LETSFAIR

The Marketplace of Shared Economy Apps

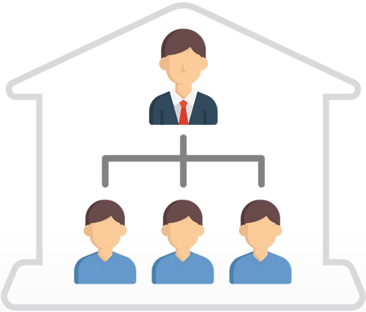
BUSINESS PAPER

Version 1.0

PROBLEM

Cost of corporatism

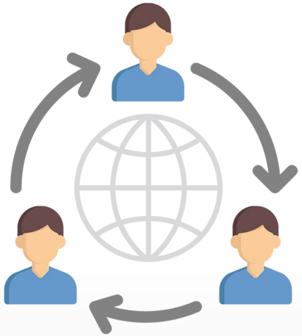
Service providing companies have always been the business intermediators between who needs the service (client) and who knows how to execute it (collaborator). Therefore, the costs of corporatism are added to the final price of services, in order to ensure trust between the parties for the deal to happen.



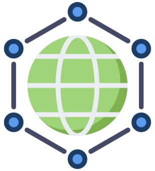
SOLUTION

Collaborative businesses

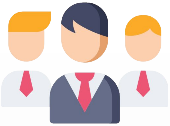
A set of digital tools made up by a payment mechanism with cryptocurrencies; smart co-production contracts and reputation management, enabling professionals from many fields to work collaboratively, lowering the cost of corporatism in order to enable new businesses.



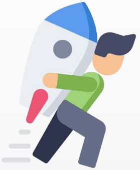
WHY START LETSFAIR NOW?



Shared economy must globally move US$ 335 billion in 2025 (Source: PwC)



1 out of every 3 workers in the USA are **freelancers** (Source: Freelancers Union in 2014)



Freelancers will become the **largest labor force** in the USA within a decade (Source: Upwork)

BUSINESS MODEL

Vision

- ✓ To decentralize the business relations by enabling shared economy services, minimizing intermediation costs, and fostering new businesses
- ✓ To offer resources to facilitate the development of collaborative apps
- ✓ To add the apps developed by the clients to enable an open and decentralized marketplace

Monetization

The revenue will be obtained through a 0.2% maintenance fee applied on payments or transactions made on the apps. Advertising on Letsfair will be free for sellers. The fee will only be charged if there is a sale.

After each billing month, 50% of the profit obtained by Letsfair will be used to pay for the dividends of investors. The other half will be invested in the product, to evolve and expand the business.

BUSINESS MODEL CANVAS

Key Partners

- Exchanges
- App Developers

Key Activities

- Development and maintenance

Key Resources

- User and app base

Value Propositions

- Quickly create reliable collaborative apps

Customer Relationships

- Profile / Reputation

Channels

- Apps and letsfair.com

Customer Segments

- Digital Startups

Cost Structure

- Team
- Hosting
- Marketing

Revenue Streams

- Percent on transactions

VALUE PROPOSITION CANVAS

Value Proposition

Quickly create reliable collaborative apps

Products

- Set of digital tools (SDK)
- Marketplace of collaborative apps

Gain Creators

- Essential features ready for reliable use
- Turn segments of the economy into collaborative

Pain Relievers

- Focus only do what matters for the business
- Visibility for all marketplace users

Customer Segment

Digital Startups

Gains

- Solve problems in your segment
- Disruption / Innovation

Pains

- Many features to develop
- Attract users

Jobs

- Develop app
- Quickly validate the value proposal
- Build a user network

PRODUCT

Letsfair's main product is an **SDK** (Software Development Kit), which offers the following features to those implementing apps:

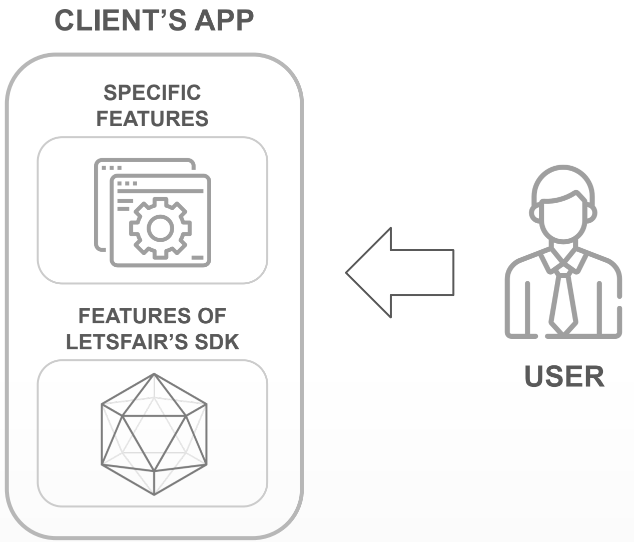
Decentralized identities
Integrated login and attribute management

Reputation system
Multidimensional and interoperable among businesses

Consensus (Co-production)
Income and labor sharing agreements

Payments
Wallets and payments with a stable value token

Digital ownership
Issue of financial assets and certificates



All of the service offers included in the clients' apps will automatically be shown on the **Marketplace**, that is, on the letsfair.com website and on the Letsfair app, where the final users can check offers and control their own profiles.

USE EXAMPLES

SIMPLE APP
Tool lease

SPECIFIC FEATURES

FEATURES OF LETSFAIR'S SDK

- Identity
- Reputation
- Payments

AVERAGE APP
Decentralized distance-learning specialization course

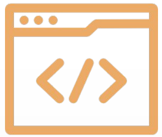
SPECIFIC FEATURES

FEATURES OF LETSFAIR'S SDK

- Identity
- Reputation
- Co-production⬇️
- Payments
- Digital ownership

COMPLEX APP
Decentralized software factory

SPECIFIC FEATURES



FEATURES OF LETSFAIR'S SDK

- Identity
- Reputation
- Co-production⬆️
- Payments

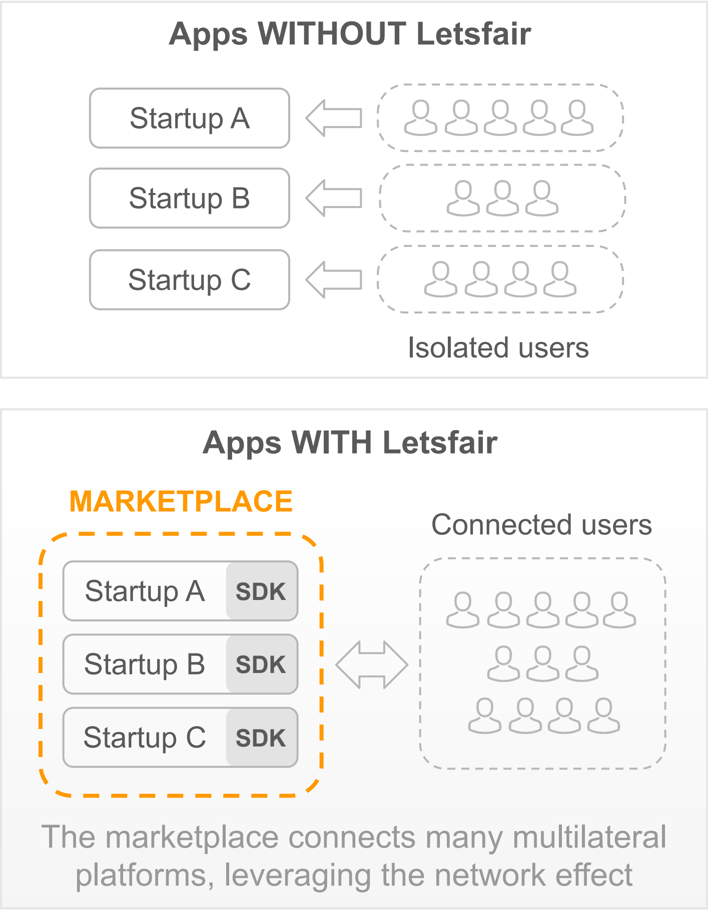
GROWTH MODEL

Network effect

✓ The network effect is a phenomenon through which a product, service, or platform gains additional value as more people start using it. It is the main source of value and competitive advantage creation in a business platform.

✓ Letsfair was **intentionally** developed to encourage the network effect, because this product is targeted to digital startups, focused on the development of collaborative apps, which by their nature are multilateral platforms.

✓ Network effects become even more powerful when multilateral platforms are connected to each other. New users arise, attracted by the growing number of people who integrate the network. In the case of Letsfair, the network effect will promote the creation of new apps, generating a positive growth cycle.

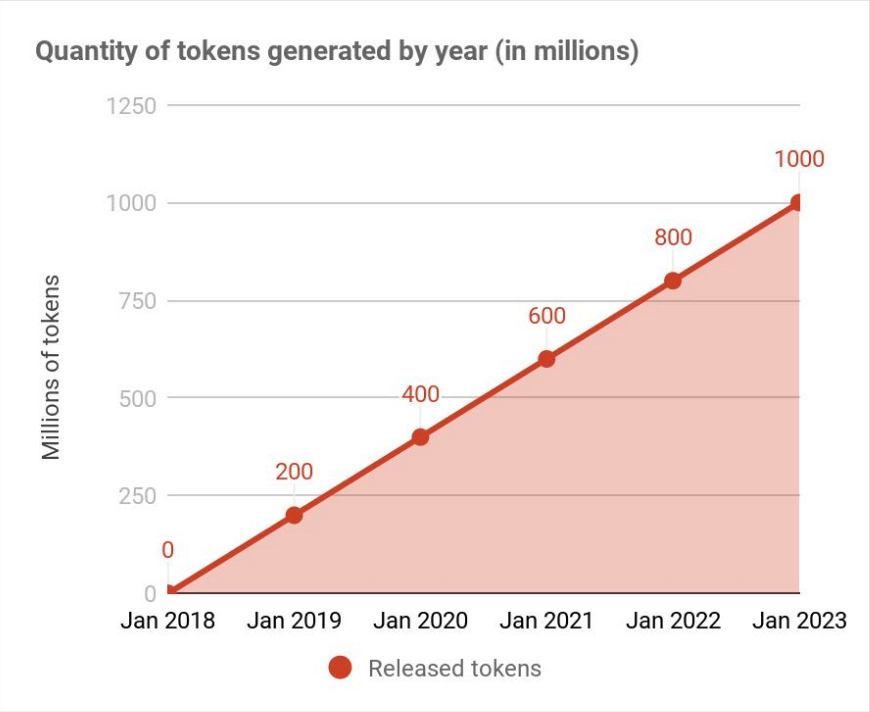


INVESTMENT MODEL

Token sale

We created a contract in the Ethereum network, using the ERC20 standard, in which the total of tokens will be gradually released throughout five years.

Token Symbol:	LTF
Sale Model:	NoICO
Contract:	0x411A81C8Cd604941be13dBBD33B54e6f25d84683
Contract Code:	letsfair-token
Max Supply:	1,000,000,000 tokens
Release Period:	5 years (Jan 2018 – Jan 2023)

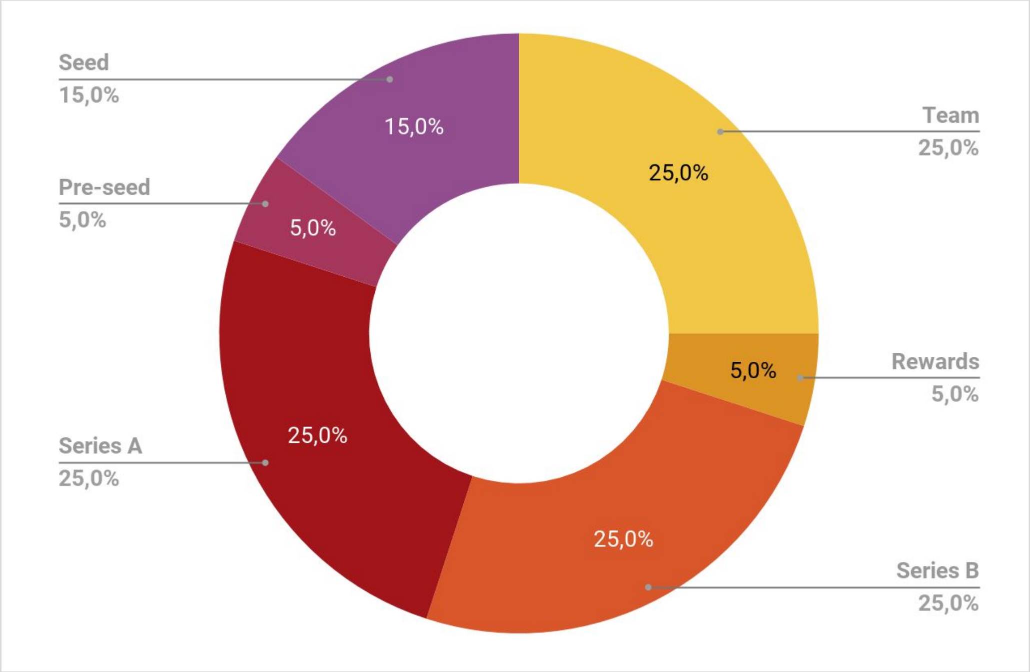


INVESTMENT MODEL

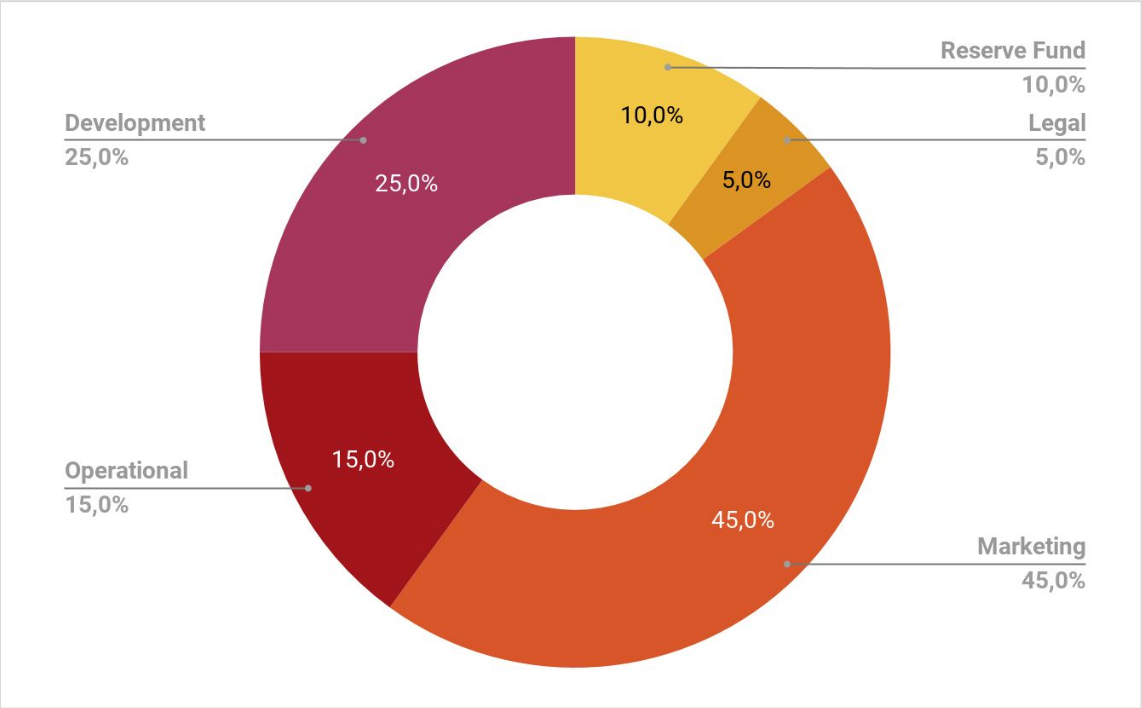
Token Distribution

At the end of the 5-years, this is how the distribution of tokens will have been performed:

- ✓ 50 million for Pre-seed investors
- ✓ 150 million for Seed investors
- ✓ 250 million for Series A investors
- ✓ 250 million for Series B investors
- ✓ 50 million for rewards distribution
- ✓ 250 million for the team



FUND ALLOCATION



ROADMAP

2017

- Research and concept definition
- Development of the White Paper
- First investment (pre-seed)

2018

- Release of the project’s website
- Conception of the NoICO model for token generation
- Development and trials of the LTF token contract
- Initial technical solution architecture
- SDK Proof of concept V0.1
- Proof of concept of the first app (Piece of Cake V0.1 Mobile)
- Search for initial partners
- Development of the web platform for the sale of tokens (in progress)

Q1-Q2 2019

- Creation and engagement of the community
- Rewards system
- Sale of tokens from the Seed stage
- Institute the company in a country which legislation fits the project
- Development of the SDK V1
- System of decentralized identities V1
- Reputation system V1
- Mobile application for final users V1 (Identity)
- Payments with cryptocurrencies

Q3-Q4 2019

- Piece of Cake app V1, as a product (Mobile and Web)
- Integration with payment gateways for fiat currencies
- Release of the stable value token
- Decentralized app (DApp) with a smart contract in the Blockchain
- External audit of the smart contract
- Search for first adopters
- Search for new partners
- Development of the marketplace V0.1

ROADMAP

Q1-Q2 2020

- Development of the SDK V2
- System of decentralized identities V2
- Reputation system V2
- System of digital agreements (Consensus for co-production)
- Mobile app for final users V2 (Offers + Identity)
- Constant search for new adopters and partners

Q3-Q4 2020

- Development of the marketplace V1 (offer aggregator)
- Digital agreement builder V0.1
- Beginning of product marketing
- Improvement in the rewards system
- Market establishment

Q1-Q2 2021

- Sales of Series A stage tokens
- Development of the SDK V3
- Mobile app for final users V3 (Full Marketplace)
- Test in the next generation of blockchain (Scale increase with second-layer solutions)

Q3-Q4 2021

- Digital agreement builder V1
- Shared economy app builder V1
- Marketplace development V2
- Increase in the marketing activities to attract a wide user base

2022

- Sale of Series B stage tokens
- International expansion and scaling

MORE INFORMATION

Official site
https://letsfair.org/

White Paper
https://letsfair.org/#papers

Investor Relations
https://letsfair.org/investor/

Investment model NoICO
https://letsfair.org/blog/noico-an-evolutionary-model-for-the-sale-of-tokens/

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