



**Decentralized Restaurant Recommendation
Platform Using Tokens to Connect
Users and Restaurants**

Version 1.6
Last Updated: September 22, 2017

SynchroLife

Decentralized Restaurant Recommendation Platform

White paper

Version 1.6

Last Updated: September 22, 2017

<http://www.synchrolife.org>

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Summary

SynchroLife is a worldwide decentralized restaurant recommendation platform that utilizes artificial intelligence, Ethereum's smart contracts, and an Ethereum based original token. SynchroLife is creating a token-based economy connecting users and restaurants together, and where food lovers from around the world will be rewarded for sharing accurate information and high quality reviews of restaurants. SynchroLife aims to create a constantly updated and maintained worldwide platform of trustworthy, accurate, and helpful restaurant information and recommendations.

SynchroLife also aims to build a database of user's eating habits, restaurant preferences, and overall tastes from which artificial intelligence can provide each individual user with personalized restaurant recommendations that are adjusted specifically to them. With artificial intelligence based recommendations and blockchain based high quality restaurant information, SynchroLife will become the new standard for restaurant discovery platforms with smart and trustworthy information.

SynchroLife was first released for beta testing in Japan, available for use on iOS and Android smartphones in the Japanese language only. During this beta version users were not rewarded with tokens or any kind of monetary incentive but with "experience points", "titles", "emblems", and other in-app gamification. With only limited personalized recommendations and this gamification SynchroLife built a community of over 32,000 passionate fans and foodies, and has continued to make adjustments to the app based on their feedback. In June 2017 SynchroLife released the first worldwide beta version available in four languages (English, Korean, Traditional Chinese, and Japanese) for iOS and Android smartphones in over 155 countries worldwide. This version is available in the App Store and Google Play Store now, free for download.

iOS App Store: <https://itunes.apple.com/app/id557532449>

Android Google Play: <https://play.google.com/store/apps/details?id=jp.co.synchrolife>

SynchroLife is managed by SynchroLife Limited, a company based in Hong Kong. SynchroLife Limited is in charge of the development, management, and marketing for SynchroLife's worldwide decentralized restaurant recommendation platform and upcoming blockchain and artificial intelligence development.

SynchroLife's token crowdsale and the original "SynchroCoin" token will both use the Ethereum blockchain. Money raised during this crowdsale will be used for the further development of SynchroLife, including the implementation of blockchain technologies and the SynchroCoin token, the further development of artificial intelligence to provide personalized recommendations, in addition to the general management, marketing, and branding for SynchroLife's decentralized

restaurant recommendation platform.

The SynchroCoin token will be used within the decentralized restaurant recommendation platform as a reward to users who provide accurate restaurant business information, high quality reviews, good photos and content of restaurants from all around the world. Users can then use the token to buy restaurant coupons and gift cards, tip other users, or even make payments at participating restaurants. The SynchroCoin token will also be used as payment by restaurants that decide to market or advertise on the SynchroLife platform as participating restaurants.

Mission

SynchroLife's mission is to help people from all over the world to easily find good restaurants and food that match their personal tastes, and in turn to assist restaurants in finding new customers that will become their best fans and regulars. We also hope the social exchange and community on our platform can enrich the lives of our users as they discover both new food and new friends.

The average person eats three meals a day. During an average lifespan of 75 years, you will only have the chance to eat 80,000 meals. A lot of these meals will be homemade, bought at a supermarket, or maybe even skipped. A person who eats out at a restaurant twice a week will only eat out 7,500 times in their life. Subtract years as a child or your last few years and that number gets even smaller. The amount of times you eat out when vacationing or traveling to a new city or country is even less. SynchroLife wants to help make each experience dining out you have in your life a fun and delicious memory.

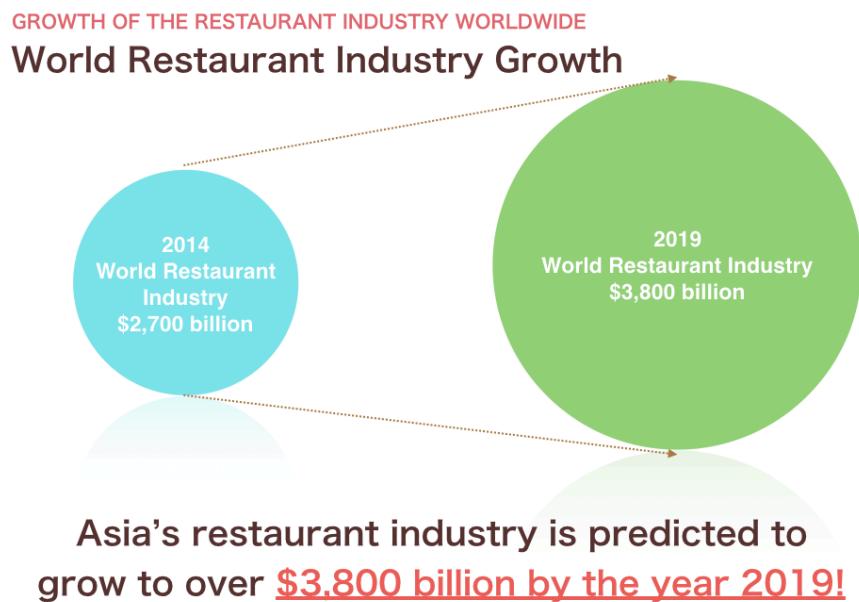
Future Vision

After the SynchroCoin is implemented, the SynchroLife team plans to focus all of our efforts into the creation of a successful decentralized restaurant recommendation platform by improving the accuracy and trustworthiness of restaurant information, increasing the amount of reviews and photos, growing the active user base, and developing artificial intelligence to provide highly personalized restaurant recommendations. Once the platform has grown, the SynchroLife team will move some of our focus to growing an Online-to-Offline (O2O) marketing platform for restaurants to further grow the SynchroCoin ecosystem with new user rewards, coupon buying and selling, advertisements, and even restaurant payment.

We aim to grow the SynchroLife platform into a financial technology (fintech) business starting with the restaurant industry. SynchroCoin tokens will be storable in a wallet and debit card within the SynchroLife service and users will be able to use SynchroLife and SynchroCoin tokens to find great restaurants and purchase delicious food no matter where in the world they may be, or where in the world they may travel.

Market and Industry Size

The global restaurant industry is estimated to have sales of over \$2,700 billion (as of 2014) and is expected to grow to over \$3,800 billion by 2019.¹ Furthermore, according to Frost & Sullivan's "Asia-Pacific Mobile Payments", the Asia-Pacific Market accounts for over 43% of restaurant industry sales.² In Japan alone the restaurant industry is valued at over \$220 billion.³



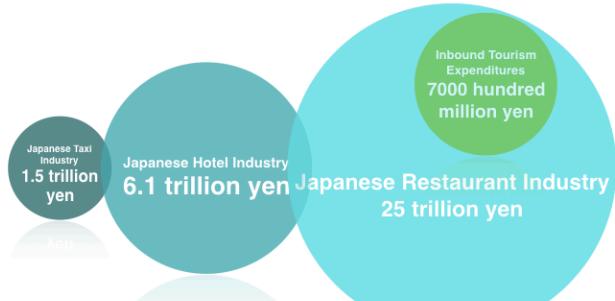
¹ Source 1:
http://www.researchandmarkets.com/reports/2573519/restaurants_global_industry_guide

² Source 2:
<https://uk.finance.yahoo.com/news/global-restaurant-industry-worth-3-000000195.html>

³ Source 3: <http://anan-zaidan.or.jp/data/2016-1-1.pdf>

RESTAURANT INDUSTRY IN EAST ASIA

Japan's Restaurant Industry



Japan's domestic restaurant industry is worth over 25 trillion yen

45.5% of restaurant owners say one of their biggest dilemmas is attracting new customers

(45.5% of restaurants in the red say that a lack of customers is one of their biggest problems, 60% of restaurants in the black say that hiring new staff is one of their biggest problems)

Source: Nikkei Restaurant Online

On the other hand, the use of mobile devices and smartphones continues to grow explosively worldwide. In the United States of America in 2015 the amount of people only using a mobile device surpassed the number of people using only a computer for the first time.⁴

In the Asia-Pacific region, mobile payments are expected to grow over 30.4% from 2016 to 2021, and the restaurant industry in this region is predicted to grow from \$71,920,000,000 in 2016 to over \$271,470,000,000 by 2021- doubling in market size.⁵ The Asia-Pacific region has a higher rate of smartphone adaption than even some European and North American countries and it is believed that the mobile commerce and mobile payments market in this region will grow rapidly over the next few years.⁶ It is estimated that over 13,080,000,000 people will be active customers using mobile payments by 2021, doubling in less than 5

⁴ Source 4:

<https://ja.vpnmentor.com/blog/2016%E5%B9%B4%E4%B8%96%E7%95%8C%E3%81%AE%E3%82%A4%E3%83%B3%E3%82%BF%E3%83%BC%E3%83%8D%E3%83%83%E3%83%88%E3%81%AE%E3%83%88%E3%83%AC%E3%83%B3%E3%83%89%E3%81%A8%E7%B5%B1%E8%A8%88%E8%B3%87%E6%96%99/>

⁵ Source 5:

<http://www.frost.com/sublib/display-report.do?id=P903-01-00-00-00&bdata=aHR0cDovL3d3dy5mcm9zdGphcGFuLmNvbS8yMzIvcHJlc3NyZWxIYXNIMTAwMzlwMTYvQH5AQmFja0B%2BQE0Nzc5MDIyNzgyOTg%3D>

⁶ Source 6:

<http://www.frost.com/sublib/display-report.do?id=P903-01-00-00-00&bdata=aHR0cDovL3d3dy5mcm9zdGphcGFuLmNvbS8yMzIvcHJlc3NyZWxIYXNIMTAwMzlwMTYvQH5AQmFja0B%2BQE0Nzc5MDIyNzgyOTg%3D>

years.⁷

SynchroLife's decentralized restaurant recommendation platform plans to focus in on the Asia-Pacific region where despite a value of \$1630 billion, trustworthy and reliable restaurant information is still lacking, while also growing the platform worldwide.⁸ SynchroLife aims to be a mobile first service that brings cryptocurrency, mobile payments, and good food all together.

Current Problems in the Industry

The SynchroLife team believes the following problems to be current issues with the restaurant review, discovery, and marketing industry.

1. Maintenance of Restaurant Business Information, Lack of Global Services

There are over 15,000,000 restaurants in the world, with new restaurants opening and closing daily.⁹ In the country of Japan alone there are over 750,000 restaurants.

Maintaining this amount of restaurant business information is extremely challenging. Google Places and many other restaurant services over the years have tried to maintain such databases but changes in business hours, name changes, closings and moves, incorrect GPS location and countless issues make it hard for these databases to maintain accurate information. Many services rely on reports from average users, volunteers, or interns in an attempt to maintain, verify, and update this information regularly. For one company to manage this with employees would cost an enormous amount of money and manpower, and would not be feasible with most companies with centralized platforms.

Perhaps as a direct result of this, up until now most restaurant discovery services have been domestic services available in only one country or a small region. However average users find themselves lost when visiting a new country and looking for restaurant recommendations because they are not familiar with local services. Currently, both Google Places and TripAdvisor do offer restaurant search features all around the world, but these services are not specialized to the restaurant discovery industry.

It is also worth noting that restaurants who do not manage their information online on these many restaurant and business databases can suffer from great

⁷ Source 7:

<http://www.frost.com/sublib/display-report.do?id=P903-01-00-00-00&bdata=aHR0cDovL3d3dy5mcm9zdGphcGFuLmNvbS8yMzIvcHJlc3NyZWxIYXNIMTAwMzlwMTYvQH5AQmFja0B%2BQDE0Nzc5MDlyNzgyOTg%3D>

⁸ Source 8:

<https://uk.finance.yahoo.com/news/global-restaurant-industry-worth-3-000000195.html>

⁹ Source 9: <https://thewebminer.com/blog/how-many-restaurants-are-in-the-world/>

opportunity loss as potential customers may visit outside of business hours due to misinformation or not be able to find the restaurant because of inaccurate GPS information.

2. Information Overload from Too Many Options

In modern society the internet can instantly connect individuals to the answers to almost every question, but when restaurant search services produce hundreds of suggested restaurants the result can be a timely and indecisive review of each restaurant and frustration from the information overload. This is especially true in big cities, for example a search for “sushi” in “Tokyo” on many restaurant search services will give you over 5,000 results! Many people have probably experienced looking at each restaurant page in the search results for more details only to end up tired or even at a bad restaurant by the end of the experience.

3. Untrustworthy Reviews and Ratings

Many restaurant search and review services average restaurant ratings based on a proprietary algorithm or hidden formula, while others only display vague emoticon ratings or reviews from the “best” users. These systems result in even more indecision for people looking for restaurants and frustration from restaurant owners confused by their rank or average. Both users and restaurants are also often worried about fake or paid reviewers who may unbalance the ranking or rating for a restaurant by posting biased ratings or information.

4. Customer Acquisition Problem for Restaurants

The majority of restaurants worldwide are struggling or working hard on the problem of customer acquisition. Restaurants are constantly experimenting and looking for new ways to get not only new customers but to manage the relationship they have with customers who have visited the restaurant before. Without the time, money, and knowledge to invest in a good customer relationship management (CRM) program, many restaurants struggle to gain regular or repeating customers.

SynchroLife’s Solutions

SynchroLife’s artificial intelligence and blockchain based decentralized restaurant recommendation platform resolves many of the above issues currently plaguing the management of restaurant search and reviews services.

1. A Decentralized and Global Restaurant Business Information Database

SynchroLife’s restaurant business information from restaurants around the world will all be stored decentralized on the Ethereum blockchain. Users from anywhere in the world can add new restaurants, update business information,

edit information, add information, or translate the restaurant information and all of these changes will be double checked by other users acting as reviewers. The proposals for edits and the review and approval of edits will all be saved to the blockchain. Proposals for edits that are not approved will not be saved or put into effect on that restaurant page which will help cut down on misinformation, spam, and other inappropriate content, and also increases the reliability of information across the service.

In order to provide the best restaurant recommendations for our users, our restaurant business information must always be as close as possible to 100% accurate. Restaurants are closing, moving, and opening new daily. The reality is that most, if not all, restaurant discovery services cannot keep track of this worldwide on their own in real-time.

However, by rewarding users for their contributions, updates, and approval of restaurant business information through the SynchroCoin token reward system, we believe we can create an ecosystem where information is kept closer to 100% than ever before. Users will be rewarded for their time and work put into maintaining the platform!

Through decentralization the restaurant business information platform will be constantly monitored and updated in real time by both users and restaurants, and will be able to grow with changes in the market. This resolves the long held issue of maintaining restaurant information and allows us to expand our service worldwide.

2. Creation of a Token Economy

SynchroLife will make an original cryptographic token (the “SynchroCoin”) based on Ethereum. This token will be used to create a token-based economy within SynchroLife where users are rewarded for providing high quality reviews, photos, edits to restaurant information, translation of restaurant information, and more. User actions that provide value to the SynchroLife platform and other users are incentivized through the SynchroCoin. This keeps users coming back to the platform and rewards them for putting the time and effort into good quality content. We will build a decentralized restaurant recommendation platform of the likes that has never been done before, working alongside users to create high quality, transparent, and trustworthy restaurant information and review content.

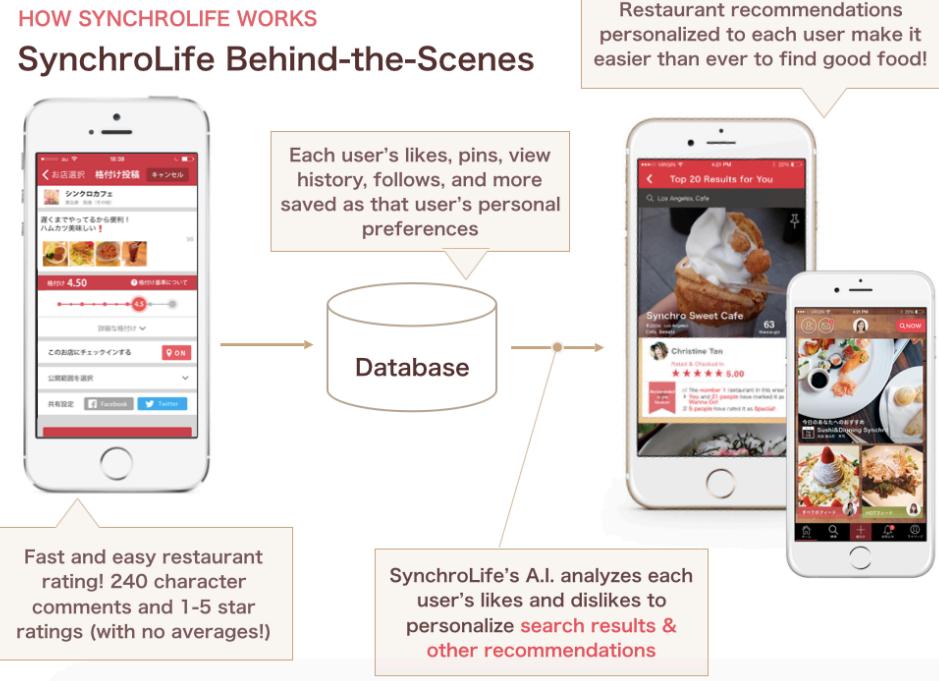
EAT OUT AND GET CRYPTOCURRENCY ANYWHERE IN THE WORLD

Get SynchroCoin as you dine out!



3. Personalized Recommendations through Artificial Intelligence

SynchroLife analyzes the restaurant ratings, view history, likes, pins, search history, follows, followers and other actions of each user within the app to match their restaurant and food preferences with other users. The amount of similarity between two users is displayed in a percentage known as the “Synchro Rate”. This rate and other user actions are then used by artificial intelligence to provide each user with special restaurant feeds and search results that have been chosen just for them based on their personal preferences. Everyone has different tastes and preferences. SynchroLife strives to get rid of blanket search results and information overload many previous restaurant discovery services have struggled with, and to utilize artificial intelligence help users find the best restaurants unique to their preferences as quickly as possible.



Personalized recommendations have already been proven to be an extremely effective in other digital services. Many people are already familiar with predictive recommendations and options displayed in Netflix and Amazon, and these features have significantly help keep users engaged in both services. Netflix has revealed that up to 75% of Netflix viewers' movies are recommended¹⁰ and Amazon has stated that 35% of what consumers purchase on Amazon come from recommended items.¹¹

Examples of Personalized Content

Search Results

Search results are personalized to each user, meaning even if you search in the same area for the same genre of restaurant you may receive different results. As a simple example, imagine if the SynchroLife algorithm sees that User A has tastes similar to User B. User A's search results will pick up on a restaurant User B rated highly, while User C's search results may not show that restaurant at all.

Daily Recommendations

Users are sent one personalized restaurant recommendation daily. When a user first registers for SynchroLife the recommendations will only be based on the

¹⁰ Source 10: <https://medium.com/netflix-techblog/netflix-recommendations-beyond-the-5-stars-part-1-55838468f429>

¹¹ Source 11: <http://www.mckinsey.com/industries/retail/our-insights/how-retailers-can-keep-up-with-consumers>

basic information they provided when registering (area and favorite restaurant genres). But overtime the daily recommendations will adapt to be more specific as SynchroLife learns the user's personal preferences.

4. No More Averages, Recommendations Based on People

SynchroLife has gotten rid of any easily biased or hard to understand averages and emoticons. Restaurant reviews are only based on individual ratings of 1-5 stars or a 5+ "Special" rating. Users can view individual ratings while searching, viewing restaurant feeds (timelines), or checking a restaurant page. By checking individual reviews of trusted friends, foodies, or other users with similar tastes to them users can find good reviews and restaurants relevant to them.

5. Results-Based Compensation and O2O through Tokens

Participating restaurants will be able to attract new customers and reward regular customers through marketing within SynchroLife. Once the official restaurant program begins, any restaurant can sign up to be a participating restaurant for free. Using SynchroLife's personalized database, restaurants will be able to offer coupons or special offers to users who have pinned their restaurant or have rated it previously, or to users who have frequently rated nearby restaurants and have tastes that may align with that restaurant. SynchroLife will only ask for results-based compensation when users actually visit the restaurant and currently does not plan to charge restaurants just to upload coupons or offers in SynchroLife. This allows restaurants to market at low costs, only paying when they get results.

We plan to build a token-based economy in the SynchroLife platform to allow users to pay for their bill at restaurants with SynchroCoin tokens and a small percentage will be charged to the restaurant as results-based compensation. Users who have left high quality reviews and updated or translated the business information for that restaurant will also receive a small portion of that percentage as a reward for promoting that restaurant to other users.

Participating restaurants can also purchase SynchroCoin tokens to increase the reward given back to users and make going to their restaurant even more appealing to users. We also plan to develop customer relationship management (CRM) features, which will allow restaurants to analyze and give special offers to users who have been to their restaurant before.

Benefits to Users & Restaurants

SynchroLife is making the creation of a truly global, high quality, decentralized restaurant information and recommendation platform a reality, something that has never been possible with centralized services before. This offers huge benefits to both users and restaurants.

Users will be rewarded for contributing their quality content and information to the platform, even receiving part of the advertising fee from restaurants, and will be able to use the money they earn from their contributions to dine out and enjoy even more great food. The platform also helps users find new and exciting restaurants that they are sure to enjoy, helping them to enrich their daily lives.

Restaurants will be freed from the struggle of having to pay for advertising before knowing how effective it will be, and will be able to only pay compensation for the sales they actually get. They will also be able to connect with new customers whose tastes match their restaurant and those who have visited previously as well.

What Makes SynchroLife Unique

- Truly International: A Service Usable Worldwide

SynchroLife is currently available for use in over 155 countries and four languages (English, Korean, Traditional Chinese, and Japanese). More countries and languages will continue to be added in the future.

**SynchroLife is available in over 155 countries and in
four different languages**



- Personalization Based on Restaurant Preferences and Tastes

SynchroLife analyzes the restaurant ratings, view history, likes, pins, search history, follows, followers and other actions within the app to provide users with personalized restaurant recommendations and search results that match their individual preferences and tastes. On the home screen of the app users are provided with a personalized recommended restaurant that changes daily so

they can discover a new restaurant everyday just by opening the app. Similarly, each user's search results are curated with artificial intelligence to make sure users only get the best 20 restaurants based on their preferences. This makes it fast and easy to pick a restaurant to dine at!

The SynchroLife Team hopes to further polish and develop SynchroLife's artificial intelligence in the future to help users find even better restaurants for them no matter who they are, what they like, where they are, and where they've been.

- Web Service Delivering Food Content Around the World

While SynchroLife is a mobile first service currently focused on app development, the SynchroLife team is also developing a website where anyone can check SynchroLife's high quality reviews and restaurant information alongside useful articles and other food related content. Currently the website is preparing to open with basic search functions for Japan, and the SynchroLife team plans to develop it further to allow users to login, post reviews, edit restaurant information, and more all from the website.

You can view the alpha version of our website at <http://www.synchrolife.io>

CURRENT SERVICES

Online Service

SynchroLife Official Website For desktop and mobile

Allows users to search for restaurants and view reviews just like in the mobile app. Also contains various food related articles and other content.



Area x Cuisine Search



Restaurant Info & Ratings



Food Articles



How SynchroLife Works – Main Features

Current Major Features

1. iPhone & Android smartphone mobile apps and website
2. Personalized recommended restaurant delivered to each user daily
3. Restaurant review timeline feeds for users to check the most popular posts, posts from their friends, post from certain countries or genres and more
4. A short and simple review system with reviews max 240 characters
5. Personalized search results
6. Lists to manage restaurants you've reviewed, want to visit, or recently viewed
7. Following, messaging, commenting, and other social features for user-to-user interaction

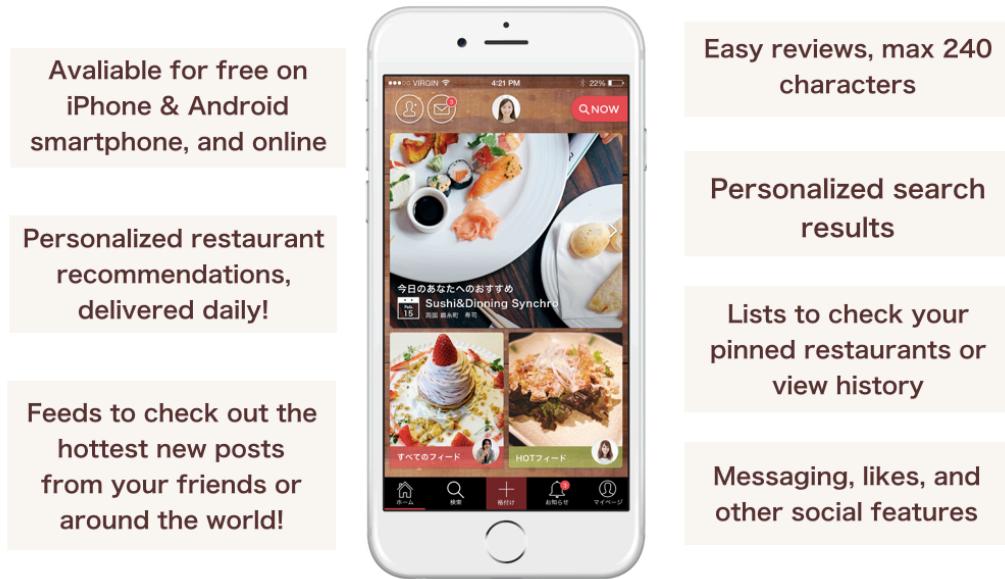
You can download the beta for the international version of SynchroLife for free from the iOS App Store and Android Google Play store.

iOS App Store: <https://itunes.apple.com/app/id557532449>

Android Google Play: <https://play.google.com/store/apps/details?id=jp.co.synchrolife>

CURRENT SERVICES

SynchroLife's Current Main Features



Planned Future Major Features

1. A multi-cryptocurrency wallet feature to hold SynchroCoin tokens
2. Purchasing and management of digital restaurant coupons
3. Sales and promotion services for participating restaurants
4. Features to trade and sell SynchroCoin
5. A cryptocurrency "Synchro" debit card

How SynchroLife Works – Search & Discovery

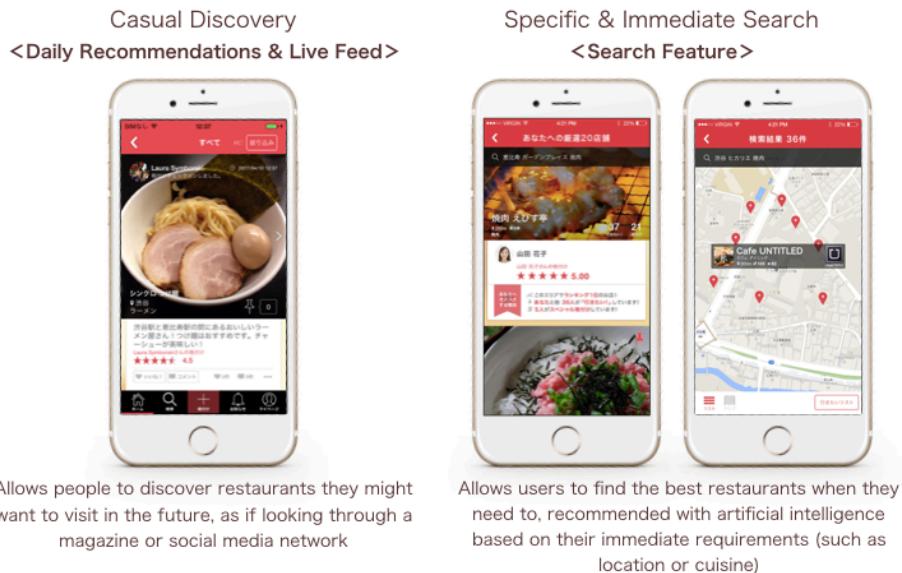
SynchroLife allows for users to both search for and discover restaurants.

1. SEARCH - When you have a decided purpose and time you are planning to go out to eat and need to find a restaurant (Perhaps when you're planning to go to diner right now, or planning a date for next week, etc)
2. DISCOVER – When you're more passively interested in learning about new restaurants to visit at some unspecified time in the future, like when flipping through a magazine (Perhaps when you hear a recommendation from a friend, see a TV show, are reading a newspaper's food section, etc)

Unlike many restaurant search services that focus on one or the other, SynchroLife lets users find restaurants in both ways. Users can SEARCH for restaurants through personalized search features and filters, and also DISCOVER restaurants through magazine-esque daily recommended restaurants and review feeds.

WHEN USERS SEARCH FOR RESTAURANTS

Two Restaurant Search Situations



Gamification in the Japanese Beta Version

SynchroLife was first released in Japan, available for use on iOS and Android smartphones in Japan and the Japanese language only. During this beta version users were not rewarded with tokens or any kind of monetary incentive but with “experience points”, “titles”, “emblems”, and other in-app gamification. The main two forms of gamification used in SynchroLife are as follows:

1. Experience Points and Titles Earned with Restaurant Ratings (Reviews)

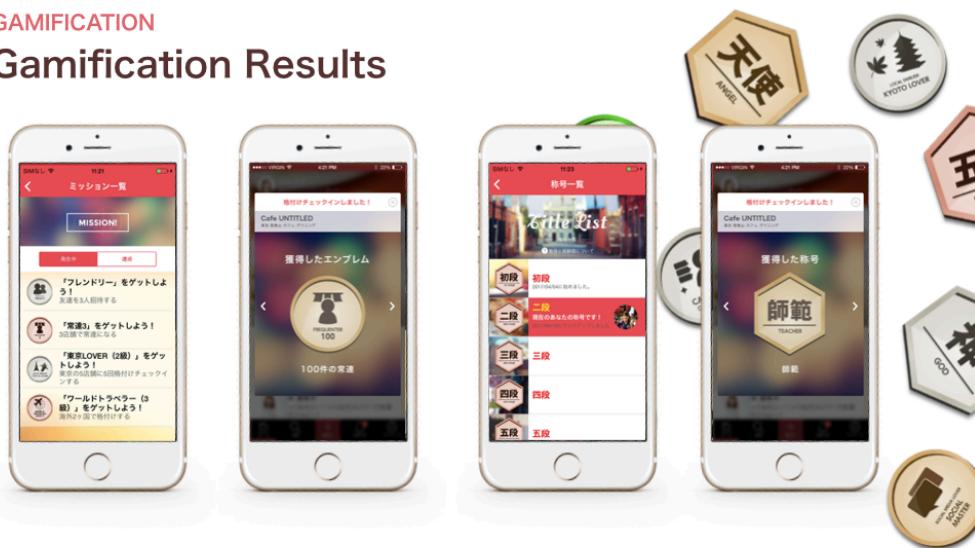
Every time users post a rating (review) of a restaurant, they are rewarded with experience points for contributing to SynchroLife. Different types of ratings receive different amounts of experience points based on how much they are contributing to the platform. Each user is given a title (such as “Beginner”, “Teacher”, “Master”, etc) based on how many experience points they have and they can level up overtime. Despite there being no real world monetary incentive for these titles and experience points, users in the beta test enjoyed competing for top titles and advanced users have become community leaders on their own accord (hosting unofficial offline meet ups, welcoming new users, promoting the app to their friends, etc).

2. Missions and Emblems

Within SynchroLife are many missions with specific requirements to complete such as rating a specific type of restaurant multiple times (For example: “Ramen Evangelist”, requires users to rate 50 different ramen restaurants) or rate restaurants at specific locations or times (For example: “Midnight”, requires users to check in at 10 restaurants between 12AM and 5AM). Upon completing the mission users earn special badges that are added to their profile. During the beta release in Japan many users were highly motivated by these missions and in user surveys some have even admitted to making dining out decisions based on incomplete missions.

GAMIFICATION

Gamification Results



Results from the Beta Version in Japan

With only limited personalized recommendations and the gamification described above, SynchroLife built a community of over 32,000 passionate fans and foodies during the beta release in Japan, and has continued to make adjustments to the app based on their feedback. Of these 32,000 active users, over 22% rated restaurants in the app and created over 150,000 restaurant

ratings in Japan and the app has been downloaded over 100,000 times.

During this beta release over 35,000 restaurants were added to SynchroLife's database by users, and even now users are adding over 25 new restaurants a day to the database (in Japan alone). Users have rated over 77,000 unique restaurants in Japan and have posted over 375,000 photos of the food, menu, interior and exterior of restaurants throughout the country. The most common customer support request during the beta version were messages regarding newly opened restaurants, closed restaurants, or changes to restaurant information.

We believe that the user engagement and contribution seen through gamification during the beta release will grow with the introduction of tokens and the switch to a decentralized platform, and that the SynchroLife team can work together with users to create a global and successful token economy.

NUMBERS

SynchroLife's Japanese Beta Results

Registered Users

Over 32,000 users

Downloads

Over 100,000 downloads

Percent of Users who Rated Restaurants

22%

Registered Restaurants

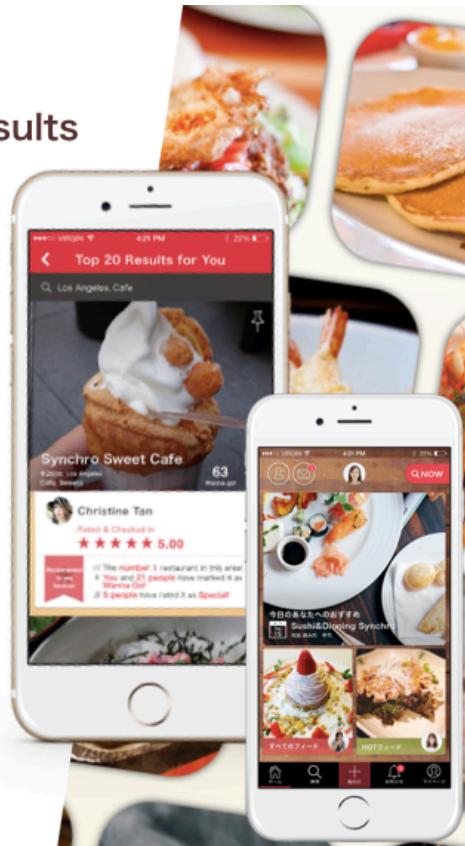
Over 750,000 restaurants

Total Ratings

Over 150,000 ratings

Total photos

Over 375,000 photos



GROWING DAILY

Gamification Results

Restaurants added by users

Over 35,000 restaurants

Average number of restaurants added daily

25 restaurants

The most common customer support messages

Newly opened & closed restaurant info

Restaurants with Ratings

Over 77,000 restaurants

Total Ratings

Over 150,000 ratings

Total Photos

Over 375,000 photos



Tokens & the Platform

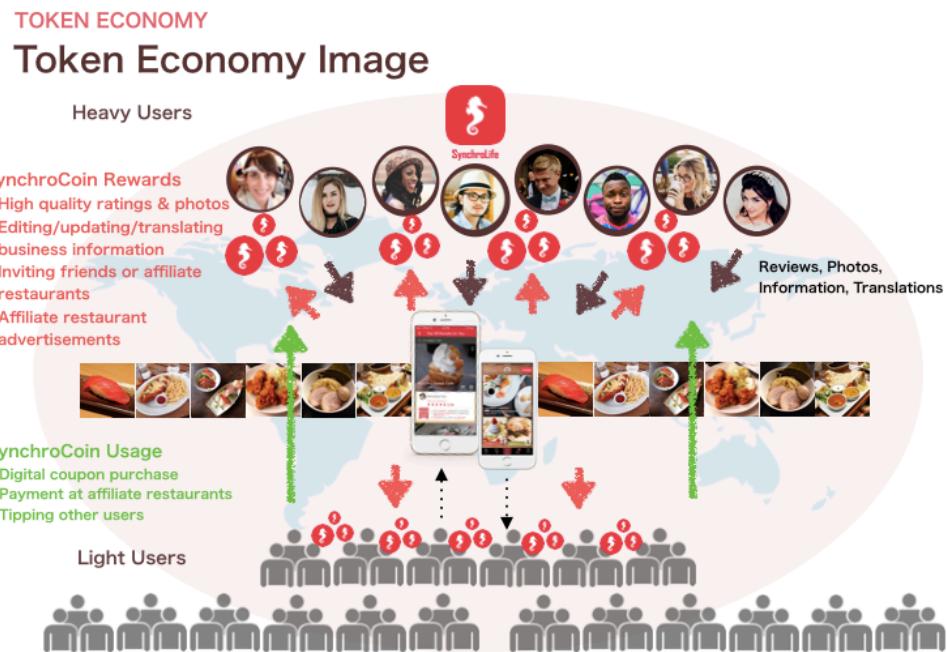
SynchroLife's original token, the SynchroCoin (SYC), will be made on the Ethereum blockchain and used to reward users who post high quality restaurant reviews and photos, add new restaurants, update business information, edit information, add information, or translate the restaurant information, and more. Users who contribute to the improvement and growth of the platform will be rewarded for their time and content. The SynchroCoin (SYC) token will also be combined with Ethereum smart contracts to allow users to get a small percentage of advertising and marketing fees which restaurants they have provided content or information for pay.

Historically restaurant search and discovery services are inhibited by the costs of managing a massive amount of restaurant business information as well as the need for users to volunteer information and content. In the SynchroLife platform both of these issues are resolved as users are rewarded for their contributions to the platform, motivating them to continue assisting the growth of the ecosystem.

SynchroLife will have a multi cryptocurrency and token wallet inside the app for users to be rewarded with SynchroCoin (SYC) as well as hold Bitcoin and Ethereum.

Just as bloggers and Youtubers who began sharing their content as just a hobby

have been able to turn their work into a career monetizing content through advertisements, food enthusiasts will be able to get rewarded for their content in SynchroLife, turning restaurant reviewing into a side job or perhaps even career for some users.



How to Get SynchroCoin Tokens (SYC)

Users can get SynchroCoin tokens in many ways, including, but not limited to:

A. Rating Restaurants (Posting Reviews)

Users can receive SynchroCoin tokens for posting restaurant ratings. The amount of SynchroCoin tokens they receive for a single rating will depend on how much that rating benefits other users, which we currently plan to calculate based on how other users interact with that rating (for example, pinning it to their "Wanna Go" restaurant list or other actions). Users will also be able to send each other SynchroCoin tokens (SYC) as "tips" or thanks for good ratings or restaurants.

B. Adding New Restaurants, Editing Business Information, Translation

Users can also receive SynchroCoin tokens for contributing to SynchroLife by adding a new restaurant to the platform that has never been posted before, editing or adding restaurant business information, marked closed restaurants, or translating restaurant information. These changes will be double checked by other users acting as reviewers, and SynchroCoin tokens will only be rewarded once the edit has been approved.

Users who wish to add new restaurants, edit restaurant business information, or translating restaurant business information will be required to also act as an information reviewer. Reviewers will review and double-check the new restaurants, business information, and translations added by other users to verify their accuracy. Reviewers will be matched and assigned by an algorithm in SynchroLife based on their region and language to assure they are able to verify the information.

C. Introducing Friends and Participating Restaurants

Users can receive SynchroCoin tokens by inviting friends to join SynchroLife or introducing restaurants to become participating restaurants. The SynchroCoin tokens will not be rewarded immediately but when the user invited to SynchroLife makes a high quality post or the restaurant introduced makes an official participating account and updates their restaurant information.

D. Sharing Compensation from Participating Restaurants

Participating restaurants pay a small percentage of results-based compensation to SynchroLife for any successful marketing and advertising within SynchroLife. A portion of this will be distributed amongst users who were the first to add that restaurant to the platform, or left high quality reviews or corrected, edited, or translated the information of that restaurant in the past.

* Please note this is a reward for contributing to the SynchroLife platform. Whether or not you hold tokens does not affect this reward. This is not a reward for token holders.

E. Incentives for Dining at Participating Restaurants

When users dine at a participating restaurant they can receive a small amount of SynchroCoin tokens as a reward for dining there. This reward comes from the results-based compensation the restaurant will pay for successful marketing and advertising within SynchroLife. We currently plan for this reward to be worth at least 1% of the compensation paid by the restaurant.

How and Where to Use SynchroCoin Tokens (SYC)

A. Digital Coupons (Micropayments)

Participating restaurants on the SynchroLife platform can market and advertise their restaurant through digital coupons or gift certificates. Users can buy these special offers with a normal fiat credit card, Bitcoin, Ether, or SynchroCoin (SYC).

For example, a restaurant could offer a \$3 discount coupon for \$30 dollars off a meal of \$150 dollars. By buying the \$3 coupon, the user gets a \$30 discount

when they go to the restaurant.

These small micropayments can be done with Bitcoin, Ether, or SynchroCoin. For the purchase of digital coupons within SynchroLife, users will always be able to buy a minimum of approximately \$1 USD of digital coupons with 1 SynchroCoin. SynchroCoin tokens are guaranteed to have a value of approximately \$1 USD within SynchroLife, even if their trading value outside of the service is lower.

B. Mobile Payment at Participating Restaurants

Users can also spend SynchroCoin tokens at participating restaurants as mobile payment for their meals. In the future we plan to link the SynchroLife wallet with a “Synchro debit card” that would be usable at participating restaurants and online services around the world.

C. Participating Restaurant Marketing and Advertisements

Participating restaurants that want to use various marketing and advertising functions in the SynchroLife platform will need to purchase SynchroCoin to compensate SynchroLife for their results.

D. Tips Between Users

Users will also be able to use SynchroCoin to tip other users in SynchroLife in reward for content and ratings they find to be particularly useful or interesting.

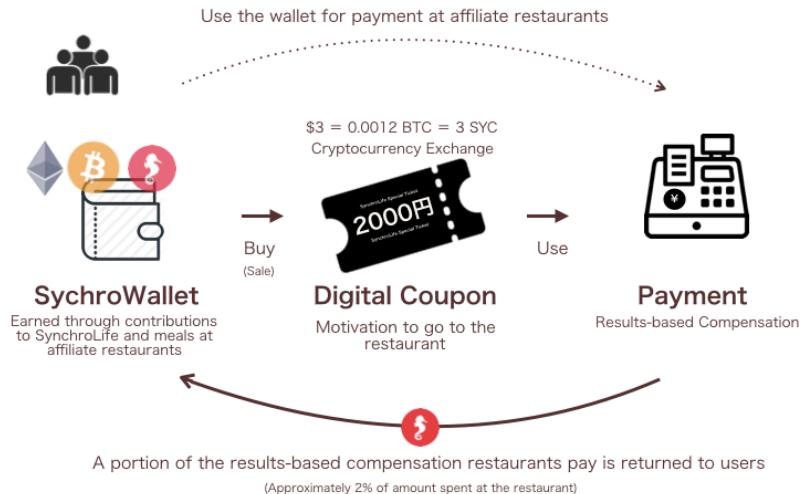
The SynchroCoin Token Economy

Step 1: Release of the SynchroCoin token and improvement of the platform
Step 2: Use of the SynchroCoin token and increase in value
Step 3: Use of the SynchroCoin token beyond the restaurant and food industry

This is how SynchroLife will build a new service and token-based economy alongside our users.

Decentralized Restaurant Recommendation Platform Ecosystem

CRYPTOCURRENCY & DIGITAL FOOD COUPON PLATFORM
Cryptocurrency x Digital Coupons x O2O Marketing



Revenue Model

User Based Revenue

1. \$3.00 Monthly Subscription Plan for Premium Membership

A premium membership to SynchroLife will give users access to special features that make the app even more useful, discounts on restaurant coupons or gift cards, and a slightly higher percent of SynchroCoin rewards for their contributions to SynchroLife. The target for this premium membership is 5% to 8% of the user base.

2. Digital Coupons

The participating restaurant platform will allow participating restaurants to offer coupons and gift cards for discounts of \$10~\$50 (a minimum will be set) to help attract diners. SynchroLife users can buy these coupons through micropayments of approximately \$1~\$5 within SynchroLife.

SynchroLife will take a small percentage of the total amount spent with the coupon, and the micropayment users make to buy the coupons (\$1~\$5) will all be revenue to SynchroLife.

This is a beneficial model for both participating restaurants and users.

Participating Restaurant Based Revenue

1. Advertising Revenue from Participating Restaurants

Participating restaurants will be able to post advertisements or coupons in SynchroLife, paying through a results-based compensation model. Restaurants will only have to pay for customers that actually come to their store and make a purchase, and the payment will just be a small percentage of the purchase the

customer makes. Part of this payment will also be shared with the user who visited the restaurant as well as other users who have contributed to that restaurant's SynchroLife page in the past in form of SynchroCoin tokens. Restaurants have the option of buying SynchroCoin tokens and distributing them as a bonus incentive for visiting and rating the restaurant, for further marketing.

2. Revenue for CRM Tools

Participating restaurants will be able to use SynchroLife to grow the number of return customers to their restaurant through marketing, advertising, and customer relation management (CRM) tools. CRM tools for reaching out to users who have previous rated or visited the restaurant will be usable for a monthly subscription fee (current plan is \$30-\$50 a month).

3. Normal Advertisement Based Revenue

SynchroLife will allow advertisements to be displayed in the restaurant review feeds (timelines) and other locations within the app and will receive some revenue from this.

4. Payment Based Revenue

Users will be able to pay with Bitcoin, Ethereum, or SynchroCoin tokens at participating restaurants they visit through the participating restaurant app. SynchroLife will take a percentage of this payment as commission. Once the "Synchro debit card" is released, a commission will be taken from payments with this at both participating and non-participating restaurants and businesses as well.

Road Map

The SynchroLife team will do their best to maintain this road map as closely as realistically possible. We will provide updates on the schedule, development, and release of each new feature through official emails and on our official social media accounts. We strive to be open and transparent.

September – October 2017

SynchroCoin Crowdsale

April – June 2018

Release of the decentralized restaurant recommendation platform. Including:

- SynchroCoin token usability within the app
- Synchro Wallet within the app (available to hold Bitcoin, Ethereum, and SynchroCoin)
- The start of a monthly subscription based premium membership service

June 2018

Begin full-fledged marketing for SynchroLife

September – November 2018

“Participating Restaurant” services released. A new mobile app and website just for restaurant managers, including:

- Ability to create and publish digital coupons and gift cards
- Ability to mark when users come to their restaurant
- Ability to buy SynchroCoin tokens
- Ability to offer bonus SynchroCoin tokens as rewards

February – April 2019

Release full customer relation management (CRM) tool suite for participating restaurants

April – June 2019

Release cryptocurrency and token payment service for participating restaurants, including:

- Ability to exchange cryptocurrencies
- Ability for restaurants to process payments in the participating restaurant app

June – July 2019

Release of the “Synchro” debit card (allowing users to make purchases with Bitcoin, Ethereum, or SynchroCoin).

Future Growth Phases

The following is an outline of our future growth phases.

Early 2018

Phase 1: Start of the decentralized restaurant recommendation platform. At this point SynchroLife will focus any paid marketing efforts in Asia and strive to increase the amount of information and content on the platform while growing our userbase worldwide.

Mid 2018

Phase 2: Release Online-to-Offline (O2O) customer platform for participating restaurants. As the decentralized restaurant recommendation platform grows, we will begin to release services targeting restaurants to help them utilized the restaurant to gain new customers and connect with returning customers.

Late 2018

Phase 3: Continue to develop customer relation management (CRM) features for participating restaurants and increase the ways SynchroCoin tokens can be both earned and spent within SynchroLife and at participating restaurants.

Early 2019

Phase 4: Begin cryptocurrency and token payments in the participating restaurant app, and cryptocurrency and token exchange within SynchroLife. This is the start of the financial tech (fintech) phase.

Phase 5: Expansion of fintech business with the launch of the “Synchro” debit card. As the use of cryptocurrency and tokens expands amongst consumers around the world, the SynchroLife wallet and debit card will allow users to purchase beyond participating restaurants at any restaurant or even in other businesses.

About the SynchroCoin (SYC) Token

Distribution from the SynchroLife Pool

Users are rewarded with SynchroCoin tokens for contributing new content to the SynchroLife platform. SynchroCoin rewards are distributed from the SynchroLife pool once a week. Contributing new content to the SynchroLife platform includes actions such as editing, updating, and translating restaurant business information or posting high quality restaurant ratings (reviews and photos).

When completing activities that meaningfully contribute to the SynchroLife platform (such as editing, updating, and translating restaurant business information or posting restaurant ratings) users are rewarded temporarily with Value tokens. Value tokens are totaled at the end of each week and used to calculate how many SynchroCoin tokens the user will receive for that week. Value tokens are nontransferable to other SynchroLife users or other SynchroLife accounts, which ensures that only the users who have contributed to SynchroLife that week will receive Value tokens, and thus SynchroCoin tokens. Value tokens cannot be used outside of SynchroLife.

The amount of Value tokens earned for each activity within the app will be based on the action itself and how the community reacts to this action (for example, through likes, pins, or views). Value tokens will be converted to SynchroCoin based on the distribution ratio being used for the period in which they were earned. The distribution ratio is based on the total amount of Value tokens individuals have earned during that period. Each individual's Value tokens will be automatically transferred to SynchroCoin after each week. All Value tokens are consumed upon being transferred to SynchroCoin and cannot be held or saved into other periods.

The SynchroLife pool contains 20,000,000 SynchroCoin tokens to be distributed as rewards. The distribution of SynchroCoin tokens from the SynchroLife Pool will not begin until SynchroCoin tokens have been implemented within the SynchroLife mobile app. The SynchroCoin tokens in this reward pool will greatly help to grow the platform by rewarding and fairly acknowledging users for their contributions, which will motivate them to continue contributing to the platform. The amount of SynchroCoin tokens distributed from this pool will halve every two years, approaching zero overtime.

- Adding, editing, or translating restaurant business information

When a user contributes by adding, editing, translating or otherwise updating any kind of restaurant business information (including, but not limited to: restaurant name, business hours, address, holidays, nearby public transit access), this information will be reviewed by multiple users. Once the information has been approved by several users acting as reviewers, the new restaurant information will be committed to the blockchain and the original poster will receive Value tokens. Information that is not approved will not be added to the blockchain and will be marked as unapproved.

- Restaurant ratings and reviews

Restaurant ratings posting in the app will be scored evenly to calculate how many Value tokens the user will earn for their rating. For example, if someone is the first person to rate a restaurant in SynchroLife or if their rating receives lots of “Pins” or tips within the app, the rating will be considered highly valuable and the user will receive Value tokens.

Users who are frequently reported or frequently post restaurant information that is marked as unapproved may lose Value tokens. SynchroLife uses Value tokens to help fairly distribute SynchroCoin rewards, and to build trustworthy, reliable and high quality restaurant content.

SynchroCoin Distribution from Participating Restaurant Advertisements

1. Results-based Compensation Distributed to Users

Participating restaurants that want to post advertisements within SynchroLife will pay for advertisements with SynchroCoin. SynchroLife users who have contributed to that restaurant's profile in SynchroLife (including but not limited to actions such as: adding the restaurant, leaving high quality reviews and photos of the restaurant, translating the restaurant information, introducing the restaurant to the participating program) will be rewarded with a small percentage of the advertisement fee in the form of SynchroCoin tokens.

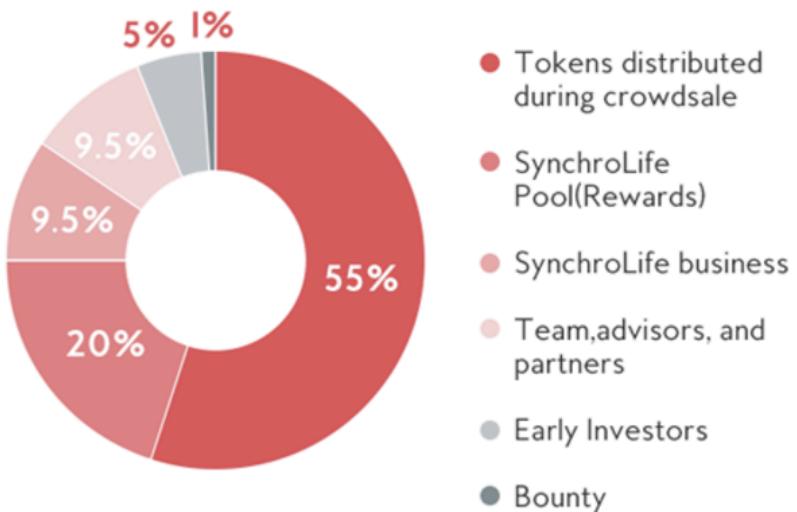
* Please note this is a reward for contributing to the SynchroLife platform. It is not a reward for token holders.

2. Dining at Participating Restaurants

SynchroLife users who dine at participating restaurants can receive SynchroCoin tokens in reward for dining there.

* This is a reward for visiting and dining at participating restaurants, similar to an affiliate reward. This is not a reward for token holders.

Distribution of SynchroCoin Tokens



There will be 100,000,000 SynchroCoin tokens issued, and allocated as follows:

Total Tokens: 100,000,000

Tokens distributed during crowdsale: 55,000,000 (55%)

SynchroLife Pool (Rewards): 20,000,000 (20%)

SynchroLife business: 9,500,000 (9.5%)

Team, advisors, and partners: 9,500,000 (9.5%)

Early Investors: 5,000,000 (5%)

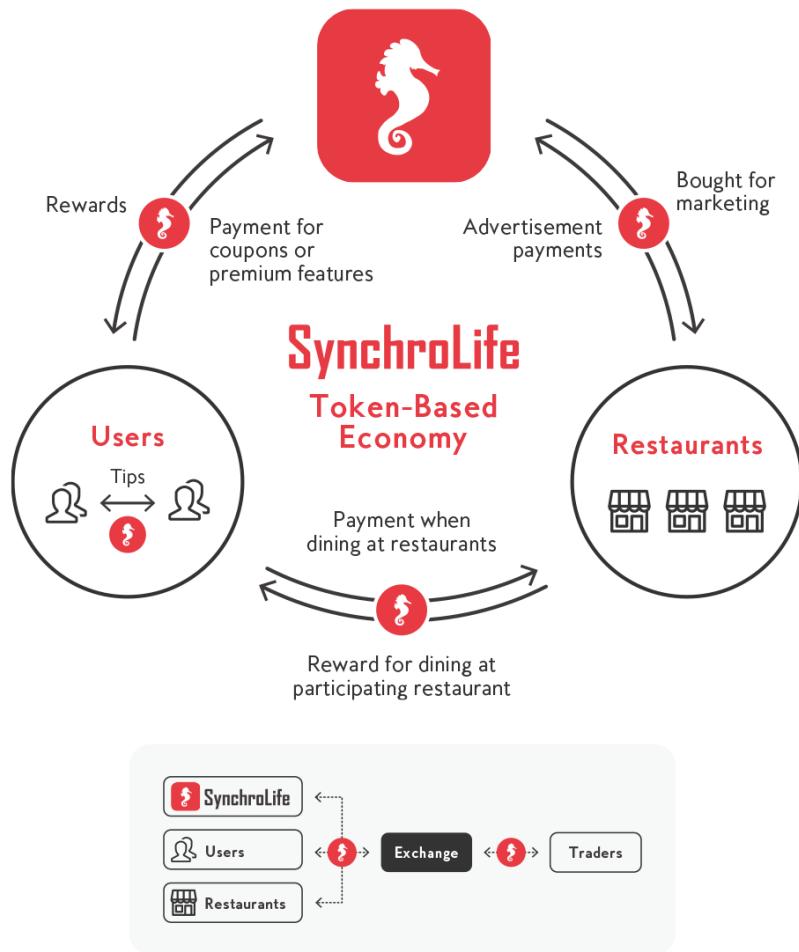
Bounty: 1,000,000 (1%)

The 9.5% of tokens allocated for the SynchroLife business will be used for marketing incentives or campaigns to get new users, to grow the SynchroLife team, for future partnerships, and for the company's growth over the next 5 years.

The 9.5% of tokens allocated for the SynchroLife team, advisors, and partners will be used to reward the team for the further development of the SynchroLife platform. These SynchroCoin tokens will be locked for 1 year.

SynchroCoin Liquidity

SynchroCoin will be an ERC-20 type token which is currently accepted at the majority of major cryptocurrency exchanges. The SynchroLife team will contact such exchanges and will try to get the SynchroCoin listed on major cryptocurrency exchanges around the world to allow SynchroCoin holders to sell their SynchroCoin tokens on the market once they are transferrable.



Token Crowdsale Outline

The SynchroCoin (SYC) token crowdsale will begin on September 22, 2017 at 15:00 GMT and last for four weeks, ending October 20, 2017 at 14:59 GMT. 55,000,000 total SynchroCoin tokens will be sold during the crowdsale. Payment will be accepted in Ether (ETH).

All funds raised during the token crowdsale will be stored in a multisignature wallet with escrow. After the end of the token crowdsale, a portion of the funds may be transferred to Bitcoin, other alternative cryptocurrencies, or fiat money to help mitigate the risk of the fluctuating value of Ether (ETH).

The minimum number of Ether (ETH) that can be contributed is 0.1 ETH. There is no maximum contribution limit.

This token crowdsale does not have a preset price for the value of one SynchroCoin token. The total issues 55,000,000 SynchroCoin tokens will be divided by the amount of ETH contributed during the four weeks of the token

crowdsale. The 55,000,000 SynchroCoin tokens will be divided amongst token crowdsale participants in the following manner.

At the end of the token crowdsale, all of the SynchroCoin (SYC) tokens will be distributed amongst all participants based on the amount of ETH each individual participant contributed during the token crowdsale (including any relevant bonuses) as follows:

$$\text{Number of SYC Tokens distributed to a participant} = a * (55,000,000 / c)$$

a = Total ETH contributed by a participant during the token crowdsale

c = Total ETH contributed by all participants during the token crowdsale

Example:

* Please note: The following is an example of how the value of SynchroCoin will be decided. Please note this is just an example and not the real number of SynchroCoin tokens to be sold.

Step 1.

60 SYC are issued to be sold during the token crowdsale.

Step 2.

During the token crowdsale, Laura contributes 5 ETH, and Kim contributes 1 ETH.

Step 3.

During this 60 SYC token crowdsale, a total of 6 ETH was raised. The value of 1 SYC is now 0.1 ETH (6 ETH/60 SYC). 1 SYC is distributed per 0.1 ETH contribution.

In this case, Laura receives 50 SYC (5/0.1) for her 5 ETH contribution and Kim receives 10 SYC (1/0.1) for her 1 ETH contribution.

* Any bonuses will be calculated and added to the contribution amount during Step 2

There may be a presale held before the public token crowdsale. In the event of a presale special bonuses may be offered for presale participants.

Crowdsale Bonus Schedule

The SynchroCoin token crowdsale will have time based bonuses throughout the crowdsale. The size of the bonus will be largest at the start of the crowdsale and decrease overtime. There will also be a premium bonus during the first 24 hours of the crowdsale. Contributions made early on in the crowdsale will receive the most amount of SynchroCoin tokens for their contributed Ether (ETH) thanks to the bonus.

For example, a crowdsale participant that contributes 1 ETH during the 20% crowdsale bonus period will receive 1.2 ETH worth of SynchroCoin tokens at the end of the crowdsale. Contributions will be counted as more based on the bonus at the time of the contribution.

The SynchroCoin token crowdsale bonus schedule is as follows:

First 24 hours: 20% Premium Bonus

First Week: 15% Bonus

Second Week: 10% Bonus

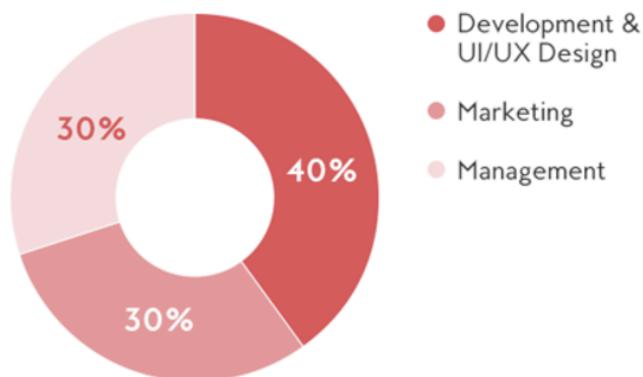
Third Week: 5% Bonus

Fourth Week: 0% Bonus

Bonus Period Table:

Week	Bonus
First 24 Hours (September 22nd – September 23rd)	20%
September 23rd – September 29th	15%
September 29th – October 6th	10%
October 6th – October 13th	5%
October 13th – October 20th	0%

Use of Funds



The funds from the crowdsale will be used as follows.

1. Marketing: 30%
 2. Management: 30%
 3. Development & UI/UX Design: 40%
1. Marketing costs include, but are not limited to:
 - Marketing and advertising used to obtain new users
 - SynchroLife public relations
 - Content marketing (SEO, social media) with food and restaurant related articles, videos, and other media
 - Community outreach and engagement (including events and contests)
 - Other marketing activities and partnerships used to grow the SynchroLife platform

By marketing SynchroLife and obtaining new users, SynchroLife will be able to raise the overall value of the platform as more users add more content and information to the platform. As the number of users in the platform increase, the value and use cases for the SynchroCoin token will also grow.

2. Management costs include, but are not limited to:
 - Running and management of the service
 - Legal costs
 - Contingency
 - Audit
3. Development & UI/UX Design costs include, but are not limited to:
 - Development of the decentralized restaurant recommendation platform
 - Development of the SynchroLife cryptocurrency wallet
 - Development of an app for businesses (restaurants) participating in the SynchroLife platform
 - Development of the digital coupon service
 - Development of customer relation management (CRM) tools for participating restaurants
 - Other various design and development related costs, including regular updates and future development

Bounty Campaign

The SynchroLife Team has decided to offer a wide variety of bounties to help spread the word and deepen understanding about the SynchroLife project. These bounties include social media bounties, translation bounties, blog and video bounties, and BitcoinTalk.org signature bounties.

For details about the bounty campaign, please check the details on our official Medium blog:

<https://medium.com/@synchrocoin/synchrolife-token-crowdsale-bounty-1dbd63b8c4d4>

SynchroLife Team Members

Tomochika Kamiya

CEO

Tomochika founded his first company, AI Pacific, Ltd. in 2005 while attending Hosei University. AI Pacific, Inc. built and sold Online-to-Offline mobile marketing, advertising, and FeliCa tools to over 1400 restaurants and beauty salons to help them obtain and retain new customers. In 2015, Tomochika joined one of Japan's biggest beauty companies as the CMO to lead and maximize the return on investment of their several billion yen marketing and advertising efforts. Tomochika is currently the founder and CEO of both GINKAN, Inc and SynchroLife Limited. Passionate about the huge potential for blockchain 2.0 to chain the world we live in, Tomochika is now focusing his efforts on bringing SynchroLife's food platform to the world.

Hiroshi Mita

Development Director

Graduated from Worcester Polytechnic Institute's Department of Electrical and Computer Engineering. Worked on rescue robots while at university and since graduating has been involved with the development of over 50 Android and iOS mobile apps. Joined the SynchroLife project in 2014 and is currently the development director for SynchroLife's international version.

Satoru H.

Blockchain Development

Satoru graduated from Keio University with a Bachelor of Arts in Environmental Information. After starting a master's degree, Satoru quit part way to join a mobile app and systems company in Tokyo. During his eight years there he worked on projects for many of Japan's major cellular carriers, supermarkets, fashion, beauty, and entertainment companies in both front end and server side positions. He has a wide range of experience as an engineer, helping to develop AR and iBeacon apps, host engineering events and workshops, and more in Tokyo. He's now joined the SynchroLife team to help implement blockchain into the service and is working as a blockchain and server engineer.

Haruki Matsui

Platform Developer

Haruki Matsui has over 10 years of engineering experience, and after working as a programmer and PM in a Japanese startup he struck off on his own in 2012. Since then Haruki has been involved with a wide variety of projects, doing everything from the development to the direction of a wide variety of app projects with over 20,000,000 downloads overall. He's worked as the CTO at Orange Inc., founded a startup called Grepman, and worked a project manager at App Visor. He joined the SynchroLife team in 2014 as the lead server engineer and is excited to develop in the blockchain space.

Shun Sato

Creative Director

Shun is currently the CEO of the design firm THE APP BASE, and has a wide variety of design experience having worked in the architecture industry before moving to IT. He's worked on the UI and UX for over 300 different web and mobile projects and is focused on making things not just appealing visually but on solving usability issues and making business products intuitive and easy to use. Shun joined the SynchroLife project as chief designer in 2014.

Laura Symborski

Chief Director

Laura has had a wide variety of translation and localization experience including translating for Japan's largest recipe site Cookpad, working to assist Japanese companies to receive patents in the United States, doing Japanese ad quality checks with ZeroChaos and more. Since joining the SynchroLife project in 2014 she has been the project leader on the business and development side leading the marketing, PR, and community management in Japan and now globally.

Motoshi Shimizu

Financial Advisor

Motoshi graduated from Keio University's Business School and is a certified public accountant / tax accountant. He earned his public account certification while in university (the youngest to pass at that time). Experienced public share support work at a large audit corporation. Studied at Purdue University Krannert School of Management and obtained a master's degree in business management. After returning to Japan, Motoshi joined UBS Securities Company as the investment bank division director and worked with M&A and stock underwriting. Most recently Motoshi has worked as the Chief Financial Officer for one Japan's largest resort management companies. Passionate about SynchroLife's mission, Motoshi joined the SynchroLife team to assist with financial and legal issues.

Eunjin Kim

Director

Eunjin has previously worked at Netmarble, Gmarket, and other major South Korean portal sites helping with the production and development of several major movie and entertainment projects. Working with the LG U+ cloud service, she helped with the production and marketing for a variety of projects. She also worked as the product manager for U+ Box Shoot and their set-up box. Eunjin joined GINKAN to assist with the direction for 10 minute dating app Festar, and now also assists with the development direction, marketing, and translations for SynchroLife.

Tomoaki Sato

Advisor & Escrow, Founder of Starbase

Tomoaki Sato is the Founder of Starbase (<https://starbase.co/>), a crowdfunding/crowdsourcing platform using tokens to help people and

companies rocket launch their ideas. He is serving as an escrow and an advisor to the SynchroLife Team.

Risks

Participating in the SynchroCoin crowdsale and the purchase of SynchroCoin carries with it a number of risks. Individuals interesting in participating in the SynchroCoin crowdsale should be sure to thoroughly read this white paper as well as the “SynchroCoin (SYC) Crowdsale: Terms & Conditions” document on our official website (<http://synchrolife.org>). If any of the risks as contemplated in the SynchroCoin Crowdsale Terms & Conditions are unacceptable to you or if you do not understand the nature and extent of the risks associated with the crowdsale, you should not purchase SynchroCoin during the crowdsale.

Contact Information

For further information regarding the SynchroLife and the SynchroCoin token crowdsale, please visit <http://www.synchrolife.org> or contact info@synchrolife.org.

Official website: <http://synchrolife.org>

Official Twitter Account: <https://twitter.com/synchrocoin>

Official Facebook Page: <https://www.facebook.com/synchrocoin/>

Official Instagram: <http://instagram.com/synchrocoin>

Official Slack: <https://synchrocoin.slack.com/>

iOS App Store: <https://itunes.apple.com/app/id557532449>

Android Google Play:

<https://play.google.com/store/apps/details?id=jp.co.synchrolife>