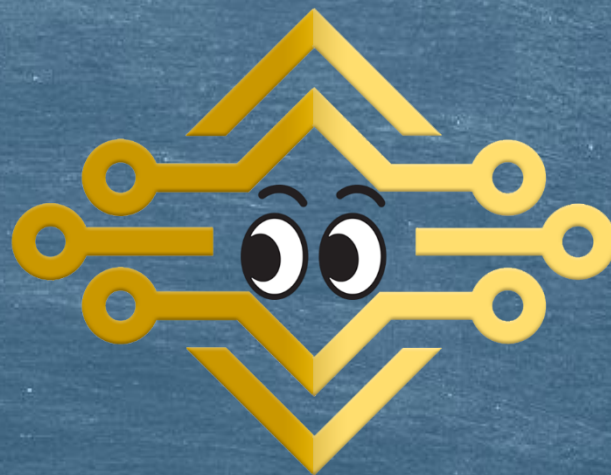


September 1, 2018

# CryptoLiveLeak

---

Whitepaper V. 2.1





# Introduction

---

- ▶ Frontpage
- ▶ Introduction
- ▶ About Us
- ▶ Summary
- ▶ What we Do
- ▶ How Users Interact with our Platform
- ▶ Cryptocurrency Market Cap
- ▶ Why CryptoLiveLeak?
- ▶ Token Distribution
- ▶ Attention Mining
- ▶ ROADMAP
- ▶ Conclusion
- ▶ Questions and Discussion



# About Us

---

## Founder – Ken Garofalo

- ▶ Ken has years of experience working in the financial operations industry. Coupled with a long tested involvement with proprietary trading U.S. Equity and Options markets. He will use these experiences to drive innovation in the Blockchain and Financial worlds.
- ▶ Being a serial entrepreneur Ken is keen at identifying a problem with the way a market is currently operating. With steady leadership and a motivated belief in decentralization, Ken will lead the CryptoLiveLeak project to its necessary heights. Focusing on platform development and beneficial partnerships for years to come. As a CLL Token Holder you will be able to benefit from platform upgrades and content creation.



# Summary

---

- ▶ We have created the new cryptocurrency ERC-20 token - CLL (CryptoLiveLeak Token) to be utilized as a Utility Token for our platform.
- ▶ Through a mechanism we call **Attention Mining** we have integrated the CLL token with our platform to innovative ways the audience and social media interact. The CLL Token can be earned by Registered Users on our website [www.cryptoliveleak.org](http://www.cryptoliveleak.org).
  - ▶ Users can post content of **any topic** on our online social blog and when another user views, watches video, likes, comments or interacts with the post it triggers a reward action.
- ▶ Both Users are rewarded CLL Points which can then be exchange for CLL CryptoLiveLeak ERC20 CryptoLiveLeak Tokens on the sites internal exchange.
  - ▶ The CLL Tokens get deposited into the Users Internal Wallet that can hold both CLL and ETH.
  - ▶ The Users wallet address is visible on the Ethereum Blockchain explorer as well as a Summary of Transactions provided on the sites wallet. Deposits and Withdrawals can be made from this wallet.
- ▶ We have implemented a custom gas station on the exchange smart contract to ensure the lowest possible gas cost for our transactions.
- ▶ CryptoLiveLeak team will also look to expand and grow as the network matures. The CryptoLiveLeak (CLL) ERC20 token will give holders an unique way of participating in the evolution of our vision of blockchain tech disrupting the social media industry.





# What We Do?

**Problem:** Users require up to date news and information regarding cryptocurrencies. There is limited mainstream resources available to help onboard new users and stimulate seasoned users.

**Solution:** We have created an elaborate outlet to voice our ideas and educate to the masses of cryptocurrency investors. Starting from a grassroots campaign we are rising to the heights of our full potential – achieving scalability while innovating, our ideals are high performance interoperable, self governing, and future proof. We are a **Cryptocurrency News and Media Platform** who interacts with our audience via **CLL CryptoLiveLeak Token**.

- ▶ CryptoLiveLeak.org
  - ▶ Over 1,672 User Accounts ~ 30,000 Views/ Mo.
- ▶ YouTube – Cryptocurrency News and Events Videos
  - ▶ Over 1,374 Active Subscribers
- ▶ Instagram/Facebook/Twitter
  - ▶ Channels to release and push media
- ▶ Telegram - <https://t.me/CryptoLiveLeak>
  - ▶ Active Community
- ▶ Latium (LATX Token and Alpha Platform)
  - ▶ Platform to promote content



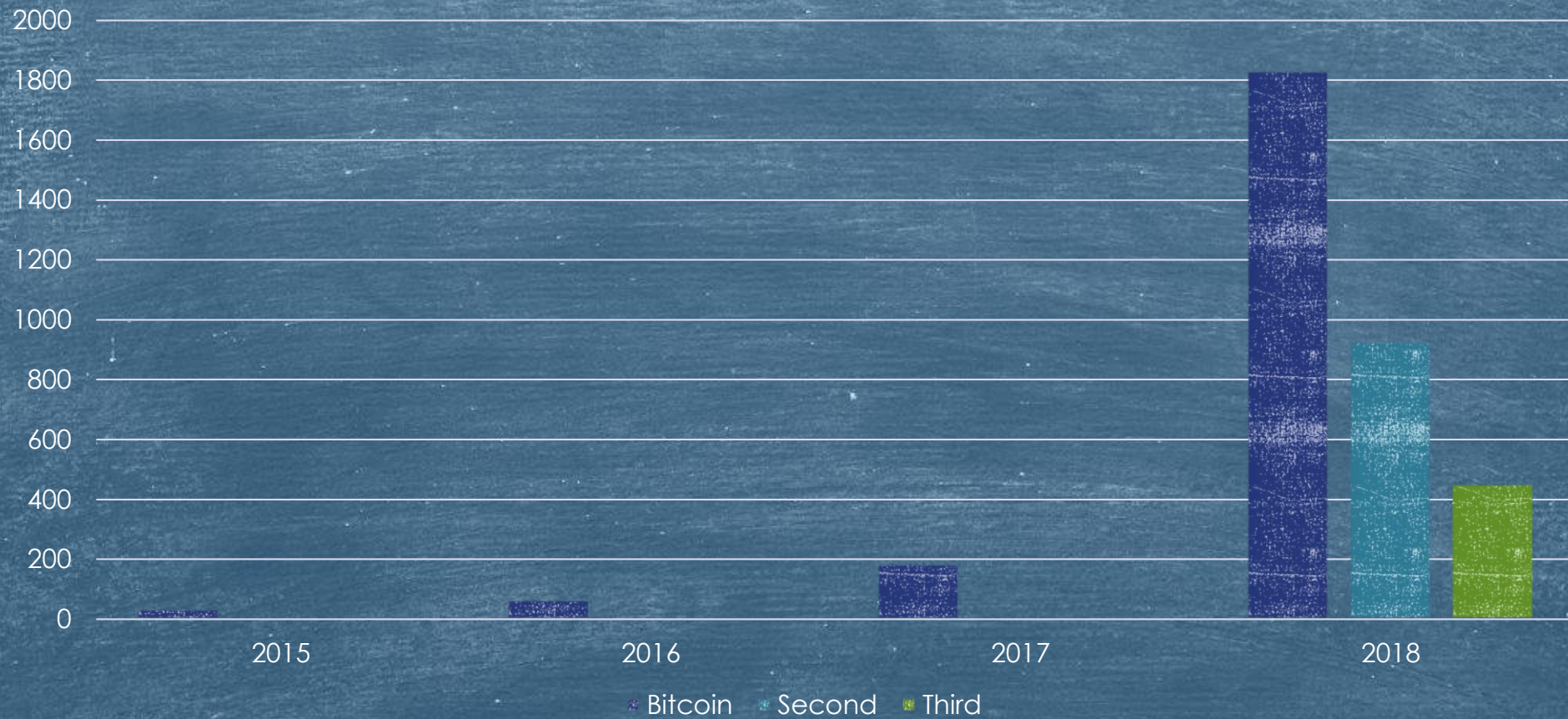
# How Users Interact with our Platform

---

- ▶ Anyone can Register as a User on [www.cryptoliveleak.com](http://www.cryptoliveleak.com)
- ▶ Users can freely post content on any Topic they choose
  - ▶ Categories/ Tags/ Links/ Videos/ Media/ Featured Images are customizable when making a Post
- ▶ Users can freely view content from the Blog or other Headers or Search Bar – Detailed subcategories give further organization to content
- ▶ Users can customize profiles, add friends, add bookmarks, and receive notifications.
  - ▶ Create Groups, Create Forums, message other users
- ▶ Earn CLL Points and Exchange them for CLL Tokens
  - ▶ (US Sanctioned Country IP Addresses Restricted)
- ▶ Use Internal Wallet for CLL and ETH
- ▶ In the Future, Users will be able to Bid with CLL Token for Premium Content Placement.



# Cryptocurrency Market Cap





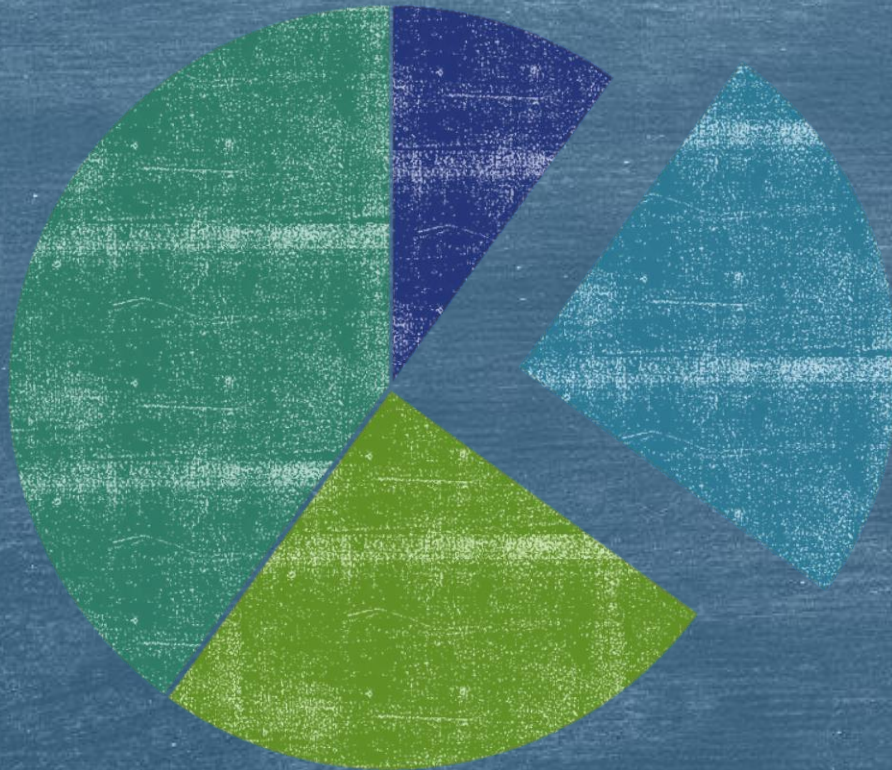
# Why CryptoLiveLeak?

---

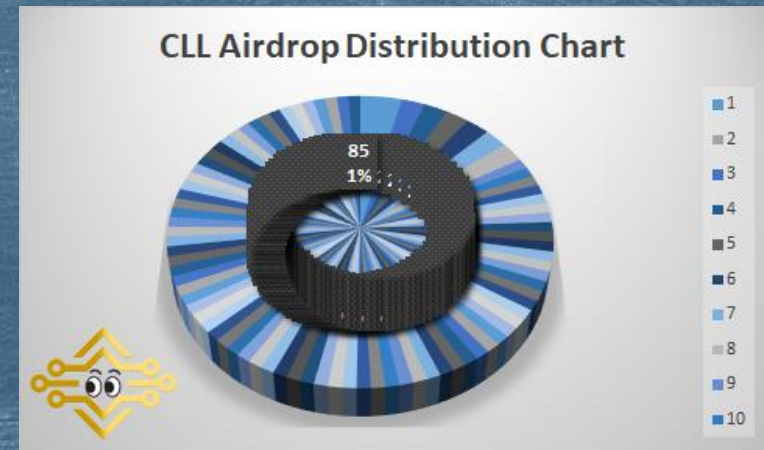
- ▶ Earn CLL ERC-20 Tokens directly for your Attention.
- ▶ CLL Points can be accumulated for interacting with content and exchanged for CLL ERC-20 Tokens.
- ▶ Participate in the blockchain technology revolution
- ▶ Diversify portfolio holdings
- ▶ Decentralizing a token through the communities involvement – Attention Mining
- ▶ Ever Expanding Cryptocurrency Market Cap – this token can give you potential discounted access to multiple other Crypto Assets to be created in the future.



# Token Distribution



Founder Portion   Airdrop   Development and Marketing   Attention Mining Reserve





# Attention Mining – CLL ERC20 Token

## ► What is The Attention Mining?

- CryptoLiveLeak is a platform that seeks to bring value to subscribers by rewarding them for their attention through a unique process of Attention Mining. The process of Attention Mining is whereby you interact on the platform and within community. In turn, you're rewarded with CLL points which can be exchanged for CLL tokens. These tokens can be hodled or sold on an exchange such as token.store and folkdelta..
- Both the **Content Creator** and the **Viewing Users** are rewarded when an action is triggered in the below amounts:

## ► How are CLL Points Calculated?

- 1 CLL Token = 100 CLL Points
- 100 CLL Points—Create an Account
- 10 CLL Points—View a Post
- 10 CLL Points—Comment on a Post
- 5 CLL Points—Every 15 Seconds of Video Watched
- 10 CLL Points—Refer a Visitor
- 20 CLL Points—Refer a Subscriber
- 1 CLL Point—Get a Like on your Post or Comment

## ► Benefits of Attention Mining

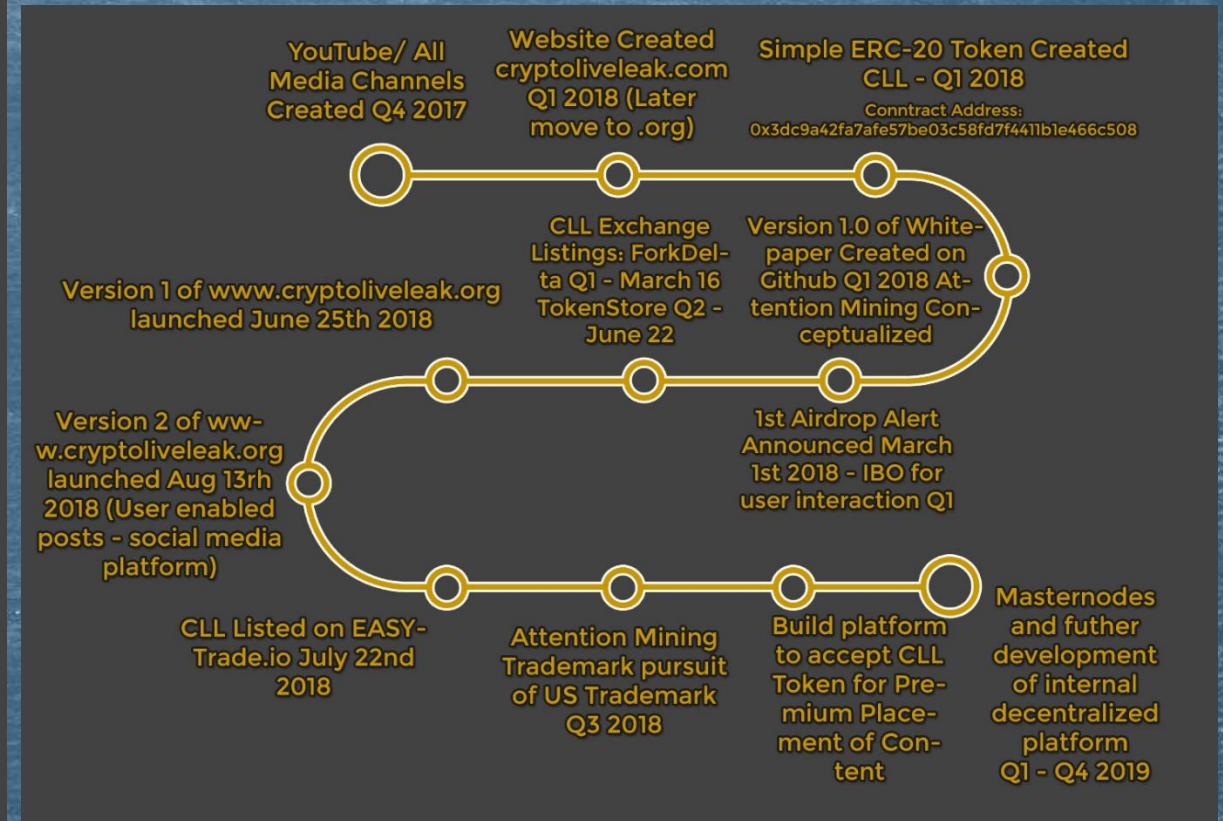
- The exchange system on the site, which allows the trading of points to tokens, is user-friendly and well developed. In the future, as the platform grows, we will be looking to add more Utility Tokens for sale (Pending Proper Licensing). You can track your CLL point balance and compare your score with others on the leaderboard. Perhaps you can become the top earner on there!
- Future Plans to enable payment in **CLL Token** for **Premium Placement** of User posts/content.
- Future Plans for Holders to **Tip** or **Up-vote** content in the **CLL Token**.
- **Giveaways** will be targeted at wallets with higher CLL Token Totals.
- **Educational Classes** and **Merchandise** will be sold – payment will be accepted in **CLL TOKEN** and **Discounted Rates** depending on your totals.



# ROADMAP

## ROADMAP

- YouTube/ All Media Channels Created Q4 2017
- Website Created cryptoliveleak.com Q1 2018 (Later move to .org)
- Simple ERC-20 Token Created CLL - Q1 2018  
Contract Address:  
0x3dc9a42-fa7afe57be03c58fd7f441b1e466c508
- Version 1.0 of Whitepaper Created on Github Q1 2018 Attention Mining Conceptualized
- 1st Airdrop Alert Announced March 1st 2018 - IBO for user interaction Q1
- CLL Exchange Listings: ForkDelta Q1 - March 16 TokenStore Q2 - June 22
- Version 1 of www.cryptoliveleak.org launched June 25th 2018
- Version 2 of www.cryptoliveleak.org launched Aug 13th 2018 (User enabled posts - social media platform)
- CLL Listed on EASYTrade.io July 22nd 2018
- Attention Mining Trademark pursuit of US Trademark Q3 2018
- Build platform to accept CLL Token for Premium Placement of Content
- Masternodes and further development of internal decentralized platform Q1 - Q4 2019





# Conclusion

---

- ▶ In Conclusion this **CLL** is categorized as a **UTILITY TOKEN** and does not meet requirements to become a registered security.
- ▶ Users can post content on our Social Blog Website **Cryptoliveleak.org** on any topic.
- ▶ Interaction between users and posts triggers our Attention Mining Mechanism where CLL Points are awarded.
- ▶ CLL Points can be exchanged for CLL ERC20 CryptoLiveLeak Tokens
- ▶ CLL Tokens can be used on the site for Premium Placement of User Content.
- ▶ Our Traditional Social Media Accounts and our Marketing/Press Leg of the company help spread word of our Platform.



# Questions & Discussion

---

Please Join us on Telegram: <https://t.me/CryptoLiveLeak>