BITLIONCOIN

The future of Crypto Payments

www.bitlioncoin.com

Version 1.0.2
PREAMBLE

The purpose of this document is to provide information regarding the BITLIONCOIN project, its core conceptual idea, business model, competitive advantages, team, ICO details and roadmap towards the 1st MVP (Minimum Viable Product). A more technical description of core architecture and APIs will follow after the ICO funding phase.

BITLIONCOIN started from a simple idea, born from a tale of personal hands-on frustration using current offerings in crypto-payment systems and our desire to build a better platform. After condensing the original concept into a pitch presentation, we relentlessly reached out to interested partners and organically built our team. Along this journey, we found great partners and mentors who were strongly committed and excited to work with the ever-progressing vision.

BLC, while aiding in the refinement of our proposal for the market. Now as we drive towards the ICO stage, we thank everyone that supported us and hope to surpass the expectations set forth by the community in the future.

This whitepaper has been published on 25 February 2018 in its current revision and we recommend following updates on the BITLIONCOIN website and other official media channels, for new information and updates.
EXECUTIVE SUMMARY

BITLIONCOIN will be a revolutionary payment platform that enables buyers to use their favorite crypto currency in order to pay sellers (private or merchants). We provide sellers with the safety and convenience of receiving funds in fiat currency, and offer the best consumer-protection to buyers, by acting as trusted mediators. We combine the best payment protection features of current generation fiat systems with the innovative features of block chain while blending in the unique features provided by our own token.

The BITLIONCOIN platform aims to provide the currency platform for Real Estate Investors and buyers for their safety funds and easy and transparent paper less transactions. consumer protection that buyers take for granted in traditional online purchases, acting as a mediator, resolving conflicts and enabling the possibility of refunds to mitigate fraud, while shielding the merchant from crypto-market volatility. We want to build upon the best features of crypto currencies to enable fast transactions, lower fees and low cross-border transaction friction, enabling merchants to sell to a growing worldwide audience of crypto-holders. In summation, we aim to build a payment API for marketplace integration that will become the crypto-contender to PayPal.

All aforementioned features we intend to integrate would make for an incredible product in its own right, the first of its kind in the world of crypto-payments and one that could be funded by venture capital investment alone. We decided to go a step beyond creating an innovative idea and product, by offering the chance for anyone in the world to become a supporter, leveraging the power of an Initial Coin Offering (ICO) and issue our own BITLIONCOIN token (BLC) alongside the BITLIONCOIN platform. In essence, the token will act as a contribution from our supporters, as a transactional token, that buyers can use in the BITLIONCOIN Platform itself alongside other major coins, and as a financial mechanism linking the BLC value to the BITLIONCOIN platform value - our strategic value-coupling mechanism.
**OUR KEY SUMMARY**

<table>
<thead>
<tr>
<th>Key Contain</th>
<th>Key Information</th>
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<tr>
<td>PRE-ICO START DATE</td>
<td>28th February, 2018 4:00 UTC</td>
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<tr>
<td>ICO START DATE</td>
<td>4th June, 2018 4:00 UTC</td>
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<td>ICO ROUND VALUE</td>
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<td>ACCEPTED CONTRIBUTIONS</td>
<td>BTC &amp; ETH</td>
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<tr>
<td>TOKEN PROTOCOL</td>
<td>ETH, ERC20</td>
</tr>
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</table>

We are targeting an ICO starting on 4th June, 2018, in order to obtain a total financial leverage of $16 MM. The funds will fuel our passion to disrupt online payments with crypto currency, financing development of MVP (Minimum Viable Product), marketing operations, merchant adoption incentives and team expansion. What we have achieved so far is the result of the efforts of a diverse and highly-skilled team, who has targeted our ambitious roadmap. At this stage we need your support, and dare we say your trust.

The project has been under development for over 2 years and has real world applications. The first production block chain service, a KYC authentication platform, was launched in June 2017 with 25 securities firms.

This is an ambitious endeavour intended to build a comprehensive software platform from the ground-up, while bringing tangible value to our supporters, in the form of token appreciation, and to the community of buyers and sellers, driving its future growth in the form of platform transactions. We believe crypto currencies are evolving to become much more than speculation and are here to stay in the minds and wallets of consumers. This is a game-changer that we know can change how merchants and buyers use crypto currencies and we believe that the only missing link is a platform of mediation and trust, The BITLIONCOIN platform.

The inter chain capability makes BLC a block chain agnostic platform. It can benefit regardless of which block chain becomes the dominant platform in the future.
VISION

We believe that one of the key roles of crypto currencies in the digital age is to facilitate transactions and serve as a frictionless and secure payment method with broad acceptance. We believe current payment platforms are lacking the necessary features to drive broad merchant and user adoption. Digital tokens are more than an asset for financial speculation and ICOs can be leveraged to fund agile teams with the drive to build new platforms; platforms with real value, driven by growth in the transactions of goods and services, and financially sustained by revenue from fair fees.

PROBLEM

Despite the industrial disruption and technological advances that block chain provides, one area that is still largely untapped is digital payments between buyers and sellers of physical services. Digital payment systems have been a holdout of larger industry incumbents, with more legacy APIs and agreements with traditional financial institutions, banks and credit cards. Buyers desire and have come to expect a robust consumer protection system that protects their purchases and provides refunds. Sellers on the other hand would love to earn more revenue but are cautious of the volatility issues associated with accepting crypto currencies. Wouldn’t it be amazing if we could have the best of both worlds? This is a mutual trust dilemma we aim to solve with the BITLIONCOIN.

SOLUTION

Our aim is to build a next-generation payment gateway allowing buyers to use their favorite crypto currency to buy goods and services with confidence from merchants, incorporating a robust PayPal-like consumer protection and dispute resolution scheme. We aim to drive adoption of the API by merchants by providing them a way to receive fiat currency directly from crypto currency buyers, shielding the merchant from market volatility and decreasing the risk of accepting crypto currency.
BLOCKCHAIN, ICO AND FUTURE OF PAYMENTS

With the block chain industry reaching its post-inception phase, many key technology foundations are now mature enough to build robust consumer-facing products reaching a wider audience. Many wonder what the next big thing in fintech is, what the next disruption is and where we are headed. As with any new technology, block chain is driving change in many areas of traditional business, forcing incumbents to adapt their more traditional business models. From banking, insurance, equity trading, venture capital, logistics and governance, everyone is being affected, with new products redefining the way we think of money, transactions, value and trust. We have made great strides from the early days of bit-coin being traded in private forums, to exchanges and application platforms powered by smart-contracts.

Though we have already made significant advancements, this is just one stage in the digitalization of money. With the crypto currency market predicted to reach a sizable 5 trillion in the year 2025 according to major market analysts, we believe this is the time to go beyond tokens as purely speculative investment platforms and begin leveraging ICOs to build platforms with tangible value and ambition to disrupt. According to Q2 2017 ICO data, over $1.2 billion in funding has been raised; however, this amount represents a small fraction of the funds invested by more traditional Venture Capital funds in start ups worldwide.

We believe that this momentum will only accelerate with future growth leveraged by ICOs that build upon established protocol layers and build next-gen commercial ecosystems backed by a token economy. Currently key protocol foundations are in place to build a new, faster and scalable online payment gateway. A platform you can use for paying goods and services, free from constraints of legacy payment processors built around credit cards and offer more than other crypto-centered platforms today. We believe the payment arena is one of the key value-generating uses for crypto currencies going forward, and that the BITLIONCOIN platform will be able to create value for its 3 major stakeholders: the buyer, the merchant and the initial token contributors.
For Buyers: we aim to minimize the risk of scams and fraud while paying online, providing full payment protection of purchases and acting as mediator of all transactions. We strive to be the best choice for buyers, by minimizing the amount of service fees for each transaction in comparison to other systems. Our goal is to increase the purchasing power of crypto currency by providing buyers more and safer outlets to spend their acquired crypto-holdings, which will further drive the variety of merchant offers, expand market consumption and size.

For Merchants: we aim to provide a way to expand their client base and sale revenue by targeting a wider audience of crypto currency holders. This untapped market of users has amassed a large number of assets that continue to grow in valuation with limited outlets that stimulate spending. By providing the merchants the ability to receive in fiat currency, we will tackle one of the major gripes of accepting crypto currencies in a highly volatile economy, effectively shielding the merchant against crypto volatility and assuring the amount received for the purchase. Additionally, we will mitigate common risks associated with traditional payment methods by removing the possibility of charge backs, stolen credit card information and fraud.

For Contributors: we aim to provide an opportunity to fund a platform with real value in its operating business model beyond mere token speculation. The BLC will not only have a role in the BITLIONCOIN platform as an accepted token alongside other crypto currencies offering the advantage of fee wavering, but will also be synergistically tied to the platform in a strategic value coupling. Each time a buyer pays with any crypto currency via the BITLIONCOIN payment platform, a small percentage of the transactional fee is removed from the market and burned in the form of a BLC. This reduces the BLC supply further driving demand, the adoption of the platform, and the value for contributors. In essence, the higher the volume of transactions in the BITLIONCOIN platform, the higher the potential value of the BLC for contributors in the future.
PLATFORM & TOKEN

The BITLIONCOIN Payment Platform

The BITLIONCOIN platform will be a payment processor solution that enables merchants to accept multiple crypto currencies from buyers while receiving their funds in fiat currency. We aim to establish our solution as the best in the market, offering a few distinct innovative features:

A robust consumer protection and risk mitigation to both buyers and sellers.

Pay with your favorite crypto currency as a buyer. Receive in fiat currency as a seller.

An integrated indexed token of exchange that can be used in the platform to reduce transactional fees.

BITLIONCOIN will be a transactional payment API that combines the speed and safety of crypto payments with the consumer protection of traditional payment systems and the fraud-free benefits of crypto payments (no stolen cards, charge backs or hacked accounts). It will be a payment protection system designed around a robust mediation mechanism, empowering the buyer to open a dispute and escalate if something goes wrong. We will provide a safe chat environment for both parties to dialogue and attempt to self-resolve while allowing a trusted mediator to join as an arbitrator. This escalation and mediation by a BITLIONCOIN operator will insure that a final decision (refund or release) is reached by an impartial 3rd party. Our key-pillars of value will stand on:

**Buyer Protection** - The amount to be paid by the buyer will be held until transaction has been validated by the platform mediator. BITLIONCOIN handles conflict resolution and mitigates risk, protecting the consumer and assuring the possibility of the buyer to gets a refund in case of a problem arising with the purchase.

**Fluctuation Protection** - We will provide a transparent conversion preview of rates. The conversion from crypto to fiat is done JIT (just in time) at the best market rate and added to the pool. By locking in this amount and assuring the hold after conversion, we ensure the seller will get the specific amount he/she requested, unconstrained from crypto market volatility.
**Low fees** - We will provide lower fees than other e-commerce platforms for sellers -1% of the transaction amount. Connection to multiple exchange providers and smart analytics will ensure the lowest possible exchange fees for the buyer sending the payment.

How will the platform work from a buyer and seller’s perspective? It’s quite simple.

Let’s look at a typical user interaction flow with the platform:

- **The merchant** sets an article for sale on the marketplace with the specific price he/she intends to receive in their local currency. The marketplace offers prospective buyers a wide range of payment options at checkout, including BLC.

- **Since the merchant** wants to target as many young online buyers as possible, he/she offers BITLIONCOIN payment as a prominent checkout option; the buyer can select and take advantage of the best possible protection from the BITLIONCOIN platform.

When the buyer selects BITLIONCOIN as a payment method, he/she can choose to use funds from any of their existing crypto currency wallets as a source of funds (e.g.: Bit-coin, Ethereum address) or use their BLC funds. If he/she has not created an account with BITLIONCOIN at this stage, he/she can do so now or just proceed and pay.

The buyer will be shown a description of the total amount to be paid, including a 1% commission and exchange conversion fees (from the crypto amount to the fiat amount). The description is transparent and updated every 2 minutes.

The buyer completes the transaction and the amount is sent to BLC. Our system converts the crypto currency amount to fiat and holds it in escrow until it's released to the seller. The specific duration of this holding period will vary depending on the merchant performance history.
The merchant is then notified of an incoming purchase and that the amount has been sent by the buyer and is pending release. If this is a trusted merchant with a high-performance rating, the funds will be released almost immediately. If the merchant is a newcomer to the platform with no prior history the holdings period can take several days. As the merchant establishes a track record of successful transactions, his performance rating will increase, hereby progressively decreasing the holding period.

- If everything goes smoothly the buyer receives the article, the seller receives the funds and no dispute is opened. Another happy customer and another successful sale for the merchant increasing his performance.

- But let’s imagine that something does go wrong. For example, perhaps the buyer did not receive the article from the merchant due to an incorrect address. He decides to open a dispute, escalating the issue. At this escalation stage both parties enter a self-resolution chat, where they try to amicably come to mutual agreeable terms. This can mean the merchant acknowledging a shipping mistake and fixing the issue, voluntarily refunding the buyer, or the buyer acknowledging the goods were received. These few examples are among a multitude of possible scenarios.

- If both parties do not come to terms in 7 days the buyer has the option to escalate the claim to a mediator. In this instance, a BITLIONCOIN operator joins the chat resolution and serves as mediator and arbitrator with final say on the dispute outcome. Proceeding with an escalation will incur a fee of 2% over the amount in hold if a buyer refund is issued by the BITLIONCOIN mediator.

- From this point onwards, the BITLIONCOIN mediator takes control of the chat, collecting evidence from both parties and either issues a refund to the buyer or releases the funds to the seller. If the merchant loses the dispute (due to scam or fraud), a corresponding performance downgrade will occur which will translate to a higher holding period for future transactions. Any buyer refunds are issued in BLC converted from fiat at current market value.
THE BITLIONCOIN TOKEN

The Token

We aim to enable the use of BLC in the BITLIONCOIN platform by spending it on merchants that support BITLIONCOIN or private buyer/seller transactions. You can also sell the token in supported exchanges, privately or hold it for future use. The key difference in our platform is the business model behind it. Once all the regulatory questions have been clarified with the Swiss Regulator (FINMA), the BITLIONCOIN platform will be a payment system that will enable you to use the token and spend it independently alongside a system that grows in synergy with the token. Moreover, using the BLC on the BITLIONCOIN platform will have additional benefits to further stimulate its growth.

Value and Strategy

How will this strategic value coupling work? Each time a buyer pays with any crypto currency via the BITLIONCOIN payment platform a percentage of the transactional fee will be used to buyback BLC and to remove them from the market. The removed tokens will be burned. This will reduce the amount of BLC supply further driving demand, the adoption of the platform and the value for contributors.

The higher the volume of transactions in the BITLIONCOIN platform, the higher the potential market value of the token. A percentage of the transaction fee will be removed from the pool in each market transaction, and the more the BITLIONCOIN platform is used (with any supported crypto currency), the further the supply of BLC will decrease, a built-in adjustment that acts as our self-stabilization mechanism. A contributor that decides to hold BLC for the long run, though it may be subject to exchange market fluctuations, will enjoy a protective layer that links the BLC to a sustainable platform. This so called intrinsic deflationary mechanism will make BITLIONCOIN not only the safest payment platform, but a valuable utility token. It should be stated however,
that the expected increase (or decrease) of the value of the BITLIONCOIN token will be dictated by the market’s supply and demand rules and will not be derived directly from BITLIONCOIN’s activities. Please note that holding BLC does not trigger the right (or likelihood) of redemption or the payment of a fixed or determinable income by BLC. Token holders must not reasonably expect to generate profits through the sale of token to other persons. The BLC will grant access to the platform. Any other forms of financial incentives token holders may or may not receive by holding a token, are outside of BLC’s control and activities and will only be derived through their own efforts. Thus, holding a BLC should not be construed as a passive investment. The BLC will not be compatible with full passivity of the participant.

Token implementation

The BLC will be implemented as an ERC20-compatible token over the Ethereum block chain. Ethereum was the natural choice for this project due to its broad adoption and industry-standard for issuing custom digital assets. The compatibility with the ERC20 standard leverages upon the existing infrastructure advantages of the Ethereum ecosystem, namely in terms of development tools, wallets, exchanges and human resource expertise. The ability to program smart contracts with a Turing-complete language allows for robust foundation and flexible customization of the crypto currency to the BITLIONCOIN domain-specific requirements. For more information on ERC20, please visit https://github.com/ethereum/EIPs/issues/20.

Legal and Regulatory Remarks

The BITLIONCOIN token sale represents a voluntary contribution towards the execution of this product vision by its current and future team as it is described in this whitepaper. The BLC does not grant any direct equity stake nor profit sharing. It does not represent an ownership right or claim in the BITLIONCOIN platform, revenues or intellectual property, either present or future. Despite BITLIONCOIN team’s best efforts and diligence to bring this project forward, all contributors should be aware that their contributions are not refundable and accept the inherent risk of project failure at any stage of development. This implicit risk is associated with any and all uncertainty of backing cutting-edge technologically-focused entrepreneurial projects, and can be affected by either internal or external factors that are out of the control scope of the team.
Additionally, contributions may be subject to any applicable compliance regulations (including KYC, AML and others where applicable).

The planned BITLIONCOIN platform first needs to be analyzed by the Swiss Regulator (FINMA). The BITLIONCOIN platform will only then be operational if and when its status is clarified by FINMA and FINMA has granted either a no-action letter or a license. Therefore, the above described function of the BLC as a means of payment on the BITLIONCOIN platform will at the earliest be activated from the moment of clarified regulatory status onwards.


The BLC can be used in the BITLIONCOIN platform with a corresponding utility value inside such ecosystem and will not provide any redemption rights. We believe that the BITLIONCOIN token does not qualify as a security and does not provide contributor equity share in the legal structure of any of the BITLIONCOIN entities. As a preventive measure of caution and due to U.S. Securities and Exchange Commission new regulations we currently do not accept contributions from U.S. citizens. U.S. citizens may not expect to have access to the ICO in the same terms and conditions as residents or citizens of other countries or jurisdictions. In the event the ICO is open to U.S. citizens, different terms and conditions may apply. Moreover BITLIONCOIN refrains from solicitation by physical presence on the soil of China and use of agents or distributors in Singapore.

The right of the investors to force a company to repurchase their shares

PLATFORM MARKET FIT

In order to understand what was missing in the online payments market, we started by collecting data from user experiences using crypto payment systems, identifying the major pain points encountered. We then looked at current solutions in the market (both in crypto and traditional fiat payment segments), comparing key-features and focusing on the top-market players. From this analysis, we discovered that current solutions in crypto payments were lacking in their ability to provide merchants and buyers with the protection features users had come to expect from traditional payment methods in the areas of transaction protection and conflict resolution. On the other hand, traditional payment solutions suffered from a high rate of fraud, with credit card charge backs being a major pain for merchants. By condensing our findings and comparing BITLIONCOIN with the top players in the traditional and crypto worlds, we came with the following comparison chart:

<table>
<thead>
<tr>
<th>Feature</th>
<th>BLC</th>
<th>BitPay</th>
<th>PayPal</th>
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<tr>
<td>Lower Buyer Purchase Risk</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Payment Approval Speed</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Low exchange fees</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Low seller fees</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Multiple Crypto currencies accepted</td>
<td>✔</td>
<td>✗</td>
<td>✔</td>
</tr>
<tr>
<td>Safety of funds</td>
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<td>✔</td>
<td>✔</td>
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<tr>
<td>No Charge backs</td>
<td>✔</td>
<td>✗</td>
<td>✔</td>
</tr>
<tr>
<td>Customer Payment Protection</td>
<td>✔</td>
<td>✔</td>
<td>✗</td>
</tr>
<tr>
<td>Efficient resolution of disputes</td>
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<td>✗</td>
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<tr>
<td>Performance-based rating of seller</td>
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<td>✗</td>
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<tr>
<td>Decentralized token linked to platform value</td>
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<td>✗</td>
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</table>
1. Lower Buyer Purchase Risk - We cover all purchases (both goods and the majority of services). Other traditional solutions such as PayPal only cover the purchase of physical goods. Crypto-based services such as Bit pay do not cover anything at all.

2. Payment Approval Speed - Unlike traditional payment systems, which usually delay the approval of payments due to high risk of fraud and require submission of countless documents, we will approve payments immediately and make the process hassle-free for both parties (buyer & seller).

3. Low exchange fees - We will provide both buyers and sellers low exchange fees by using advanced analytics that are connected to multiple crypto currency exchange providers. Services such as PayPal and Bitpay provide exorbitant internal exchange rates.

4. Low seller fees - We will charge sellers a flat 1% fee on received payments. Other services such as PayPal charge a flat minimum rate of 2.9% but can go as high as 5% after all “hidden fees” are accounted for.

5. Multiple Crypto currencies accepted - We will accept the most used crypto currencies on the market (Bit coin, Ethereum, Lite coin, Dash Monero and others) that covers a wider percentage of the total market cap. Other services such as Bit pay only accept Bit coin, which restricts their market to half of the total market cap. As more tokens are created and added to the market, the captured percentage of Bit coin will only shrink further.

6. Safety of funds - Leverage the power of the block chain and say goodbye to credit card fraud. Only you will have control over your own private keys and funds, and even we cannot access your wallet. Traditional centralized solutions have a poor track record of keeping your funds safe.

7. No Charge backs - Sellers will be protected from rampant credit card fraud and fake charge backs, which is a common occurrence in traditional payment services that still rely on credit cards.
8. Customer Payment Protection - The well-known service PayPal relies heavily on its buyer/seller protection plan. However, it only covers the purchase of physical goods. Bit pay does not cover any purchases, making the transaction irreversible and leaving you exposed to potential fraud. BITLIONCOIN will extend consumer protection by covering both physical and virtual (if applicable) purchases. We will guarantee full coverage for all eligible payments made via BITLIONCOIN.

9. Efficient resolution of disputes - Traditional solutions such as PayPal have a lengthy waiting period of transaction resolutions while they gather evidence on both sides independently (taking up to several months), making it a slow and painful process. We will provide both a self-mediated 2-party resolution mode, and an advanced 3-party resolution dispute mechanism, enabling both parties to chat in real time, guided by one of our resolution mediators. We will make it quick and easy to sort conflicts.

10. Performance-based rating of seller - We will implement a performance-based analytics algorithm to evaluate the performance of sellers, making it so that when the performance of a seller grows, the corresponding hold period on the funds is decreased. This mechanism will create a trusted environment, encouraging sellers to perform better over time and increases buyer confidence. In a best-case scenario, a top seller will see its hold time virtually eliminated and will have the ability to obtain the funds almost immediately.

11. Decentralized token linked to platform value - BITLIONCOIN will not only be a payment platform. We will issue our own crypto currency - BLC. You can buy or sell, send or receive in the platform, convert it to fiat, another crypto currency, or simply keep safe in your wallet and see its value grow in synergy with the platform. Transactions using BLC will be converted internally and benefit from zero exchange fee within the BITLIONCOIN platform.
ICO Details

The first ICO opening round is set to follow on 4th June 2018, 4pm UTC. The single round will run for a variable period no longer than 30 days or until all tokens is issued, whichever happens first. The maximum ICO cap is set at $16 MM (Sixteen million), with accepted contribution tokens in both BTC and ETH. The total pool is fixed at 48,000,000 (48 million) BLC.

The pre-sale round took place with a unit price of $1 per token with a 5% distribution of the token pool. The ICO will follow suit at a 70% distribution with unit prices per token at a expected value of $1 to $15. Regarding the remaining 15% of tokens, 10% will be retained by BLC, diluted in 2% per year, during the next 5 years in order to support future steering of the project. The final 5% will be allocated to marketing and bounties. The values and percentages are further detailed in the table below:

The pre-sale round confirmed profile public interest in the project’s potential and obtained valuable community feedback, while providing an early opportunity to loyal contributors to join in prior to the full ICO. The ICO will have a maximum duration of 30 days, closing the moment the tokens are sold out. During the round the tokens will be distributed in a first-come-first-served basis and only the tokens sold on each round will be created and issued.

In regard to the token issue timeline, the BLC are planned to be issued to all contributors no longer than 2 weeks after the ICO closes. This timeline may be subject to further delays in the event of any unforeseen legal, certification, or regulatory compliance roadblocks.

At the beginning the tokens will not have any features. The use as a means of payment will only be possible after the regulatory status of the BITLIONCOIN platform has been clarified with FINMA.

For further information regarding our token sale, please visit the dedicated FAQ section on our website.
A significant portion of the post-ICO funds, totaling 40% of the token total value will be allocated to the MVP, R&D, personnel, the development of an API for merchant marketplace integration, client wallet frontend and resolution dispute mechanism backend. Around a quarter of the funds will be allocated for marketing purposes and to drive platform adoption and integration with 3rd party websites. The remaining amount will be dedicated to operational and administration expenses, partner engagement and legal fees. The following chart represents the current expected allocation and may be adjusted as the project evolves.
Allocation of Funds Post - ICO

• Engineering and Development - Developing the BITLIONCOIN platform and all its components, hiring technical resources and establishing the infrastructure to support development.

• Marketing & Promotional - Developing relationships, marketing plan and cooperation strategy with merchants in order to expand support of the BITLIONCOIN platform and reach a wider audience of clients. Developing a marketing campaign targeting increased adoption of the platform by buyers.

• Partner Engagement - Developing relationships with non-merchant entities, such as exchange providers and other strategic partnerships. Engaging possible joint ventures and incentives to drive platform adoption.

• Legal & Regulation - Establishing legal entities, complying with the ongoing regulatory framework, incorporation and other legal obligations.
DEVELOPMENT ROADMAP

Regarding timelines for this project, the following showcases tentative milestones and target date for each phase:

After the conceptual phase and the ICO closes, our team will prepare a detailed roadmap for the staged development of the platform. Currently we aim to have a transactional API platform ready for merchants to test in Q4 2018, supported by a wallet app in where buyers and merchants can check their balance, transaction history and mediated resolutions. The back-end interface for mediators will complement the platform, rolling out in a progressive basis & pilot launch will feature aacurated selection of merchants with a progressive expansion and refinement planned in Q3 2018.

CONTRIBUTORS

Security

Our system will be designed to take into account the recent events of wallet theft in ICO. This will be mitigated by circulating the currency between multiple addresses and converting a significant amount of the ICO to fiat currency when possible.

Protection

A contribution in BLC is a contribution in the BITLIONCOIN platform’s future. Our deflationary mechanism creates intrinsic value and a relationship between the platform growth and token value. The purpose is to mitigate the effects of earlier ICOs in which the tokens had a large demand on the first months and then flattened, leaving the value at almost zero.

Advisory and information disclosure

Our operating strategy includes periodical contact with contributors through a mailing list and/or newsletter in order to keep them updated on current status of development, marketing, clients, and revenue. This strategy allows us to gain feedback from the contributors and keep them updated with the most recent news and developments.
BLC

The future of Crypto Payments

www.bitlioncoin.com