. But we can give the tools and incentives to our partners to all come together, transact via one LALA Token, One LALA ID and bring financial services to your doorstep (aka Smartphone).



## 11. IMPORTANT NOTICE

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PLEASE READ THIS ENTIRE SECTION AND DO NOT TAKE ANY ACTIONS UNTIL YOU FINISH IT. THIS WHITEPAPER IS A SUMMARY OF LALA WORLD BUSINESS MODEL, TECHNOLOGY AND BRIEF INTRODUCTION TO LALA WORLD ICO PRINCIPLES. LALA WORLD ICO IS CONSIDERED TO BE A REWARD BASED CROWDSALE. DETAILED TERMS AND CONDITIONS WILL BE RELEASED IN THE BEGINNING OF **NOVEMBER 2017** AND PUBLISHED ON LALA WORLD WEBPAGE – [www.lalaworld.io](http://www.lalaworld.io)

IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S) AND IMMEDIATELY NAVIGATE AWAY FROM LALA WORLD WEBSITE AND DO NOT CONTRIBUTE TO THE DEVELOPMENT OF LALA WORLD PROJECT.

This Whitepaper, information provided on LALA World webpage and any ICO terms and conditions published by LALA World do not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction. The Tokens (“LALA Tokens”) to be issued by LALA World are not intended to constitute securities and/or collective investment units in any jurisdiction. If you decide to contribute to LALA World development, please note that your contribution to LALA World does not involve the exchange of cryptocurrencies for any form of securities, investment units and/or form of ordinary shares in LALA or any other company, LALA Token holder does not receive any form of dividend or other revenue right that is guaranteed or it participates in profit sharing scheme.

Due to legal and regulatory uncertainty in the United States of America, the citizens and green card holders of and persons residing in United States of America are not allowed to provide contributions and obtain LALA Tokens. Citizens and green card holders of and persons residing in United States of America that participate in the ICO by providing false information about their citizenship, residency place and nationality will breach ICO terms and conditions and would entitle LALA World to request such persons to compensate any damages and/or losses suffered due to this violation. The whitepaper, information provided on LALA World webpage and any ICO terms and conditions published by LALA, any part thereof and any copy thereof must not be taken or transmitted to any country where distribution or dissemination of these documents/information is prohibited or restricted.

To the maximum extent permitted by the applicable laws, regulations and rules, LALA, its founders, team members and any third party involved in LALA World project shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in part, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this whitepaper or any part thereof and/or information provided on LALA World webpage by you.





All statements contained in this whitepaper and LALA World webpage, statements made in press releases or in any place accessible by the public and oral statements that may be made by LALA, its founders, team members and any third party involved in LALA World project and acting on behalf of LALA, that are not statements of historical fact, constitute “forward looking statements”. Neither LALA, its founders, team members, any third party involved in LALA World project nor any other person represents, warrants and/or undertakes that the actual future results, performance or achievements of LALA World will be as discussed in those forward-looking statements.

This whitepaper includes market and industry information and forecasts that have been obtained from internal surveys, reports and studies, where appropriate, as well as market research, publicly available information and industry publications. Such surveys, reports, studies, market research, publicly available information and publications generally state that the information that they contain has been obtained from sources believed to be reliable, but there can be no assurance as to the accuracy or completeness of such included information. No information in this whitepaper should be considered to be business, legal, financial or tax advice regarding contribution to the development of LALA. You should be aware that you may be required to bear the financial risk of any obtained LALA for an indefinite period of time.

LALA does not make or purport to make, and hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy and completeness of any of the information set out in this whitepaper. The information contained on LALA World webpage and whitepaper are of descriptive nature only, are not binding and do – unless explicitly referred to in fundraiser’s terms and conditions. No part of this Whitepaper is to be reproduced, distributed or disseminated without including this section “Important Notice”.

The Distributor of LALA Tokens (“Distributor”) will be an affiliate of LALA World Pte. Ltd. (“LALA” or “LALA World”), and will deploy all proceeds of sale of the LALA Tokens to fund LALA World project, businesses and operations. Any agreement between the Distributor and you as a purchaser, and in relation to any sale and purchase, of LALA Tokens (as referred to in this Whitepaper) is to be governed by only a separate document setting out the terms and conditions (the “T&Cs”) of such agreement. In the event of any inconsistencies between the T&Cs and this Whitepaper, the former shall prevail.

## **1. DISCLAIMER OF LIABILITY**

To the maximum extent permitted by the applicable laws, regulations and rules, LALA and/or the Distributor shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you.



## 2. REPRESENTATIONS AND WARRANTIES BY YOU

By accessing and/or accepting possession of any information in this Whitepaper or such part thereof (as the case may be), you represent and warrant to LALA and/or the Distributor as follows:

**A.** You agree and acknowledge that the LALA Tokens do not constitute securities in any form in any jurisdiction

**B.** You agree and acknowledge that this Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities and you are not bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper

**C.** You agree and acknowledge that no regulatory authority has examined or approved of the information set out in this Whitepaper, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this Whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with

**D.** You agree and acknowledge that this Whitepaper, the undertaking and/or the completion of the LALA Initial Coin Sale, or future trading of the LALA Tokens on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of the LALA and/or the Distributor, the LALA Token, the LALA Initial Token Sale and the LALA Wallet (each as referred to in this Whitepaper)

**E.** You agree and acknowledge that in the case where you wish to purchase any LALA Tokens, the LALA Tokens are not to be construed, interpreted, classified or treated as:

- Any kind of currency other than cryptocurrency
- Debentures, stocks or shares issued by any person or entity (whether LALA and/or the distributor) rights, options or derivatives in respect of such debentures, stocks or shares
- Rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss
- Units in a collective investment scheme
- Units in a business trust
- Derivatives of units in a business trust or
- Any other security or class of securities

**F.** You are fully aware of and understand that you are not eligible to purchase any LALA Tokens if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen or resident of the Republic of Singapore

**G.** You have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related Coin storage mechanisms, blockchain technology and smart contract technology; you are fully aware and understand that in the case where you wish to purchase any LALA Tokens, there are risks associated with LALA and the Distributor and their respective business and operations, the LALA Tokens, the LALA Initial Coin Sale and the LALA Wallet (each as referred to in the Whitepaper)



### **3. TERMS USED**

To facilitate a better understanding of the LALA Tokens being offered for purchase by the Distributor, and the businesses and operations of LALA and/or the Distributor, certain technical terms and abbreviations, as well as, in certain instances, their descriptions, have been used in this Whitepaper. These descriptions and assigned meanings should not be treated as being definitive of their meanings and may not correspond to standard industry meanings or usage. Words importing the singular shall, where applicable, include the plural and vice versa and words importing the masculine gender shall, where applicable, include the feminine and neuter genders and vice versa. References to persons shall include corporations.

### **4. NO ADVICE**

No information in this Whitepaper should be considered to be business, legal, financial or tax advice regarding LALA, the Distributor, the LALA Tokens, the LALA Initial Coin Offering (ICO) and the LALA Wallet (each as referred to in the Whitepaper). You should consult your own legal, financial, tax or other professional adviser regarding LALA and/or the Distributor and their respective businesses and operations, the LALA Tokens, the LALA Initial Coin Offering (ICO) and the LALA Wallet (each as referred to in the Whitepaper). You should be aware that you may be required to bear the financial risk of any purchase of LALA Tokens for an indefinite period of time.

### **5. NO FURTHER INFORMATION OR UPDATE**

No person has been or is authorised to give any information or representation not contained in this Whitepaper in connection with LALA and/or the Distributor and their respective businesses and operations, the LALA Tokens, the LALA Initial Coin Offering (ICO) and the LALA Wallet (each as referred to in the Whitepaper) and, if given, such information or representation must not be relied upon as having been authorised by or on behalf of LALA and/or the Distributor.

The LALA Initial Coin Offering (as referred to in the Whitepaper) shall not, under any circumstances, constitute a continuing representation or create any suggestion or implication that there has been no change, or development reasonably likely to involve a material change in the affairs, conditions and prospects of LALA and/or the Distributor or in any statement of fact or information contained in this Whitepaper since the date hereof.

### **6. RESTRICTIONS ON DISTRIBUTION AND DISSEMINATION**

The distribution or dissemination of this Whitepaper or any part thereof may be prohibited or restricted by the laws, regulatory requirements and rules of any jurisdiction. In the case where any restriction applies, you are to inform yourself about, and to observe, any restrictions which are applicable to your possession of this Whitepaper or such part thereof (as the case may be) at your own expense and without liability to LALA and/or the Distributor. Persons to whom a copy of this Whitepaper has been distributed or disseminated, provided access to or who otherwise have the Whitepaper in their possession shall not circulate it to any other persons, reproduce or otherwise distribute this Whitepaper or any information contained herein for any purpose whatsoever nor permit or cause the same to occur.



## **7. NO OFFER OF SECURITIES OR REGISTRATION**

This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities or a solicitation for investment in securities in any jurisdiction. No person is bound to enter into any contract or binding legal commitment and no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper. Any agreement in relation to any sale and purchase of LALA Tokens (as referred to in this Whitepaper) is to be governed by only the T&Cs of such agreement and no other document. In the event of any inconsistencies between the T&Cs and this Whitepaper, the former shall prevail.

You are not eligible to purchase any LALA Tokens in the LALA Initial Coin offering (as referred to in this Whitepaper) if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen or resident of the Republic of Singapore. No regulatory authority has examined or approved of any of the information set out in this Whitepaper. No such action has been 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 the applicable laws, regulatory requirements or rules have been complied with.

## **8. RISKS AND UNCERTAINTIES**

Prospective purchasers of LALA Tokens (as referred to in this Whitepaper) should carefully consider and evaluate all risks and uncertainties associated with LALA, the Distributor and their respective businesses and operations, the LALA Tokens, the LALA Initial Coin offering (ICO) and the LALA Wallet (each as referred to in the Whitepaper), all information set out in this Whitepaper and the T&Cs prior to any purchase of LALA Tokens. If any of such risks and uncertainties develops into actual events, the business, financial condition, results of operations and prospects of LALA and/or the Distributor could be materially and adversely affected. In such cases, you may lose all or part of the value of the LALA Tokens.





Thank You

[www.lalaworld.io](http://www.lalaworld.io)