ZILLA

ZILLA
Amazon for ICOs

WHITEPAPER

November 2017

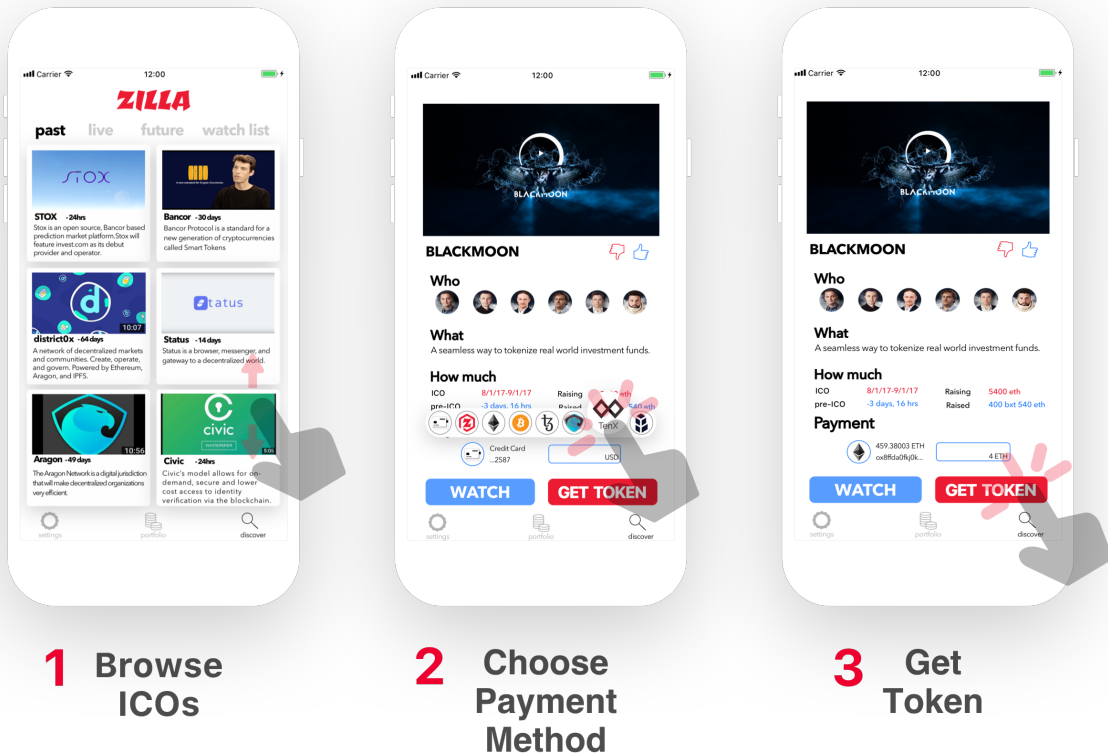**IMPORTANT NOTICE**

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Please refer to the Token Crowdsale Agreement for the terms and conditions of the Initial Coin Offering (ICO).

ZILLA

A consumer-friendly marketplace for ICO crowd sales

1 Browse ICOs

2 Choose Payment Method

3 Get Token

Working Demo Video Here

https://youtu.be/QBNPC8ZNmUs

Abstract

The ZILLA founders share the common vision to create an ICO purchasing platform. ZILLA will act as a gateway for Crypto enthusiasts to easily and safely participate in various vetted ICOs, while also allowing companies to do an ICO more effectively.

ICO crowdsales are becoming more commonplace. With more than 1500 ongoing ICOs and counting, it is becoming overwhelming for buyers to keep track, compare, and verify various ICOs. Moreover, the ever growing complexity of the ICO environment for new, would-be crypto enthusiasts is both astounding and paralyzing. No simple consumer-

friendly and intuitive platform exists that enables participants to conveniently grasp and compare competing ICOs.

In addition, there is no central authority or institution (by design) that is a reference point for new crypto enthusiasts. The discovery of new ICOs remains a challenge. Before the decision is made to participate in an ICO, potential participants must painstakingly learn about how proposed projects will work, investigate the backgrounds and qualifications of the team behind the projects, and understand exactly what they are purchasing. The risk of scams and fake crowdsales undermine the credibility of the sector, and the process of completing KYC requirements for multiple projects is time-consuming. These issues reduce the amount of attention each ICO gets, and as the number of ICOs increases, maximizing exposure for quality ICOs becomes more important.

ZILLA makes this entire process simpler, by providing a unified marketplace for ICO crowdsales. In the same way platforms like Etrade and Ant Financial made the stock market more accessible to the general public, or Alibaba and Amazon make it easy to buy products online, ZILLA brings ICO token crowdsales to regular users in the form of one simple app. Users are presented with a comprehensive list of properly-vetted ICO projects, together with all the information needed to make an informed decision about which projects to participate in. Once a decision has been made, users can participate in their chosen project with a single click.

ZILLA will also be the first multi-lingual app ICO platform that will allow individuals from Japan, Korea, China, as well as English-speaking countries to participate and view ICO information in their own language. We identified those markets to be the hotbeds of the crypto market, and no single ICO platform to-date is inclusive of all these markets.

TEAM

We are a diverse group of payment, blockchain, commerce, and financial industry experts.
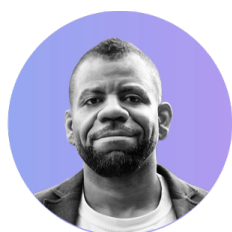
Abasa Phillips - Founder - ZILLA, PRIMO, Pegapay, PaySafe Japan Country Manager

Abasa is a payment industry and cryptocurrency veteran that has been involved in bitcoin since 2011. He was the Japan Country Manager for Neovia (now Paysafe), and then went on to co-found blockchain based digital wallet PEGAPAY, payment/marketplace platform PRIMO, and now ICO marketplace ZILLA. He speaks English, Japanese, and Chinese and is very skilled at working with regulators to strategically overcome regulatory pitfalls.

Tanvir Shahid - Blockchain Developer - PRIMO CTO
Tanvir has worked as a software engineer for 13 years. He has built real-time machine learning recommendation engines, and many complex back end team management platforms. He has been a blockchain enthusiast since 2016.

Michael Montague - Blockchain Developer - Pegapay Cofounder
Michael started his career as a game developer in Tokyo for Rockstar Games and Activision. He has been developing applications on the blockchain since 2012. He is on a mission to use his crypto expertise to make ICOs safe and accessible to everyone.

Hendar Rismanto - Senior Software Developer
Hendar is a senior back end developer with 8 years experience and extensive experience in building and shipping back end CMS systems.

Richard Lamar II - Senior iOS Developer
Richard has been developing front end iOS applications for the past 7 years and had shipped a number of apps to the App Store. He is especially adept in marketplace apps with complex payment mechanics.

ADVISORS

Harsh Patel - VC - GGC Partner
Harsh is a Partner at Global Growth Capital (GGC), a pioneering financing solutions provider to technology companies with an AUM of €200m. Prior to founding Global Growth Capital, he headed up Rocket Internet's Fintech Group.

He previously lead the non-US business for Victory Park Capital (VPC), a leading global credit investor in technology businesses with over $4 billion of investments. Prior to joining VPC, Harsh co-headed a $10bn investment portfolio at Abu Dhabi Investment Council with a focus on special situations including venture debt and structured finance.

Kal Gabriel - Hedge Fund Principal
Kal is currently a Principal and the U.S. Technology Sector Head at AYAL Capital, a Toronto-based investment firm. Previously, Gabriel co-managed a $10bn venture capital, growth equity, and public equity portfolio for Abu Dhabi Investment Council, an investment arm of the government of Abu Dhabi. Gabriel co-founded Arevia Power in 2016, a renewables developer, with financial backing from a private equity sponsor. He authored Dear Kalman in 1999, published by William Morrow. Gabriel is an angel investor and advisor in the blockchain space.

Jamese MacWhite - Product Development Specialist - **Breadwallet, Coinbase, Kraken**
James is an early cryptocurrency developer, and in the past he has worked hard to build the bitcoin community in Japan. He is extremely skilled at developing applications that interface with the blockchain. He speaks Japanese and English and is eager to help ZILLA succeed.

Tomomi Yamashita - Compliance - Former compliance at Merrill Lynch, Citigroup
Tomomi is a senior compliance officer at a number of investment banks. She is also a long time crypto enthusiast and has contributed to the cryptocurrency space since 2013.

Chris Bridges - Attorney
Chris is a Singapore based attorney who is very adept at navigating the legal intricacies of token crowdsales. He has helped companies conduct crowdsales in the past and is highly sought after legal professionals in the cryptocurrency space.

ZILLA MARKETPLACE

With ZILLA, you can participate in an ICO with 1 click. Your pre-registered KYC information is automatically forwarded to any project when required. Purchases can be made with any one of the many cryptocurrencies we support, or even with other ICO tokens.

| **1** Browse ICOs | **2** Choose Payment Method | **3** Get Token |
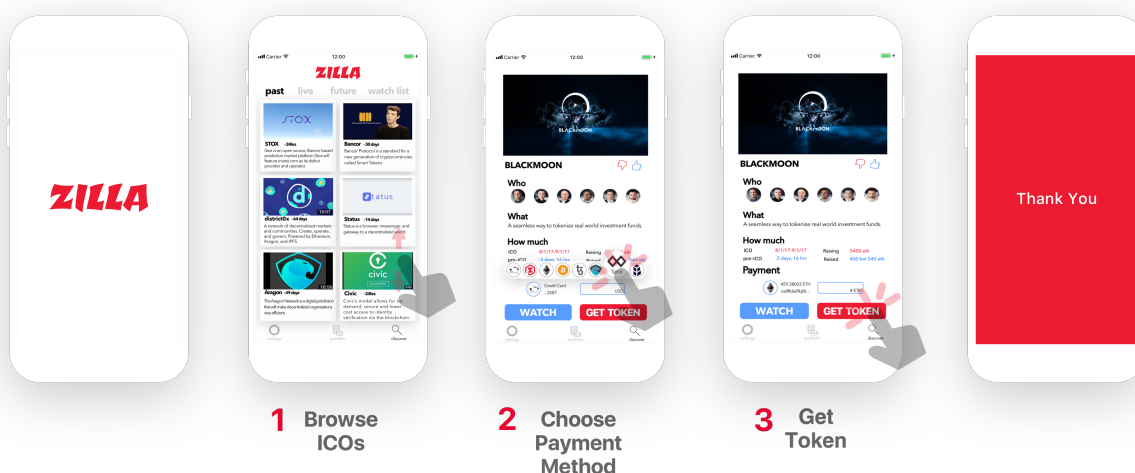
(The functionality of the production version of the ZILLA application is subject to change.)

It can be difficult to quickly figure out the relevant details of an ICO. With ZILLA, all ICOs are crowd-vetted and formatted for accuracy. You can upvote projects on ZILLA that you find appealing, and downvote those that you find unappealing. This voting structure allows you to see, at a glance, which projects are the most popular amongst other users. All users must register to use this feature, so votes can not easily be manipulated. This feature is quite similar to Reddit's voting system, and it's designed so that you will see the most appealing projects first. You will also be able to search by project time such as New Blockchains, Decentralized Apps, Projects with VCs, Projects that allow Americans, etc.

We will support English, Chinese Japanese and Korean on all versions of our app. More languages will be added over time.

To further promote the adoption and popularity of cryptocurrency, ZILLA will also provide a merchant API which will allow retailers online and offline to accept payment in tokens, and to allow users to easily spend their tokens at thousands of online and offline merchants worldwide.

All of these features work together to provide an ICO token purchasing experience that is easier, safer, and more delighting than anything currently available.

Token issuer experience

As more ICO projects become available, the more difficult it will become for quality projects to attract people who are interested in participating in crowd sales. Marketing, user outreach, and the production of informative-yet-attractive materials describing the project takes time and resources, when developers should be focused on advancing their projects.

ZILLA makes it easy for token issuers to list and explain their projects to potential crowdsale participants. Owners of a project can upload a description of their project, biographies and qualifications for all team members, business plans, existing VC funders, advisors, and other funding details users may need to make an informed decision about which projects to participate in. All of this information is localized and translated, to allow ICOs to more effectively reach and attract a global audience.

More importantly, ZILLA handles all KYC collection and verification, and provides this information automatically to token issuers who require it for jurisdictional compliance.

Standard usage fees

Token issuers who launch an ICO crowdsale on ZILLA will be charged 2% of funds raised as a fee for using the platform. Users who purchase ICO tokens will be charged a 1% fee for using the platform. All ICO purchase fees are waived for ZLA token holders, while fees pertaining to the ICO crowdsale on the ZILLA platform may be reduced for ZLA token holders. (see ZLA Token - General Discount Plan).

Competitive Analysis

ZILLA Marketplace

	ZILLA	Lykke	Starbase	Bitcoin Suisse	ICOAGE
Collect Fiat Payment for an ICO				X	X
List ICO and offer tokens to public on mobile app	X				
Send cryptocurrency to issuer	X		X	X	X
Conveniently manage KYC	X				
Find new ICOs	X				
Compare numerous vetted ICO projects	X				
Exchange tokens post-ICO		X			
Allows retailers to receive digital tokens through Merchant API	X				
Inclusion of Asian market with Chinese, Japanese and Korean version	X		X		

We do not consider Lykke, Starbase, BitcoinSuisse, or ICOAGE direct competitors, and we feel that ZILLA is complementary to their services. We are focusing on a consumer-friendly app. As opposed to the other service providers in the sector, we will offer ICO participation with one click, manage KYC information easily and compare crowd-vetted and structured ICO information of a plethora of crypto markets.

The ZLA Token Crowdsale

What is a Token Crowdsale?

A Token Crowdsale, has emerged into a widely known and highly respected way to raise funds in order to advance a new commercial venture. In this event, a new cryptocurrency venture exchanges a portion of its cryptocurrency tokens to early users and supports in exchange for funding.

The Token Crowdsale will take place on our website and you can find further and updated information on our official website at ZLA.IO

Why do a Token Crowdsale?

ZILLA has already prototyped the ZILLA platform and has gathered an expert team consisting of an experienced CEO, developers, bankers and advisors from the legal, compliance and VC world. However, fully implementing the ZILLA payment platform and building an iOS and Android ZILLA app will require substantial funding and a bigger team. ZILLA chose to conduct a Token Crowdsale to further understand the token issuer experience and gather the crypto community around a novel platform for future Token Sales. ZILLA participants can then also use their purchased tokens for the future use of the platform and save on the token sale fees.

ZLA Token - Platform Discount Plan

During the ZILLA Token Crowdsale, ZLA tokens will be issued and swapped. Once the ZILLA platform is launched, ZLA tokens can be used by ICO participants and ICO issuers alike to reduce the fees required to use the ZILLA platform. All users of the platform can simply hold ZLA tokens in their portfolio to receive the discounted fees:

For ICO token issuers, each ZLA token held earns a 100 USD discount on fees, up to 50% of the total fees charged (i.e. 1% of the total amount raised in the ICO). For example, an ICO project that raises 10 million USD and holds 500 ZLA tokens would reduce their 200,000 USD fee by 50,000 USD. If they hold 2,000 or more ZLA tokens, their fee would be reduced to 100,000 USD.

ICO token issuers who wish to make use of the discount offered by ZLA tokens must commit the amount of ZLA tokens they wish to use before starting their crowdsale, and those tokens are locked in for the duration of the sale. If the crowdsale is collecting funds in a currency other than USD (e.g. bitcoin or ethereum), the discount awarded per

ZLA token is calculated based on the USD exchange rate on the day the crowdsale starts.

For ICO participants, each ZLA token held earns a 100 USD discount on fees, up to 100% of the fees charged by ZILLA. For example, a user spending 20,000 USD on tokens would normally pay 200 USD in fees, but if they hold 2 ZLA tokens, they wouldn't have to pay any fee. A user spending only 2,000 USD on tokens could hold 0.2 tokens to eliminate their 20 USD fee, or 0.1 tokens to reduce their fee to 10 USD.

For ICO participants, when purchasing ICO tokens, users simply need to hold ZLA tokens in their portfolio to receive the fee discount. The tokens are not locked, and can be traded any time.

At any time, ZILLA can choose to increase, but not decrease, the value of the discount awarded to ZLA token holders.

Airdrops to users

ICO teams that list their project on ZILLA will do regular airdrops to our users in order to draw attention to their project. The ICO can segment which users to send the airdrop to (such as VERIFIED users, premium ZILLA BLACK users, etc) and when users receive the airdrop, they get a pop up stating who the airdrop is from, they then jump to the ICO project page, to receive the airdrop in their wallet.

※ Minimum airdrop is 10,000 USD split by the targeted users.
※ ※ All airdrops are done using ZLA token.

ZILLA BLACK

ZILLA BLACK is the premium version of ZILLA and has 3 main features.

1. We provide an indicator next to the title of projects that are projected to have the best performance based on data that we collect through user upvote/downvote, and in app behavior combined with machine learning.

2. ZILLA BLACK users will be able to get into pre-ICOs at just 1 ETH. (Typically pre-ICOs have a minimum buy-in of up to 100,000 USD).

3. You will receive more token airdrops than regular ZILLA members.

❋ZILLA BLACK will be 1 ETH / month, however all participants in our pre-sale will receive it for free forever.

Sub-Token

For those of you who hold our ZLA token, we've got a surprise for you.

We are creating another token called the GD token. There will only be 5,000,000 GD tokens ever.

If you hold all of the ZLA tokens that you get during our crowdsale for 3 months, we will send you 2 GD tokens. Once you receive this token in your wallet, the ZILLA app will activate a *VERIFIED badge next to your name. You are free to trade both GD tokens on an exchange, however you must hold at least 1 GD token in order to keep your VERIFIED status. GD tokens acquired on an exchange will not give you VERIFIED status. The only way to get VERIFIED status is to hold ZLA tokens untouched for 3 months. Your VERIFIED badge will 'level up' every 3 months. Think of the VERIFIED badge like the Twitter or Instagram verified status.

※ VERIFIED status will allow you to receive the most amount of token airdrops on ZILLA since people who hold that status are the most coveted type of ICO participant.

Allocation and Price

A total of 60MM ZLA tokens will be issued, and 33MM (55%) ZLA will be made available to the public during the ZILLA token crowdsale at the exchange rate of 1,500 ZLA/ETH.

24MM ZLA (40%) will be allocated to the ZILLA company and team. 3MM ZLA (5%) will be allocated to investors.

The proceeds of all token crowdsales will go towards the development of the ZILLA platform and initial operating costs. If any of the ZLA tokens remain unsold at the conclusion of the token crowdsale, ZILLA will sell the remaining tokens on the ZILLA smartphone app without having to visit an exchange for 10 USD each, but the sale's price may be changed at the company's discretion.

※ ZLA tokens will of course be available cryptocurrency exchanges at a floating price, but we offer them for sale on the ZILLA app at a fixed price.

a. Allocation

%	Amount (ZLA)	Participant
55%	33,000,000	Token Crowdsale
40%	24,000,000	Company & Team
5%	3,000,000	Investors

b. Price

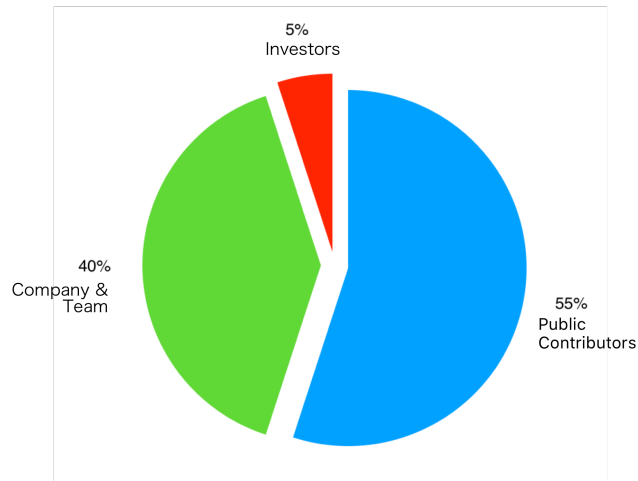|	Crowdsale Price
1ETH	1,500 ZLA

Eligible purchasers

Companies, funds, and individuals are all invited to participate in the ZILLA Token Crowdsale. Participants from the US are not allowed to participate. Moreover, residents from Singapore are also barred from participating in the Token Crowdsale.
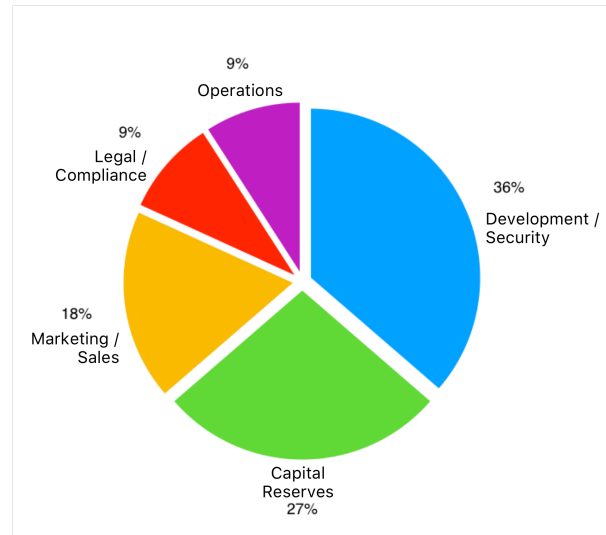
ZILLA Initial Token Sale Summary

Project Description	ZILLA aims to provide a safe, vetted and easy-to-use ICO crowdsale platform for both token issuers and prospective investors
Ticker Symbol	ZLA
Token Background	ZLA is an ERC20 token on the Ethereum blockchain
Start Date	December
ZLA Token Price	1 ETH will buy 1,500 ZLA Tokens.
Percentage of all ZLA tokens for ZILLA Token Crowdsale participants	55%
ZILLA Company & Team	40%
Investors	5%
Limit (Hard Cap)	15M USD
Escrow of funds	Funds secured in multi-signature escrow account
Token holder reward	Future token issuers on the ZILLA platform holding ZLA token enjoy a 100 USD discount on fees, up to 50% of the total fees charged (i.e. 1% of the total amount raised in the ICO). Teams can easily conduct airdrops to users using ZLA tokens. ICO Participants holding ZLA tokens earn a 100 USD discount on fees, up to 100% of the fees charged by ZILLA.
Accepted cryptocurrencies for the Token Crowdsale	Ethereum (ETH)

Token Distribution

5%
Investors

40%
Company &
Team

55%
Public
Contributors

Use Of Funds

9%
Operations

9%
Legal /
Compliance

18%
Marketing /
Sales

36%
Development /
Security

Capital
Reserves
27%

Go-to Market Strategy

Eco System

Built community around ZLA

→ BTT
→ Reddit
→ Twitter
→ Conferences
→ Roadshows
→ Press & Publication

Expansion

Attract Issuers & Participants

→ Establish presence on all relevant channels in Asia and Western markets
→ Social Media
→ SEO
→ Publications

Partnerships

Strategic Collaborations

→ ICO listing websites
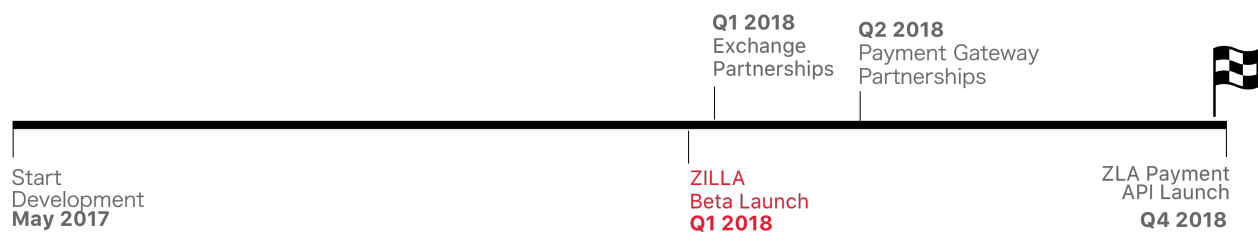→ Pre-ICO partnerships w/ funds
→ API for Merchants

Product roadmap

The ZILLA marketplace app is currently in production, and is set to be released in January 2018.

The ZLA merchant API, which will allow merchants worldwide to accept any token for payment, is on track to be released in Q4 2018.

Date	Event
May 2017	*Conception of Idea / began working on ZILLA*
July 2017	*Team Formation*
August 2017	*Incorporation of ZLA PTE LTD in Singapore*
December 2017	*Token Crowdsale*
Q1 2018	*Cryptocurrency Exchange Listings*
	ZILLA App first release
	ZLA Payment Gateway continued development
Q2 2018	*Payment Gateway partnership development*
	Cryptocurrency Exchange partnership development
Q3 2018	*ZLA Payment Gateway API testing*

Q4 2018	ZLA Payment Gateway API beta release

Timeline

Q1 2018
Exchange
Partnerships

Q2 2018
Payment Gateway
Partnerships

Start
Development
May 2017

ZILLA
Beta Launch
Q1 2018

ZLA Payment
API Launch
Q4 2018

Use Of Funds

As an Ethereum-based project, the long-term viability and utility of ZILLA is directly affected by the continued development of the Ethereum protocol and growth of its user base. Once the ZILLA crowdsale has ended, 2 years of projected runway will be converted from cryptocurrency into USD as an emergency source of operating capital, and the rest will be held as ETH to be used for all operational expenses. All service providers and expenses will be paid in ETH whenever possible.

a. Development / Security

Contributions allocated for development expenses will be utilized to cover all costs associated with the initial as well as continued committed development of the ZILLA marketplace as well as the ZLA token, and improvements to the ZLA network.

b. Capital Reserves

Contributions allocated for capital reserves will cover all costs associated with sending ZLA since the ZLA token is free to exchange.

c. Marketing / Sales

Contributions allocated for marketing and sales will be utilized to cover all efforts related to promotion of the ZILLA marketplace as well as the ZLA token.

Developing and maintaining relations with Crowdsale consultancy firms and companies issuing their own Crowdsale is integral to the sustainability of the ZILLA marketplace.

Initializing and maintaining the ZLA token on various key regional cryptocurrency exchanges is vital for the continued use of the ZLA token. This also helps provide value to the ZLA token.

d. Legal / Compliance

Contributions allocated for legal expenses will cover any legal costs associated with the establishment and operation of ZILLA, the establishment and operation of entities selected as service providers by ZILLA, and any unforeseen legal costs necessary to resolve matters that could pose a threat to the continued efforts of the ZILLA team.

e. Operations

Contributions allocated for operational expenses will cover any costs associated with accounting, business development, community management, education, people operations, recruiting, support, and any other administrative tasks.

Token Distribution

a. Public Contributors

For our token crowdsale, both companies and individuals are invited to participate. Pre-crowdsale participants will be invited to purchase ZLA at a discount. US citizens will not be invited to participate in the token crowdsale.

b. Team / Advisors

Advisors will not have a lockout period in which they cannot exchange ZLA tokens, however the core ZILLA team will have the following vesting schedule

ZILLA Vesting Plan for the Team

Initial Release 25%
After year 1: 25%
After year 2: 50%

c. Investors

This amount is allocated to early investors that contributed early to the company.

Conclusion

The ZILLA team believes that cryptocurrency, its underlying blockchain technology and Token Crowdsales are necessary building blocks to our digitized economy. It democratizes access to capital and provides greater liquidity to the masses. It enables progress and economic development.

However, one crucial part of the cryptocurrency economy are ICOs. They are currently not accessible to the majority of the population. It is cumbersome to participate in them, and poorly managed entities as well as outright scams are undermining the entire sector. There is no central authority (by design) that provides any safety or legitimacy.

ZILLA aims to make the Token Crowdsale economy more accessible and crowd-vetted. The ZILLA platform will only list pre-vetted projects, and will enable less technological savvy users to participate in the token economy. Buying tokens should be as easy as shopping online, and our one push token purchase system will democratize the access to a new class of assets.

You can now be part of the next generation platform for ICOs, and support ZILLA in providing more safety and accessibility to the Token economy! We are inviting you to embark on our exciting journey to rocket the token economy to the next generation!