

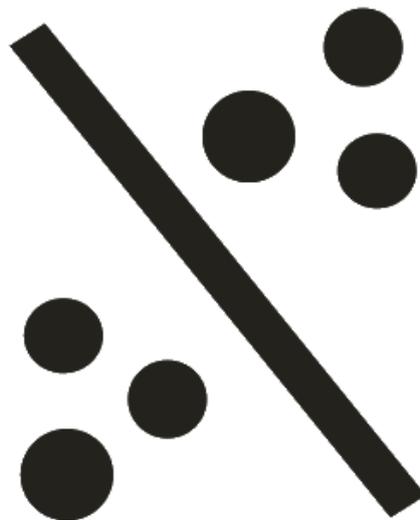
The Decentralized (DAO) Loyalty ecosystem

Token sale

under the:

Blockchain Loyalty Token (TOKENLOYALTY.IO ON WAVES DEX)

A decentralized loyalty program and newly constructed ecosystem for customers tired of all those loyalty cards, coupons, codes, as well as universal solution for the businessmen, who want to achieve lead building instead of cost-generating programs based on simple loyalty.



Official domains:

decentralizedloyalty.com | decentralizedloyalty.io | decentralizedloyalty.org | lyttoken.io

lytyourlife.com | tokenloyalty.io | overlay.global

(updated)

UPDATED, 2017-10-31

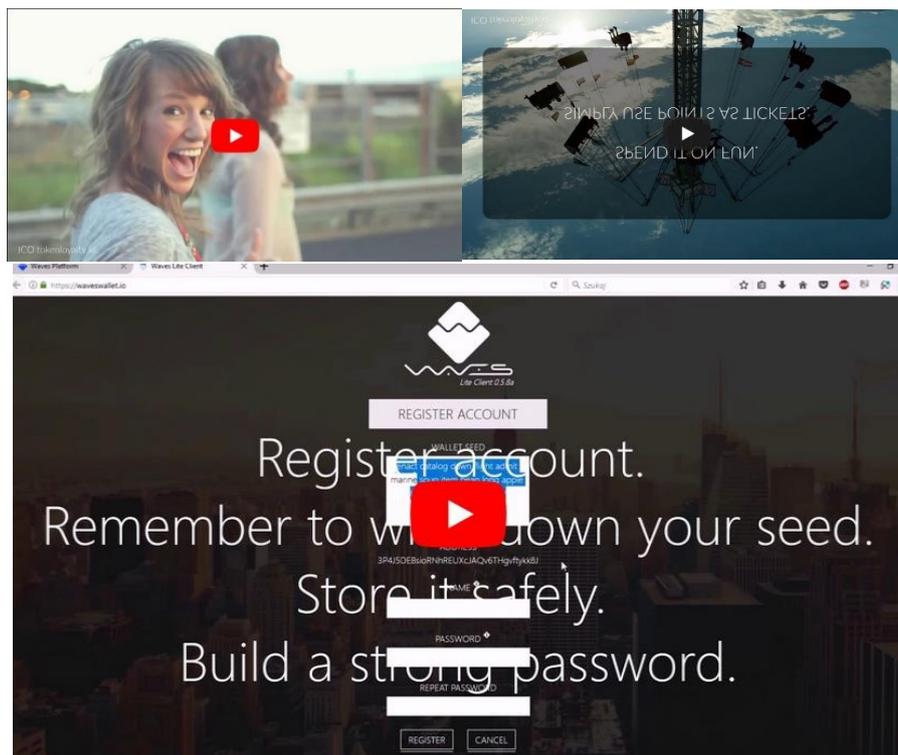
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Shortly about the project

We kindly invite You to see the promotional videos on YouTube channel:

https://www.youtube.com/watch?v=Koub4I0zb_M&list=PLqccMx_PJAQ2ZcRBA_ggQeMyCjTEk8th



Main communication channel:

Telegram: <https://t.me/lyttoken>



The main problem of customers lies in this, that loyalty points aren't money and are governed through centralized organisms – merchants. The main problem of merchants is that loyalty programs are costs and there is no tool combining marketing gamification schemes with such loyalty scheme.

Our solution:

<p>Decentralization – anyone can be the merchant and customer at the same time! Only users decide where to participate</p>	<p>Points are token, token is money Decentralized network of the token gives opportunities to cash-out the way you want</p>	<p>Pay per lead for merchants Any ecosystem user may be the Overlay user</p>
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- **Decentralization of the ecosystem (Merchants will have to attract the users of the ecosystem to join campaigns, while ecosystem users have free will to join in. Also any customer may be in the position of a merchant, building own campaigns).**

Decentralization gives opportunity to be in a position of both sides. **Anyone can use tokens to build an Overlay on the basis of LOYAL (TOKENLOYALTY.IO) token or use our project to make own campaigns in the Overlay. The advantage of our Overlay is that It will aggregate merchants into one ecosystem.** This is very important because of the behavior of customers as loyalty program users and merchants, who want to operate freely – either in ecosystem (SMEs) or individually, which is very often used in corporations.

As our study shows in group of loyalty program users, main problem is that any effort they make to collect points (and that effort is even to use 2-3 clicks in the application) must be granted with “prize”. We have made a simulation of effort and people divide into several groups, however there are common things like “money, prize”.

We have made a PAPI on selected respondents: group under 25 years old and a group above 30 years old. This study was made in June and July. Group <25 N=8/ Group>30 N=17

- **Points are token, token is money.** Our study showed that **for one of the groups (major one) basic functionality will be to collect money and have ability to realize them in partner network of shops, services etc. HOWEVER, if the effort is granted with good prize, they are changing into aggressive lead generating officers** based on social mechanism. This is based on activation of users that is based on gamification mechanisms.
- **Pay per lead.** For merchants it is very important to have **return from the investment. In traditional loyalty programs it is all about costs.** For example, points are calculated such way to generate demand on products with highest margin to “get something” from their price and lower the basic costs of the program. But customers are not stupid, as well as they would like to have freedom in collection of points on things they really want to buy. **This is why we have thought about an ecosystem where merchants pay per leads** (any user active in the campaign is a lead), which is closer to marketing based systems than loyalty programs.

More info: tokenloyalty.io

What are bounties and what is the token structure?

Bounties are a special form of gratification for the effort of support for the project. This means that for the effort (making action as defined further) one receives tokens as loyalty points.

We have defined the token structure as below:

Token sale:

Blockchain: Waves blockchain:

Official blockchain ID of the token:

3YBdrSJjkAfQiFVefJ6vSRLrRtsWfSgjFd2W53oCWpZM

(tokenloyalty.io token)

Will be offered on DEX (please do not send individual amounts to the wallet)

Waves explorer of the wallet containing tokens:

<https://wavesexplorer.com/address/3PEPxx7jAwZHU9YtzH2ABhN1W8dRGY2hgqP>

We have made an optimal calculation of the general amount of tokens that should be created. It is a 'finite value', which means that we do not plan to add more tokens than presented amounts in the table.

If the table seems hard to acknowledge, please contact us at support@tokenloyalty.io and we will answer, as well as put answers in the FAQ.

LOYALTYTOKEN.IO TOKEN SALE ON WAVES DEX			
ICO TIMELINE = MAXIMUM 14 DAYS			
NORMAL TOKEN PRICE IN WAVES WITHOUT BONUS		1 LOYAL = 0.1 WAV	
Total LOYAL (tokenloyalty.io) generated on Waves blockchain	Total LOYAL put into token sale on DEX		Tokens for team (20%)
		Tokens for bounties and marketing partners (7%)	
70,459,690.0	51,435,573.7		14,091,938.0
8675800.0	Amount on DEX with bonus price 0.090 Waves	6333334.0	1735160.0
9084350.0	Amount on DEX with bonus price 0.095 Waves	6631575.5	1816870.0
9885610.0	Amount on DEX with bonus price 0.097 Waves	7216495.3	1977122.0
11182550.0	Amount on DEX with bonus price 0.098 Waves	8163261.5	2236510.0
12453300.0	Amount on DEX with bonus price 0.099 Waves	9090909.0	2490660.0
19178080.0	Amount on DEX with normal price 0.1 Waves	13999998.4	3835616.0
ICO HAS A CLOSED CAP OF TOKENS. COMMUNITY WILL DISCUSS WHAT WILL BE DONE WITH UNSOLD TOKENS AFTER ICO ENDS ¹ .			

¹ Most possible is to burn them.

Because we will be processing bounties manually (manual accounting), please be aware that Bounties are available **only for English-speaking/writing persons**. Sorry for your inconvenience. Also, please, be aware that if there is a huge amount of participants in bounties, time of accounting may be extended to avoid mistakes in distribution of the bounties.

Segmentation of bounties

We would like to create a bounties program in the following segmentation:

Bitcointalk.org			Twitter	Telegram MANAGER (MODERATOR)	Partnership with promotion platform (like wings or equal) plus bonus for smart contract (SC) creation (bugs free motivation for SC) + Waves Airdrop
Signature campaign only	Translations	Content flow and translations MANAGER	Sharing	Checking the effects of campaign on Facebook and Telegram	Promotion and community assessment plus smart contract motivation
Normal functioning on the forum with confirmed signature during the bounty time. Support with FAQ-type questions answering (detail description in the bitcointalk section)- as a support of us. Campaign was accepted by the Bitcointalk.org moderator (mprep).	Translation of the whitepaper, bitcointalk section ANN Thread.	One, maximum two persons that will MODERATE the topic + check the effect of bounties Manager may built his own team in terms of own pool.	Sharing twits from the #loyaltywife channel	One, maximum two persons that will MODERATE the topic + check the effect of bounties (the amount of tokens divided among amount of managers). Manager may built his own team in terms of own pool.	Assessment of the value of the project, promotion of the project
10% from the bounties pool*	7% from the bounties pool*	10% from the bounties pool* Already reserved (loops)	10% from the bounties pool*	13% from the bounties pool* Already reserved (Crypto Rev)	up to 50% from the bounties pool*
Granting mechanism: Newbies are excluded from the bounty! The fragment of the pool is divided among registered, accepted and verified for results participants of the	Granting mechanism: If the procedure is done, the pool for the slot is divided equally to the participants of the bounty in a specified slot.	Granting mechanism: If the procedure is done, the pool for the slot is divided equally to the participants of the bounty in a specified slot.	Granting mechanism: If the procedure is done, the pool for the slot is divided equally to the participants of the bounty.	Granting mechanism: If the procedure is done, the pool for the slot is divided equally to the participants of the bounty.	Granting mechanism: If the procedure is done, the pool for the slot is divided equally to the participants of the bounty.

<p>bounties, taking into consideration ranks. NEWBIES AND SPAMMING NOT ALLOWED! Token distribution will be done ASAP after the end of each campaign, however if the participants amount is big, please take into account the possible delay in connection with the manual posting.</p>	<p>Token distribution will be done ASAP after the end of each campaign, however if the participants amount is big, please take into account the possible delay in connection with the manual posting.</p>	<p>Token distribution will be done ASAP after the end of each campaign, however if the participants amount is big, please take into account the possible delay in connection with the manual posting.</p>	<p>Token distribution will be done ASAP after the end of each campaign, however if the participants amount is big, please take into account the possible delay in connection with the manual posting.</p>	<p>Token distribution will be done ASAP after the end of each campaign, however if the participants amount is big, please take into account the possible delay in connection with the manual posting.</p>	<p>Token distribution will be done ASAP after the end of each campaign, however if the participants amount is big, please take into account the possible delay in connection with the manual posting.</p>
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TOTAL 7% pool of bounties = 100% of pool division.

Minimal pool of tokens for bounties pool = 607306.0 tokenloyalty.io tokens (approx. value of them = 60730.60 Waves = approx.. 200 000 USD)

Total from the pool division: 10% + 7% + 10% + 10% + 13% + 50% = 100% of the 7% bounties pool

General pool depends on the amount of tokens sold by tokenloyalty.io on DEX, but not less than in relation to the first wave (minimal pool). We will report how much tokens was sold on DEX and calculate the overall pool of tokens (maximal pool).

*

Institution of bounty managers (moderators)

Institution of **Managers (Moderators) of bounties** will be organized directly with them during the talks and interview. We will select people from the community.

Managers will have a **specified amount from the pool as outlined in table to have the best motivation for the management (support) over the bounty process** – mostly in milestones check. Details will be presented during the contest. Main element of their activity will be an exam based on information they should acknowledge originating from the main documents available on the website. We will select maximally 1-2 persons per each communication channel, which gives more motivation ten token divided to more people.

Status:

Bitcointalk: reserved (loopes)

Telegram&Facebook manager: reserved (Crypto Rev + team: Joseph Mahowald + Michael L)

Twitter

Conditions:

Please check in table the bounty pool % that is going to be allocated to the Twitter campaign.

1. Terms:
 - a) Each Twitter member that wants to participate in bounty campaign has to have at least 100+ followers
 - b) To participate, each member must be registered (**for now only e-mail registration – contact us at support@tokenloyalty.io**). This means that you register your identification of the Waves address²

Procedure:

- a) follow the <https://twitter.com/loyaltywife> twitter and <https://twitter.com/TokenLoyalty> twitter
- b) Push further  1 twits from loyaltywife or tokenloyalty minimum 3 times a week
- c) Join minimum 3 weeks before the ICO
- d) Report into google form

The ICO bounty campaign goes on until the end of ICO. In order to receive the bonus, each member is expected to participate till the end of the ICO campaign.

The list of participants will be announced public and updated every week (**within participation one gives consent to show this data – nick, Waves address or other ID like e-mail**). The final token distribution will be based on shares distributed from the pool to participants.

Status: not reserved yet!

Bitcointalk.org

Signature only campaign

Official thread: <https://bitcointalk.org/index.php?topic=2293442.0>

!!RULES IN THE ANN THREAD ARE PARENT IN FRAMES OF PRESENTED BELOW!!

Conditions **(DRAFT):**

² Please check for final selection of the network on the site tokenloyalty.io or most updated whitepaper or term sheet.

Please check in table the bounty pool % that is going to be allocated to the Facebook campaign.

1. Terms:
 - a) Each Bitcointalk.org member that wants to participate in bounty campaign has make his signature as presented under the link below, suitable to his status.
<https://www.dropbox.com/sh/kajh34h0cbjl9a7/AAAF5kQUCE5B1g3EdQIPRuWNa?dl=0>
 - b) To participate, each member must be registered (**for now only e-mail registration – contact us at support@tokenloyalty.io**). This means that you report on your activities and register your identification of the Waves address
 - c) Use our signature during the normal functioning on the forum. “Said discussions” are not allowed. Said discussion means that you enter fictional posts - we do not pay for posting in our thread. For the requirements of the campaign, Users will be verified randomly for the presence of the signature in their profile. Any lack of the signature excludes from the campaign.
 - d) The minimal level of contribution over tokenloyalty.io is 10 posts that are of a level of 90 characters and follow the rules of the forum (you can check what is not allowed below)
 - e) Activity in other threads with our signature based on the same rules (no spamming, no fictional posts)
 - f) Create a summary report with screenshots about your (at least minimal) activity and send it to our email
 - g) Participant of signatures campaign must join the telegram channel: <https://t.me/tokenloyaltyico>
 - h) Uses with negative trust and noobies are not allowed to participate
 - i) Posts in Off topic, Lending, Micro earning, Politic and Society, Meta, bounties, campaign or giveaway threads, Games and Round, Archival, Beginners and help will be not counted.
 - j) If you received a negative trust during campaign you will be kicked without payment.
 - k) If you break the rules or make negative impact on the brand - you will be kicked without payment.
 - l) One account per person.
 - m) Advertise anything else in your signature is not allowed.
 - n) Participants are not allowed to change their signature, avatar and personal message in the middle of campaign.
 - o) Payments will be distributed within ASAP at the end of ICO. Time depends on the amount of participants. We hope that all the distribution of tokens will be done in 48 hours, however, if the amount of participants is high, it make take several days (manual checking and accounting).
 - p) We can control the posts during campaign randomly, if you break the rules, you will be kicked without payment.

What is not allowed (**IT IS IMPORTANT DUE TO RULES UPDATE OF BITCOINTALK**)::

- a) Posts that do not represent any value for the thread (spamming, repeated questions, fictional posts, etc.) We do not pay for the posts - this is important to the new rules on the forum. Please, be aware, that fictional creation of content will take effect in bans from the bounty program. However, this does not exclude normal activity on the forum.
- b) Rules braking that are defined in these threads:
<https://bitcointalk.org/index.php?topic=2103690.0>
<https://bitcointalk.org/index.php?topic=2103687.0>
<https://bitcointalk.org/index.php?topic=703657.0>

The ICO bounty campaign goes on until the end of ICO. In order to receive the bonus, each member is expected to participate till the end of the ICO campaign.

A Bitcointalk user that did not followed the procedure is not eligible for a bounties reward.

The list of participants will be announced public and updated every week (**within participation one gives consent to show this data– nick, Waves address**). The final token distribution will be based on shares distributed from the pool to participants. **One can become a participant not later than 2 weeks (2 cycles) before the end of ICO.**

Bounty signatures: <https://www.dropbox.com/sh/kajh34h0cbjl9a7/AAAF5kQUCE5B1g3EdQIPRuWNa?dl=0>

Details will be announced during the bounty campaign in a dedicated thread on bitcoin talk.

Translations

The pool for translations will be divided into each person that made A RESERVED translation.

Please check in table the bounty pool % that is going to be allocated to the translations campaign.

2. Terms:
 - a) Each Translator that wants to participate in bounty campaign has to apply for a reservation to support@tokenloyalty.io.

Procedure:

- q) Register for the translation
- r) Receive editable document
- s) Make a translation not later than in 3 weeks
- t) Send translation into email

Documents for translation:

- Whitepaper
- Web page texts

The list of reservations will be updated every day. The final token distribution will be based on shares distributed from the pool to participants.

Status: Indonesian translation reserved

Translations that are desired:

Type	Reserved/Free to reserve
English	Native – there is no possible reservation
Polish	Excluded (no offer to Polish citizens)
Chinese	Free to reserve
Russian	Free to reserve
Indonesian	Reserved
Spanish	Free to reserve
Dutch	Free to reserve
German	Free to reserve
Skandinavisk	Free to reserve
Turkish	Free to reserve
Arabic	Free to reserve
Italian	Free to reserve
Korean	Free to reserve
Japanese	Free to reserve
Other options possible 😊	

For more translations please contact support@tokenloyalty.io

Partners bounty part

Please check in table the bounty pool % that is going to be allocated to the Partners Bounty part.

Already done:

Contests:

Contest 1	Contest 2			
The magical 0.00000001 token	10 tokens			

Airdrop:

70000 tokens

By partner we acknowledge i.e. agencies, supporting portals, external services providers that will be rewarded in a form of a motivation success fee for doing a good job, contests..

Disclaimer

This disclaimer is a part of full Terms&Conditions. Please, read the Terms&Conditions as their acceptance is obligatory to join token sale.

The LOYAL (TOKENLOYALTY.IO) tokens are not and will not be registered under the US Securities Act of 1933, and shall not be offered or sold in the United States or to or for the benefit of the United States Rule S under the Securities Act, provided that they are not registered or are subject to a relevant exception from the registration requirements of the Securities Act. Such an exemption is that LOYAL (TOKENLOYALTY.IO) tokens may be purchased from the resale on their own account and for investing by investors who are (1) are not in any way connected with the LYT Limited, (2) some of the economic risks are exposed, the tokens are owned and (3) they are not part of the distribution of the tokens part.

Our team is doing everything in terms of safety and security of the services Decentralized Loyalty will provide or provides, yet we cannot protect against all possible circumstances, especially not depending on us (like the environment for the creation of the token). Therefore all risks assumed by using the Decentralized Loyalty platform in any capacity, including but not limited to deploying campaigns, participating in campaigns using Lyt your life platform, marketplace, and collecting LOYAL (TOKENLOYALTY.IO) through the platform are solely assumed by the user. Users must measure the gravity of potential value loss against their trust in the services Decentralized Loyalty will provide and act as they see appropriate. Never trust anything that one cannot afford to lose to any entity, Decentralized Loyalty or otherwise, without fully understanding all of the mechanics involved in the whole procedure. LOYAL (TOKENLOYALTY.IO) tokens are meant to be held and used by those well-versed in cryptographic tokens, only for the purpose of accessing the services on the Lyt your life platform. Decentralized Loyalty and its team must abide within the laws set forth in its operational country(ies). We intend to provide our services in as decentralized a fashion as reasonably feasible, but our legal entity must act according to the rules and bounds encoded in applicable laws. This includes but is not necessarily limited to laws governing financial operations, employment, fee charging, and sales.

Attention! Citizens of: Seychelles, Poland, USA and China are excluded from the token sale!

All rights reserved to tokenloyalty.io