



## Whitepaper

v1.0

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# 00 Summary of LamboCoin

*We believe the dream of the Lambo is much more than just a shared crypto-meme. The Lambo represents success, triumph over failure. Owning a Lambo is about more than just a car, it is a physical representation of the hard work it took to make your dreams a reality. Whether it be crypto or your own entrepreneurial aspirations we believe the Lambo dream is for everyone.*

*The question is, how bad do you want it?*

Our mission is to give **you** a taste of the lambo dream. To realize this dream, we will be touring North America and Europe with our fleet of real lambos, giving rides, hosting events, and more. **LamboCoinClub** Members will have the option of several packages to qualify for rides, track days, and adoption of an official **The Great LamboTour** lambo.

Upon completion of **The Great LamboTour**, we will be auctioning off one of the five lambos to a worthwhile cause selected by **LamboCoinClub** Members while rehoming the remaining four lambos to a few lucky **LamboCoinClub** Members.

The second part - and longer-term future - of this endeavour is **Life On My Terms**. We are building a community of entrepreneurs, with discussion, coaching, events, and masterminds. We are reforming a new education system around the new economy, by providing a combination of financial education, solid boots on the ground feedback and advice, and by pulling together the best of the best in online business education.

With capital raised from this launch, **Life On My Terms** will begin offering micro loans to entrepreneurs. **Life On My Terms** will also become an entrepreneurs' freelance and partnership platform, geared toward higher-level service, with **LamboCoin** used as the exchanged currency.

**Phase One, The Great LamboTour.** Our convoy of lambos will tour North America through late 2017 then Europe in early 2018, taking you for a spin and hosting a series of public events, including track days and autocross events. Once **The Great LamboTour** has wrapped up, these lambos will land in someone's driveway (maybe even yours!) - all but one will be rehomed to Members via our **LamboCoinClub** while the lambo not nominated for adoption will instead be auctioned to raise money for charity of the Members' voted choice.

To take part in **The Great LamboCoin** adventure you will have the opportunity to become a **LamboCoinClub** Member by purchasing a minimum amount of **LamboCoin**. **Amounts will be LamboCoin** and **LamboCoinClub** memberships can be acquired through these four packages:

- **91 Octane Package**, open to all global Members who contribute 0.8 ETH. Single membership to the **LamboCoinClub**. Estimated odds of adopting a lambo for your driveway will be around 1:5400 or better!
- **94 Octane Package**, open to Participants within Canada, continental USA, the UK, and continental Europe (unless you travel to meet us in these places) who contribute 2.9 ETH. Guaranteed ride as we visit your region. Two **LamboCoinClub** memberships included. Odds 1:2700 or better to have an adopted lambo arriving on your driveway! Limited to 4100x 94 Octane Packages.
- **100 Octane Package**, open to all global Members who contribute 13 ETH. Includes the opportunity to burn some lambo rubber yourself at a track event - we're doing 3 in North America and 3 in Europe. Lambo-worthy accommodations (mansions or fine hotels) will be on us, and some swanky meet-and-greet/parties/activities. Also includes 8 **LamboCoinClub** memberships, bringing the odds of your lambo adoption to 1:675 or better, and guaranteed ride with location restrictions as above (or bonus Membership if you're outside tour regions). Limited to 350x 100 Octane Packages.
- **112 Octane Package**, open to all global Members who contribute 26 ETH. Includes 100 Octane Package, plus 5% bonus **LamboCoins** and rights to nominate a charity to be voted on for the winnings of the lambo auction mentioned above. And 10 **LamboCoinClub** memberships will mean you stand a 1:540 chance or better of putting a lambo in your driveway. Limited to 50x 112 Octane Packages.

Package levels will be launched one at a time, and can be purchased in any combination or quantity up to the total individual packages' availability limits.

**Phase Two, Life On My Terms.** Life on my Terms is a group of incredibly talented and extraordinary people shaping the future of entrepreneurship, building a community of entrepreneurs both globally and locally.

**Life On My Terms** is the bridge between formal and self education for entrepreneurs. No longer will people striving for greatness have to feel alone, go with unanswered questions, or lack the needed resources. Our traditional education systems are outdated, overly expensive and usually not in direct context to the areas where it's actually useful info to build a business. And with the ever-changing world of technology, what you've learned in traditional education is often outdated or made irrelevant before it can even be applied... so you'll need to upgrade and self-educate anyway to move forward!

By providing exactly the direct course content that you need to apply to your life and business, with direct access to community, coaches, mentors, partners, and micro loans, **Life On My Terms** will be the last resource you will require before taking your dreams to the next level. Every Member of the launch, regardless of participation level, will gain a free lifetime membership to the **Life On My Terms** community platform.

Through **The Delivery Room**, entrepreneurs will be able to easily connect with a superstar team, who are less freelancers and more partners. Great ideas need great resources to make things happen, and entrepreneurs will also be able to provide that resource to others. **LamboCoin** will be the currency exchanged on this platform.

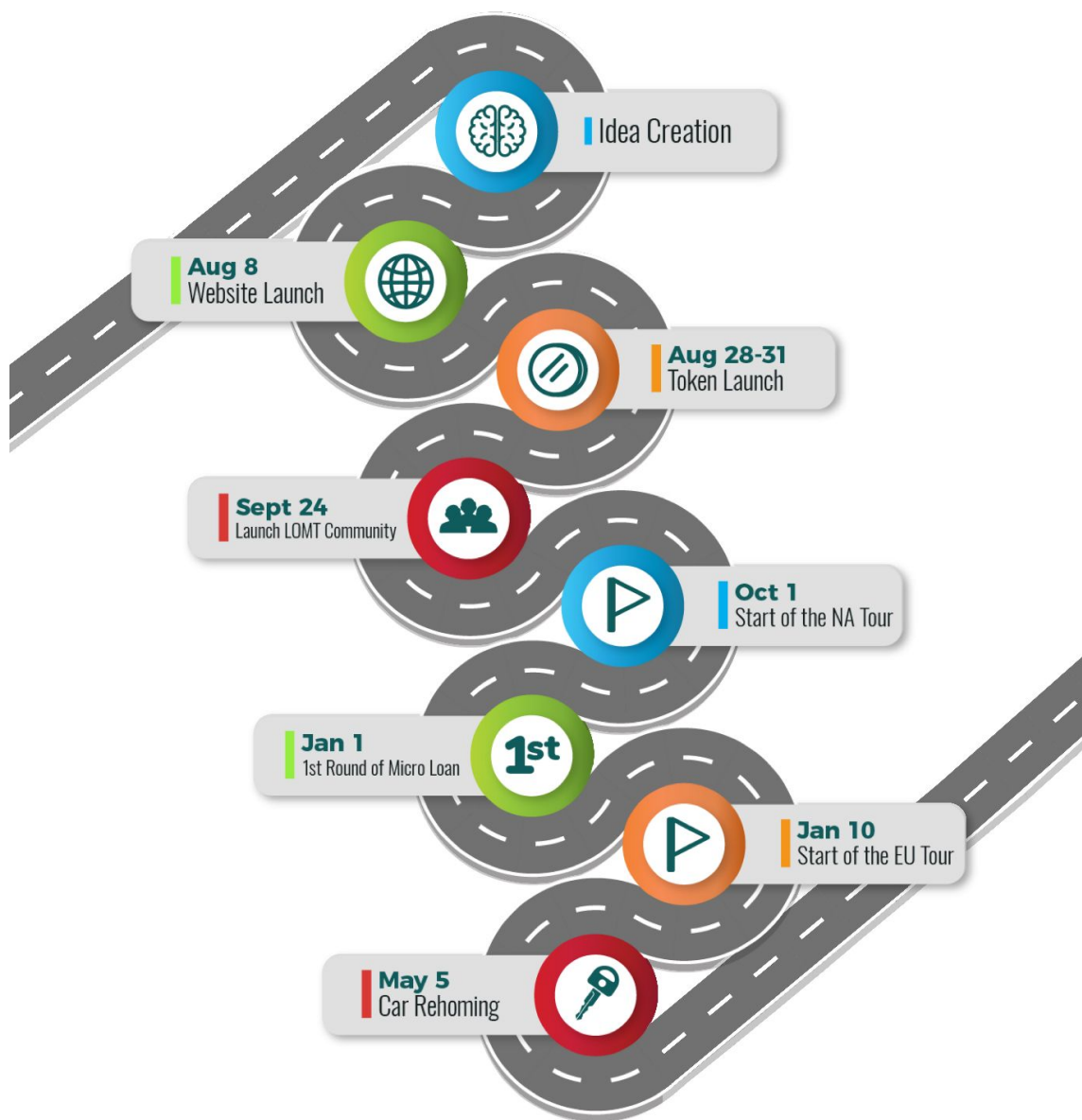
Micro loans will be made available to help entrepreneurs kick-start their business plans. In our experience, banks are near useless to an entrepreneur with a creative idea... unless you've had an account with them for 137 years, maybe! We will provide an alternative mode of financing to qualified **Life On My Terms** Members, right in that gap between traditional big banks and high-interest lenders.

# 01 Project Roadmap

Here are our presented milestones for the progression of our **LamboCoin** Launch, **The Great LamboTour**, and the development of **Life On My Terms**.

Significant moments in **The Great LamboTour** include the beginning of our tour in North America, the beginning of our tour in Europe, and the choosing of Members to rehome the remaining lambos with.

Significant milestones in the **Life On My Terms** development timeline include launch of our community platform to **LamboCoinClub** Members and our first micro loan.



## 02 The Great LamboTour

**2.1 What's This About?** Basically, here's what's in **The Great LamboTour** for you:

Our lambos come to your area (in North America and Europe, see list in **2.3 The Great LamboTour and Guaranteed Rides** below) to give you a ride, if you are a 94 Octane, 100 Octane, or 112 Octane Package holder.

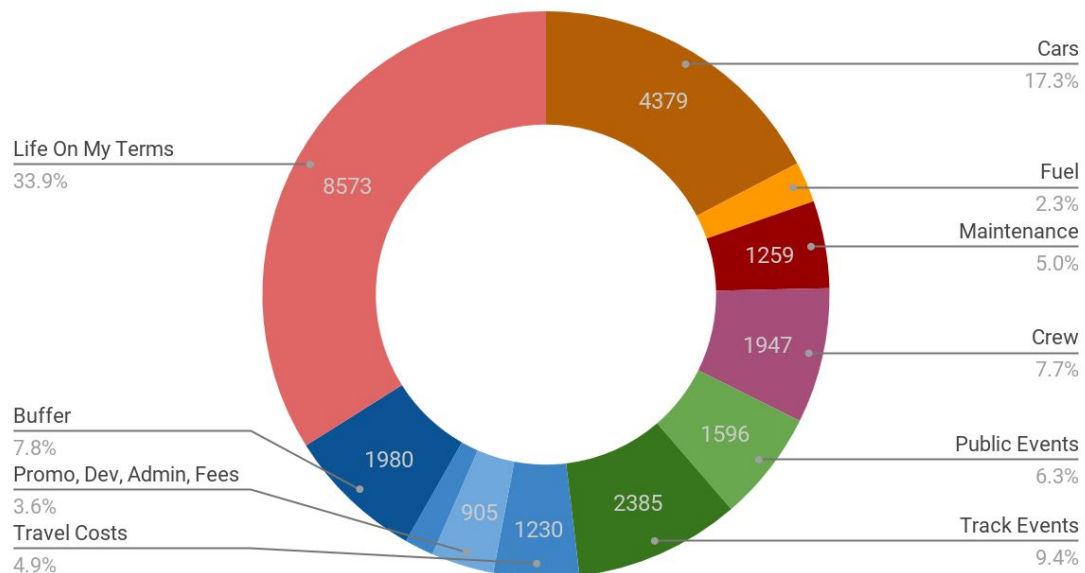
We will be hosting public events in roughly 20 cities in North America and 20 in Europe, so show up and bring friends... regardless of whether you participated in our launch or not. (There will be perks for people who hold some **LamboCoin**, though!)

We will be hosting 3 track events in North America and 3 in Europe, for our 100 Octane and 112 Octane Package holders. Lambo-worthy accommodations are included, but you'll have to make your own way over to join us.

And after **The Great LamboTour** wraps up in Q2 of 2018, we will be selling one car at auction for charity while giving the other four to random **LamboCoinClub** Members! This could be you if you're a holder of any Package.

**2.2 Budgets:** The cap of our launch is 25250 ETH. Here's a breakdown of what we're doing with that money:

Launch Cap: 25250 ETH



## 2.3 The Great LamboTour and Guaranteed Rides:

**The Great LamboTour** in North America will be kicking off around October 1, 2017 from our home base of Edmonton, AB, Canada. From there, we plan to go across North America to New England, back again through the Midwest toward the Pacific Northwest, south through California, then east to Florida and the Carolinas. From there, the cars will be shipped to Europe as we take a break for Christmas and New Years.

**The Great LamboTour** in Europe will kick off around January 10, 2018 in Western Europe, following the Mediterranean toward Greece, then going north through Poland to the Nordic countries and back down through Germany before going west toward the United Kingdom and Ireland.

Participants of the 94 Octane, 100 Octane, and 112 Octane Packages will be eligible to book a ride as **The Great LamboTour** comes to their area (see list of countries below). **The Great LamboTour** will not be able to visit every small town and remote area, though we will try our best to come as near you as possible! You may have to travel a little to meet us.

Participants will be asked to begin booking rides soon after Launch, as we begin releasing timelines for arrival in different areas.

\*Note: As we give you rides, we plan to obey the rules of the road. Please don't ask us to drive faster or break other rules! However, with that being said, feel free to point out some fun roads for us to drive on, take us to a track day, bring us to cruise your favourite neighborhood, or even have us along on a grocery run...

**The Great LamboTour** and guaranteed ride availability is limited to these countries, though any Member from outside these countries may participate by simply meeting us on tour in one of these countries:

Andorra	Greece	Portugal
Austria	Hungary	Romania
Belgium	Ireland	Slovakia
Bulgaria	Italy	Slovenia
Canada	Latvia	Spain
Croatia	Lithuania	Sweden
Czech Republic	Luxembourg	Switzerland
Denmark	Malta	United Kingdom
Estonia	Monaco	United States
Finland	Netherlands	(excluding AK &
France	Norway	HI)
Germany	Poland	



**2.4 Public Events:** As we run **The Great LamboTour**, we will be hosting a series of public events in most major cities along our tour route. We aim to host 20 of these public events in North America and 20 in Europe. If you didn't get in on the launch, here is your chance - there will be major perks for holders of the **LamboCoin** token at these events, which will be open to the general public. Come on out and bring friends!

**2.5 Track Events:** Part of **The Great LamboTour** will be our track events. We will book 3 events in North America and 3 in Europe. Track days will be opportunities to drive our lambos, with track driving trainers on hand to give some tips on driving faster!

Invites to these track events will be extended exclusively to 100 Octane and 112 Octane Package holders, who will choose one of the events to fit their schedule and travel to us. Once they're in town, lambo-worthy accommodations are on us, either in mansions or in swanky hotels. Accommodations are provided for two nights before and two nights after the track day.

Included with every track event, in the days before and after, will be a meet-and-greet mansion party and an activity on us.

**2.6 Lambo Auction:** On conclusion of **The Great LamboTour**, we will be auctioning off one car publicly with Barrett-Jackson Auction Company in the USA in 2018, and 100% of money raised will go to a voted charity. See below for **2.8 Charity** voting details.

**2.7 Lambo Rehoming:** The other four lambos not auctioned will be rehomed with lucky **LamboCoinClub** Members, including hand delivery right to the Member with duty, inspection, insurance, and registration paid. This is open to any **LamboCoinClub** Members regardless of location on the planet.

Odds of adopting a lambo are going to be 1:5400 or better, though of course we can't calculate exactly until we know how many total **LamboCoinClub** Memberships are registered. Exact odds will be released soon after our Token launch concludes.

Most Memberships will be granted to participants in the Token launch, though additional **LamboCoinClub** Memberships and Packages will also be given to the top 500 referral registrants. See more in **4.4 Referrals** below.

**2.8 Charity:** Members pick the charity, and we will give the charity money from the auction. How this works: 112 Octane Package Members will be given the opportunity to nominate charity options, and those charity options will be put up for polling to all Members. Each **LamboCoinClub** membership will count for one vote.

**2.9 Audits:** Audited financial statements with final expenses will be released after **The Great LamboTour**. Gotta keep us honest! And besides, we're thinking the stats on final expenses are gonna be pretty interesting.

## 03 Life on My Terms

**3.1 Education:** The world is moving in a new direction, enabled and accelerated by technology. This new economy creates an abundance of opportunity, while also changing the situation around the education required to excel! Traditional education is overly expensive, and has not been able to keep up very well with the changing times in any field that matters to an entrepreneur... it's still a great option in long-standing, specialized fields, like engineering, specific scientific applications, medicine, etc., but falls short for those of us who want to build something different and new. At **Life On My Terms**, we understand that building a business in this new economy requires specific knowledge in key areas, which are ever-evolving, but more than that, to be truly successful, a general knowledge is required of the trends, changes, and many fields of study related to online business and the hats an entrepreneur needs to wear.

Everyone knows the most valuable innovations happen at the intersections of multiple fields and ideas, right? Our goal is to work with people, by providing resources, support, coaching, etc., to help form effective "overlaps" between fields to create new ideas and innovations.

**Life On My Terms** will provide direct education to you in all the areas necessary for you to succeed. If you have an idea for an app... we can help. If you are struggling to figure out how to run online advertising for your new or established business... we can help. If you think you have an incredible idea and don't know where to start or don't have the resources to develop it and bring it to fruition in the world... we can help. Heck, if you want to get started doing "something" as an entrepreneur but have no idea where to even start looking and what to do, we can help.

At **Life On My Terms**, we know the value of mentorship and coaching. Both of us founders, Ryan and Bryan, have received huge boosts in our own entrepreneurial journeys from mentors and coaches, often with a large price tag. There is a certain pay to play aspect - you need to be able to show that you're serious - but we intend to increase accessibility by providing mentorship within the community ourselves, encouraging other successful people to provide mentorship, and by subsidizing the cost of coaches across multiple levels of achievement... right from figuring out how to get started, to planning and executing and specialized needs.

**3.2 Community:** In building business, it's easy to feel like a lone wolf sometimes. The **Life On My Terms** community tackles that problem on a local and global level through multiple means: an online platform, local events, meetups, and mastermind groups.

A particular passion of ours at **Life On My Terms** is working with people who've "made it", and are wondering what's next; who've built a solid lifestyle business, who've been bought out, who've made substantial capital. There's a certain point, when we realize that we've made it and can almost have anything we want, that we tend to lose direction and start searching again. And this is a great place, because it gives rise to mentorship, purpose businesses, philanthropy, leadership! We, Ryan and Bryan, have both experienced this and are excited to work with more of you who have reached this point, and to build something amazing together. "Making it", building the first business, is really only a stepping stone.

**3.3 The Delivery Room:** This room was created with one thing in mind: to connect experts with people that are seeking them. We all wish we had a superstar team. We know, if we want to build something life changing, we are going to need the resources to do so. Enter **The Delivery Room**, where you can connect with experts in all areas of life and business. These people will be more like a good partner than a grunt worker.

Need a Facebook ad specialist? Search for dozens of highly recommended people that you can trust will do exactly what they tell you they can do for your business. Looking to build your branding but have no clue where to actually start? No problem... pick from numerous people who can help take your personal/business branding 10x.

If you're an expert in a particular area, we encourage you to apply and provide your talents through **The Delivery Room** platform.

Many of us look back to when we first began our journey into entrepreneurship. We all wish we had someone, or a whole team, to be able to work with and learn from, so we didn't have to learn by making all the common mistakes instead. Those joining **Life On My Terms** will be part of the movement of entrepreneurs making waves in this world.

**3.4 Micro Loans:** There's a big gap in lending to entrepreneurs... more traditional business models are reasonably covered by banks, bigger startups are covered by venture capital and angel investors, and investors are covered by secured loans, but in the world of online creative business structures, where the only assets will be your brain and your laptop, we see a gaping hole. There are some loan providers who will loan to entrepreneurs and small businesses, but they look an awful lot more like payday loans or predatory lenders than business financing. This launch will provide **Life On My Terms** with the capital to begin making micro loans to such entrepreneurs, where the big banks would just laugh.

Micro finance can be especially powerful with small online businesses, as startup costs are low to begin with... new money can allow for a 5x marketing budget, a focused course, outsourcing some work to freelancers, buying some basic equipment, structuring properly, pursuing growth projects, building a buffer to reduce stress and help money flow better... any of these things can have a huge impact on growth and profitability for an early-stage entrepreneur!

## 04 Token and Launch

**4.1 Token Supply:** The total token supply of **LamboCoin** (an ERC20 token) will be 21,000,000. This is a significant number because it correlates to approx. 570 tokens per lambo ever built.

The total token supply will be broken up as follows:

- **20%**, or 4,200,000 tokens, will be held back by the founder/development team for personal use, and released slowly over a period of almost two years. More in **5.2 Founders' Holdback** below.
- **40%**, or 8,400,000 tokens, will be made available for sale at launch. See **4.2 Launch Sale Model** below.
- **40%**, or 8,400,000 tokens, will be held in reserve as future operating capital for **Life On My Terms**. This will be locked away for nine months minimum, by contract, and released over time to ensure the stability of the coin. The 5% bonus given to 112 Octane Package participants will come from here.

**4.2 Launch Sale Model:** Our sale's cap is 25250 ETH. This sets the effective price of **LamboCoin** at Launch at 332.67327 **LamboCoin** per 1 ETH.

The Launch will be conducted in four parts, selling one package exclusively per day of the Launch:

- 112 Octane Package first, on August 28, 2017.
- 110 Octane Package, on August 29, 2017.
- 94 Octane Package, on August 30, 2017.
- 91 Octane Package, on August 31, 2017.

Launch time for all packages and all launch days will be 4:00pm UTC, which equates to 9:00am Pacific, 12:00pm Eastern, and 6:00pm Europe.

**4.3 Terms:** Other major cryptocurrencies will also be accepted for our Launch (final list will be announced at a date closer to launch day). Prices will be coordinated to ETH at time of launch.

At launch time, Participants will be able to go to a site where they will reserve a package, enter their information and their ERC20-compatible wallet address, then be issued a wallet address to send their selected crypto to. If transactions are not received and confirmed in reasonable amount of time, the Package may be released to be reserved by another Participant.

**LamboCoin** will then be sent in prompt order to these ERC20-compatible wallets.

**4.4 Referrals:** When you register your email address to subscribe to updates, you'll be asked to share the link with your friends. If you do this, you'll be competing for points to win free Packages! For every platform you share our message on, you'll receive two points. For every person who joins our mailing list from your referral code, you'll receive one point.

Prizes of a free 91 Octane Package will go to the top 500 referrers with the most points, while the top 10 referrers will be getting a 100 Octane Package instead! These Packages will not include **LamboCoin**.

**4.5 Partial Funding:** We certainly don't anticipate any problem getting our ICO fully funded - after all, everyone loves lambos. And our launch is among the smallest currently on the market. But, to cover all bases, we need to plan for the eventuality that not all of our funding target is filled. All terms in the Packages, referral bonuses, funding levels, etc. may be subject to possible change if the launch is not fully funded, roughly guessed as outlined below, but subject to final calculations post-launch.

- **700 ETH or less:** Full amount will be donated to voted charity after basic dev costs paid.
- **700 to 1500 ETH:** Purchase one lambo and give it to **LamboCoinClub** member after sweet photo ops and a track event, dev costs paid, remainder donated.
- **1500 to 3500 ETH:** Purchase 1-2 lambos and host a couple track events. Some money donated, lambos given to **LamboCoinClub** members.
- **3500 to 7000 ETH:** Purchase 2 lambos, go on a brief tour hitting some major cities, host a couple track events. Some donated and lambos given to **LamboCoinClub** members. Min. \$100k will fund **Life On My Terms**.
- **7000 to 14000 ETH:** Purchase 5 lambos, go on a brief tour hitting most major cities, host a few track events. One lambo auctioned with money donated, 4 lambos given to **LamboCoinClub** members. Min. \$250k will fund **Life On My Terms**.
- **14000 to 18000 ETH:** Purchase 5 lambos, go on a tour hitting most major cities, host a few track events. One lambo auctioned with money donated, 4 lambos given to **LamboCoinClub** members. Min \$500k will fund **Life On My Terms**.
- **18000 to 25250 ETH:** Full **The Great LamboTour** budget funded! (Approx. 16700 ETH including buffer.) All terms of tour, lambos, rewards, etc. will stand. Any shortfall from our cap will be less money raised to fund **Life On My Terms**.

## 05 But Wait, There's More

**5.1 Exchanges:** As the project nears launch day and we gain momentum, we will begin applying to major cryptocurrency exchanges in a bid to be listed. We anticipate no problems in being listed on at least a few exchanges, as our project has a broad appeal and a longer-term mission.

In the event that no cryptocurrency exchanges will list **LamboCoin** in a timely fashion, we will launch a platform where users can trade their **LamboCoin** with other users.

**5.2 Founders' Holdback:** The Founders' team will hold back 20% of the total token supply for personal use, with timed release restrictions to ensure commitment to the long-term success of the **Life On My Terms** project and ecosystem development.

All Founders' and Development team wallets will be restricted by smart contract escrow with this release schedule: 10% available immediately at launch, then at 14 weeks after launch an additional 1% will be released, followed by a 1% release each week to reach a total 100% wallet release at the end of the two years after launch.

Distribution of the **Founders' Holdback** tokens will be as follows:

- 35% Ryan Berube, Founder
- 35% Bryan Abma, Co-Founder
- 10% Will Kalisz, Communications Lead
- 10% Nathan Wielenga, Tech Lead
- 10% Miriam Smiley, Logistics Lead

## 06 And Who Are These People?



**Ryan Berube, Founder**  
Serial entrepreneur  
Tech junkie  
Observer of the world  
Multipotentialite



**Bryan Abma, Co-Founder**  
Serial entrepreneur  
Funnel hacker  
Pro-Am drifter  
Dog Father



**Will Kalisz,  
Communications Lead**  
Communications degree  
Automotive enthusiast  
Backyard mechanic  
Has an eye for detail



**Nathan Wielenga,  
Tech Lead**  
Computer science degree  
Studied astrophysics  
Loves espresso  
Mined Bitcoin



**Miriam Smiley,  
Logistics Lead**  
Lover of coffee  
Makes better coffee than  
Nathan  
Keeps us organized!

## 07 Conclusion

Here's the thing; we're launching a token that will soon be used to power an entrepreneurial service and partnership exchange platform through **Life On My Terms**, and using the proceeds of the launch for some pretty cool stuff.

We at **Life On My Terms** are using a portion of these proceeds to develop this exchange platform, more of it to provide microloans to entrepreneurs, and to further develop our community and education platform. And we're giving you lifetime memberships to this platform for helping us out.

We are also giving you what you really want: lambos! We've heard the voice of the crypto community loud and clear, and we are going to give you the ride of a lifetime through **The Great LamboTour** and **LamboCoinClub**.

But, ultimately, we just want to meet you! Entrepreneurs of the crypto community, lambo lovers, adventurous souls. And we look forward to welcoming all of you into the **Life On My Terms** community.

Thanks for reading, and we hope to see you on **The Great LamboTour**!