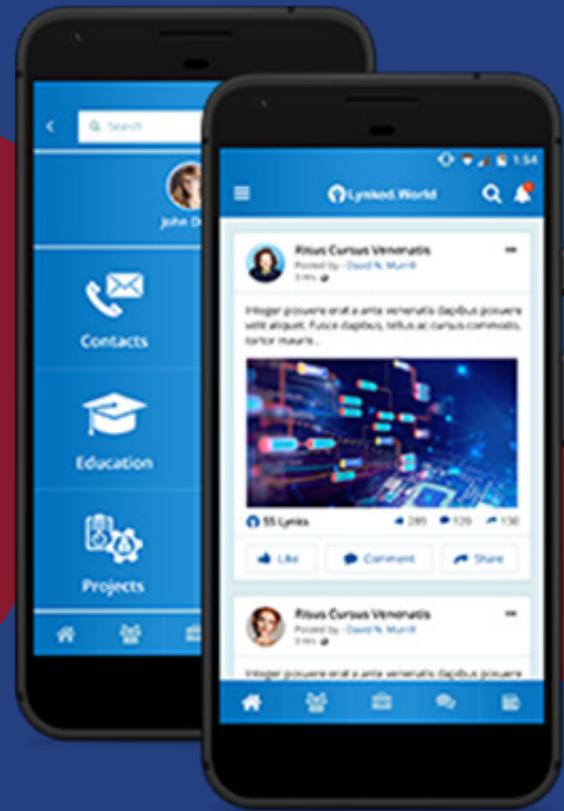




LYNKED.WORLD



“Lynking World Through Blockchain”



WHITEPAPER

Version 1.0

June 2018

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Trusted Professional Network



Digital Wallet



Rich Application Platform



Own Your Digital Identity



ID Based Secure Login



Verify Documents on Blockchain



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Summary and Introduction

The birth of the internet followed by rapid digitalization of our lives in modern times, is a revolution in itself - touching almost all aspects of our professional, personal and social lives. "**Being connected**" and to "**remain connected**" is no longer a dream nor a matter of choice - it is a reality, it is now and here, and, above all, it is imperative to continue our daily lives in all spheres. From ordering goods online, to being up to date with current affairs or to stay connected with our families and friends - the touch is everywhere and at every instant. So much so, that today, for better or for worse, our digital identity and persona have more influence and impact on the socio-political and economic theatres in the human society, than our physical selves. Fortunately for all, it is mostly for the better.

Interactions over digital platforms flourishing the internet today, however, are not devoid of certain crucial problems when it comes to questions around "trust" and "authenticity" of online identities, documents and data. Some examples of such problems and the reasons for these problems are below:

"Ensuring trust and authenticity of digital identities, data and documents is the primary aim that we want to achieve via our platform."

Arun Kumar

Founder & CEO Lynked.World

Real life problems

- Many important services, for example, related to documents and certificates issued by government agencies etc., cannot be availed entirely over the internet. People still need to personally visit government offices to avail these services.
- Attested and verified copies of physical documents still have to be submitted in person or sent by post. This is time consuming, costly and inconvenient.
- KYC processes need to be repeated multiple times across different platforms to avail different services.
- Identity Fraud, Degree Fraud, CV Fraud are on the rise.
- Issues of certificates are still done in form of paper. In cases where certificates and documents are being issued digitally; their authenticity is still not verifiable digitally.

Reasons for these problems

- Digital Identification of a person or entity over the internet is a challenging task to accomplish, even in this era.
- Documents shared digitally are not verifiable and authenticable.
- Lack of a common platform built on the premises of verifiable digital identities and documents which could help eliminate questions around trust and authenticity of digital identities and digitally shared data and documents.



Here, at Lynked.World, our driving principle is to overcome the “trust barrier” in digital identities, data and documents with the help of a blockchain based application development platform.

Our vision is to ensure that trustworthiness of our digital identities, data and documents is transformed from a question mark to a veritable asset, using blockchain technology. We aim to provide a fully functional ecosystem, with provisions for developing easy to use configurable forms, and entirely new applications deployable by any organization on need basis – providing relevant and tailored services for consumers focusing on a plethora of scenarios from daily life. Consequently, this would reveal many new explorable avenues for services that can be offered using our stage. **“Trust”** is now a dependable friend on our side, the veracity of our digital persona being inherent and embedded in our offering.

“Trust” and “Authenticity” of Digital Identities, Data and Documents – Problems and Opportunities

The current age of communications through internet or electronic media rely on trust as an implicit factor. There is no immediate and inherent check of the authenticity of the information and data being exchanged, nor are there stringent rules or guidelines in every case, governing the same. A prime example being the identities of the parties involved in such communications. Although in many cases such laws are in force to ensure reliability (for example when setting up a retail store online), they are mostly related to commercial and corporate identities. Individual identities are a

different matter however, where a rule-in-force can be easily circumvented, misinterpreted, or even conveniently interpreted, in the end rendering the rule(s) inapplicable and unfit for use.

Countless problems surface because of the above-mentioned facts. Some of these are minor and can be safely ignored. For a vast majority however, an undesirable or even more serious outcome is the harsh reality, as may be better understood from the examples as we cite below (data sourced from various surveys, magazines, journals, internet etc.):

- **Many services cannot be availed digitally and require a person to be physically present due to lack of an immutable and verifiable digital identity and a platform where these services can be offered.** Registration for different services still require paper documents to be exchanged and are not efficient. In cases where such services are rendered digitally, available platforms are not intelligent enough to identify an individual and assist in the application process. This requires an individual to repeat the same information repeatedly on multiple platforms. This is true in case of many government services as well, for example when applying and receiving birth certificates, residential certificates etc. The market potential of such services in each country would run into billions of dollars.
- **Digital Personas and identities are not verifiable.** In a July 2017 Forbes article, cautioning employers’ reliance on LinkedIn profiles, it is estimated that there are between 16.5 and 33.6 million fake LinkedIn accounts. In April 2016, LinkedIn’s annual report corroborated the concern of faked LinkedIn accounts, “...we do not have a reliable system for identifying and counting duplicate or fraudulent accounts, or deceased, incapacitated or other non-members and so we rely on estimates and assumptions, which may not be accurate...there are no methodologies available that would provide us with an exact number of non-actual member types of accounts.”



The global Identity and access management market is on the path of being worth over USD 24.55 billion by 2022. Source (Ref 6)

- **Authenticity of digitally shared data and documents cannot be established easily.** As a result, physical paper documents either in original or as copies still have to be shared in person or via post adding to the inconvenience and speed in which services can be availed.

The document management systems market is expected to grow from USD 3.59 Billion in 2017 to USD 6.78 Billion by 2023. Source (Ref 7)

By 2022, the global courier market is expected to generate some 248 billion euros in revenue. Source (Ref 8)

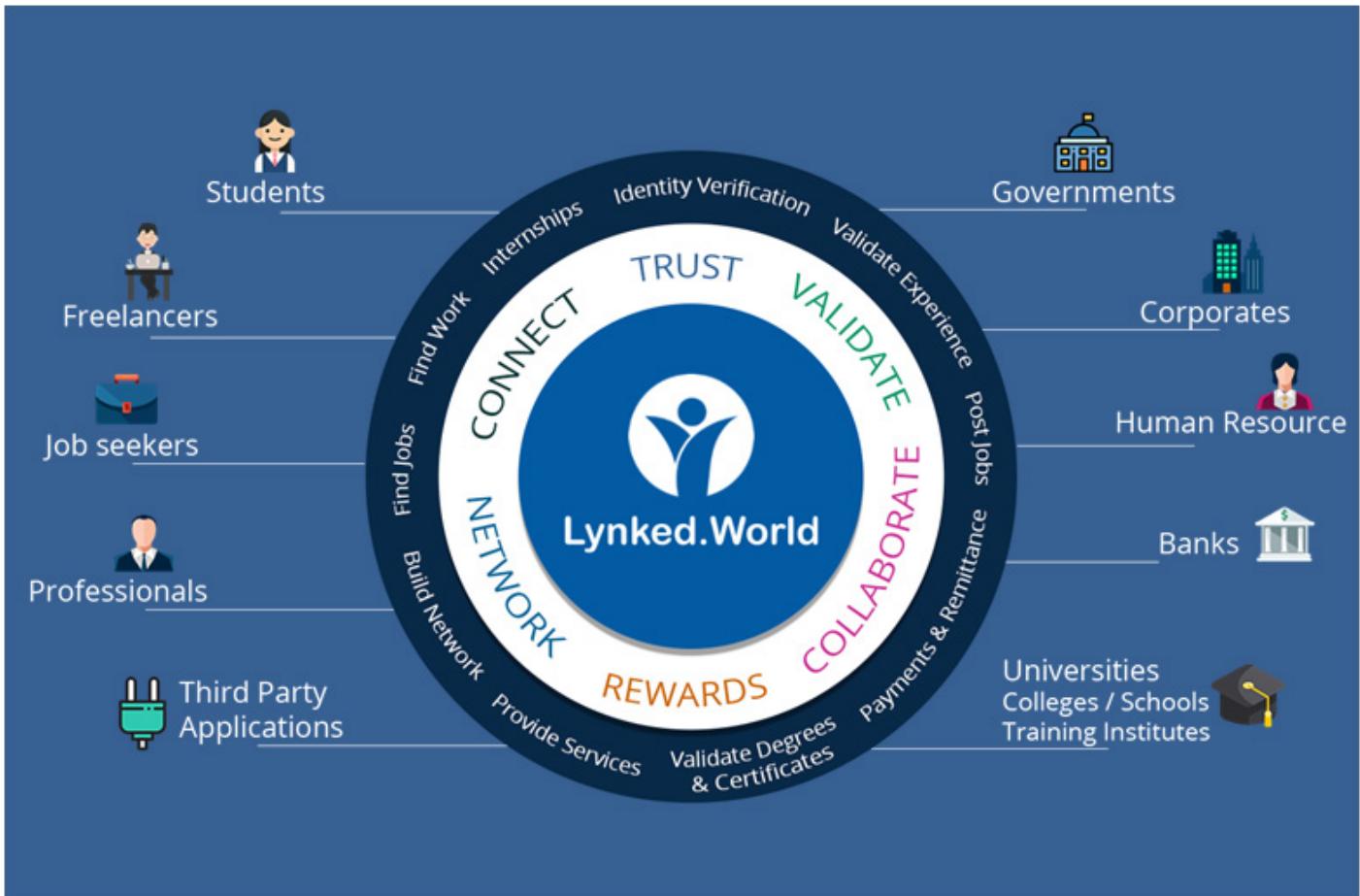
- **As per industry research, a large percentage of people exaggerate or misrepresent facts on their CV's about their professional qualifications and experience.** Corporates spend millions of dollars on recruitment annually, roughly 30% of which is spent on identity and background verification. Educational Institutions need to constantly verify credentials multiple times for the same person and occupation.

The Employment Screening Services market is expected to grow to US\$ 5.46 billion by 2025 from US\$ 3.74 billion in 2016. Source (Ref 5)

With the internet now playing an integral and indispensable role in almost all factors deciding how we live our lives, starting right from our education to our employment, it is of paramount importance to have secure digital identities which are easily verifiable, as also to be able to authenticate and validate data and documents shared digitally by us with other entities and people. This in turn, nurtures an environment of trust and reputation in the entire work sphere. It lays more onus and ownership on the data-owner for protection against identity theft and subsequent misuse. Consequently, it leads to a new era in the digital age where digital personas and identities can be trusted and verified and digitally shared data and documents can be endorsed as authentic by intelligent systems without the need of human interventions and/or intermediaries in between.

Our Vision

"At Lynked.World we envision and prepare ourselves for a new era of the digital world, embracing blockchain technologies as the primary vehicle for trust and authenticity to ride on, to validate and safeguard digital identities, data and documents. In the process, we shall cast sight on new horizons for all kinds of applications to be built in our eco system solving day-in-life issues, while taking advantage of the manifold benefits that blockchain technologies provide. We have a mission to walk new avenues by removing the key constraints around reliability and providing an innovative application platform for the next leap forward towards Web 3.0."



Meet the "Lynked.World" Ecosystem

At Lynked.World we are motivated to contribute to the next version of the digital age (Web 3.0) by building an ecosystem to harness the benefits that decentralized applications built on blockchain platforms provide.

Our aim is to provide a multi-faceted solution comprising of an entire application platform based on blockchain. This will allow businesses to build customized forms and applications to cater to their own specific needs for providing

different services to consumers, without needing to be concerned about the authenticity of the digital identities of the different entities involved and the data and documents shared by these entities. The journey does not end here. We also provide decentralized applications ready to be used by consumers and businesses alike across different domains for addressing issues related to digital data authenticity.

Blockchain is "the most significant development in information technology since the internet," and "a novel solution to the age-old problem of trust." (Ref: 4.0)

Kevin Werbach, Penn's Wharton School about Blockchain.



Our Ecosystem comprises of the following components in various stages of development:

- **Digital Identity and Background Verification Platform**
- **Digital Wallet for sharing identity and documents that are verifiable on the block-chain**
- **Application Development Platform with easy to use configurable forms**
- **Verified and Trusted Professional Network**
- **Job Portal**



Digital Identity and Background Verification Platform

By effectively utilizing the capabilities of blockchain, our Digital Identity and Background Verification Platform has been adequately designed to eliminate the reasons and root causes of lack of trust in digital identities, digitally available documents and data.

The core function of our ecosystem is triggered off by the user / organization creating a digital profile on our platform, with different sections of data such as identification records, educational certificates, professional history etc. This digital identity, with all associated data and documents contained in it, can now be authenticated on the blockchain via peer to peer data verification process. Users can individually select and send documents and sections of data stored against their digital identities to be verified by authorized entities (companies, institutions and government organizations etc. and even other individuals) registered on the platform. The organizations on their part can effortlessly authenticate the data and documents on the blockchain using smart contract transactions, as a one-time procedure. The result is an ecosystem with fully validated digital identity of entities, including data records and documents associated with them, within our environment. This in turn helps to promote a deep sense of faith in our digital identities and eliminates the

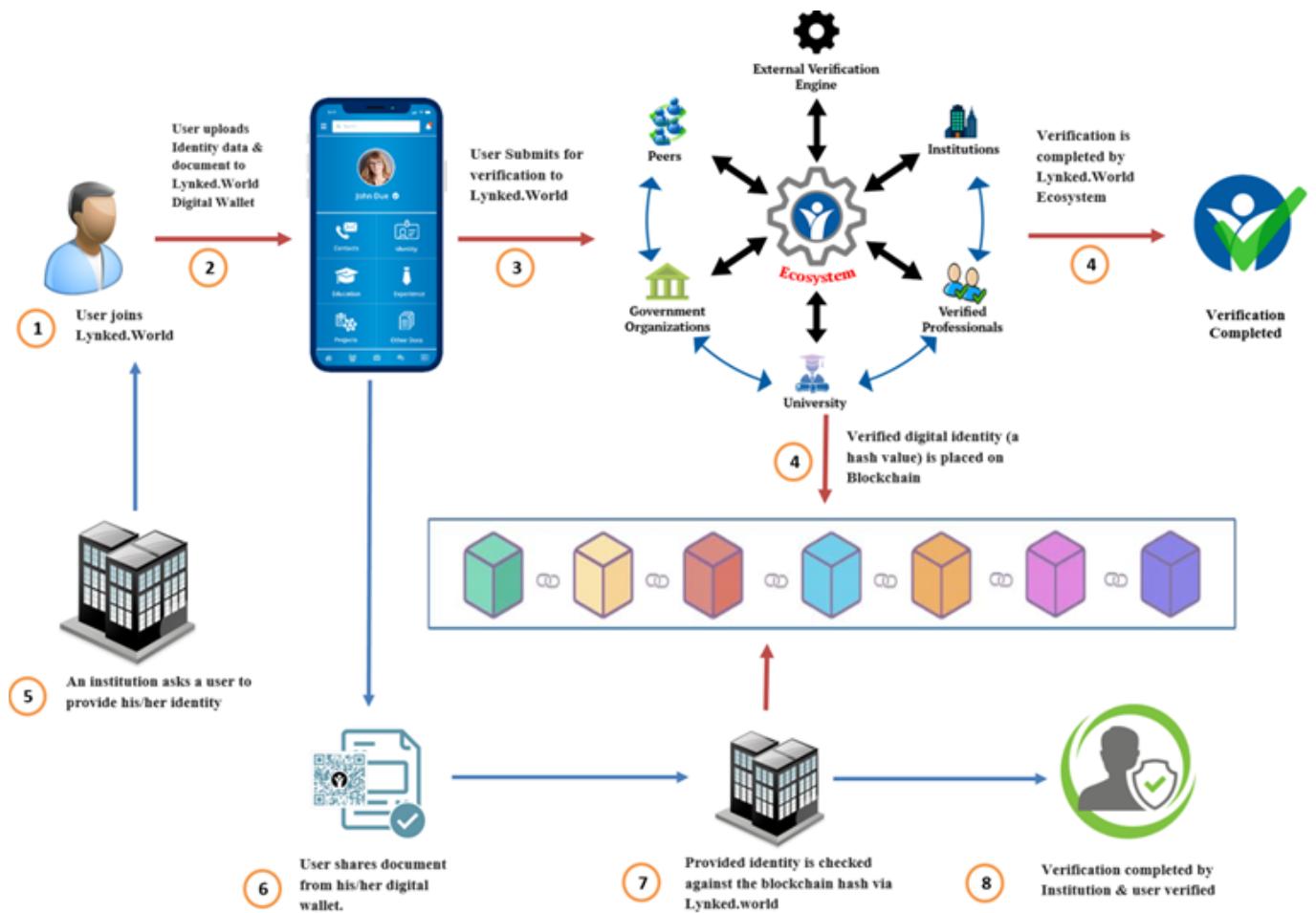
need for any further verification of any kind, for any data shared via such identities – as those have already been authenticated on the blockchain.

By leveraging this power of blockchain, we aim to eliminate the need for any intermediate person, organization or channel, for the purpose of validating the authenticity of identity and data users provide on digital platforms, by making them indisputably authentic and trustworthy at the source of our very own platform. We usher in the era of trusted digital identity for individuals which is accessible across multiple real-world scenarios.

"Ensuring acceptance of digital identities and documents by unleashing the power of blockchain – Trust in the digital world is no longer with apprehension, it is with confidence."



Digital Peer to Peer Verification - How does it Work ?



Jump into videos elaborating some use cases of our Identity and Document Verification product offering by clicking on the links below!!!

- [Simplifying Identity through blockchain](#)
- [Recruiter's Challenges](#)
- [Instant Employee Verification](#)



Features

- A secure and trusted digital identity for all situations and purposes
- Peer to peer verification of any documents and data harnessing the immutability of blockchain technologies
- A single source of truth for verified data ensuring trust and authenticity of verification
- Digital Identity based KYC process capabilities
- Retaining total control of data in the hands of the owners and ability to share data with consent
- Removing the need of repetitive verifications for the same profile, by maintaining a clear and accessible history of verification in the blockchain
- Eliminating the need for intermediaries in the Identity and data verification steps.
- Digital Signatures on documents using Lynked.World Digital Identity

Use Cases

- Identity Verification - 360-degree platform for users to get their identity and data verified and for institutes and organizations to verify identities of users without the need for any other tool or intermediary
- Documents / Data Verification – Peer to peer verification of digital documents and data with the proof of the authentication being stored on the blockchain permanently. Users will be able to send their identity and / or documents to be verified by competent individuals or organizations in the ecosystem (for example universities, enterprises, government organizations etc.). In this way any data available for a user on the platform - regardless of its nature or purpose - can be verified and stored as such
- Easy Employment / Academic Background Verification – Organizations and / or Institutions requiring validation of employment or academic background for users on the application platform, can now do so easily on their own without external assistance



Digital Wallet

Lynked.World Digital wallet is a feature rich offering of our application portfolio, which aims to replace traditional practices of having to carry physical documents in person by making it possible to store and share digital documents securely and conveniently.

Using our Digital Wallet, electronic copies of all of your personal identification and other documents e.g. Passport, Driver's License, Medical records, Travel Passes etc. can be securely stored in your mobile device and can be shared with other parties using QR codes, on demand, with your consent and approval. Apart from the storage of digital documents, the wallet also allows issue, verification of these documents by the issuing authorities on

the blockchain; all within the ease and space of the same application.

Catch up on a video elaborating all key features of our Digital Wallet [here](#) !!!

"A step towards our vision of identity, document and data storage - sharable in a controlled, se-cure and convenient way with conscientious and indisputable trust."

Features
• Secure storage of digital documents on mobile devices
• Control of your own data – Share only what is explicitly authorized by you on request from others.
• Send documents to competent authorities for verification and endorsement, on the blockchain, wherever applicable
• Enabling authorities to issue digitally signed documents to user wallets
• Share documents with ease using QR codes



Use Cases
• Sharing identity documents when checking into hotels, hospitals using QR codes
• Sharing stored documents / tickets etc. using QR codes at airports, concerts and other places
• Sharing verified educational and professional certificates with relevant people for job applications, higher studies etc.
• Enabling authorities to issue digitally signed documents to user wallets



Sharing Documents via QR Codes

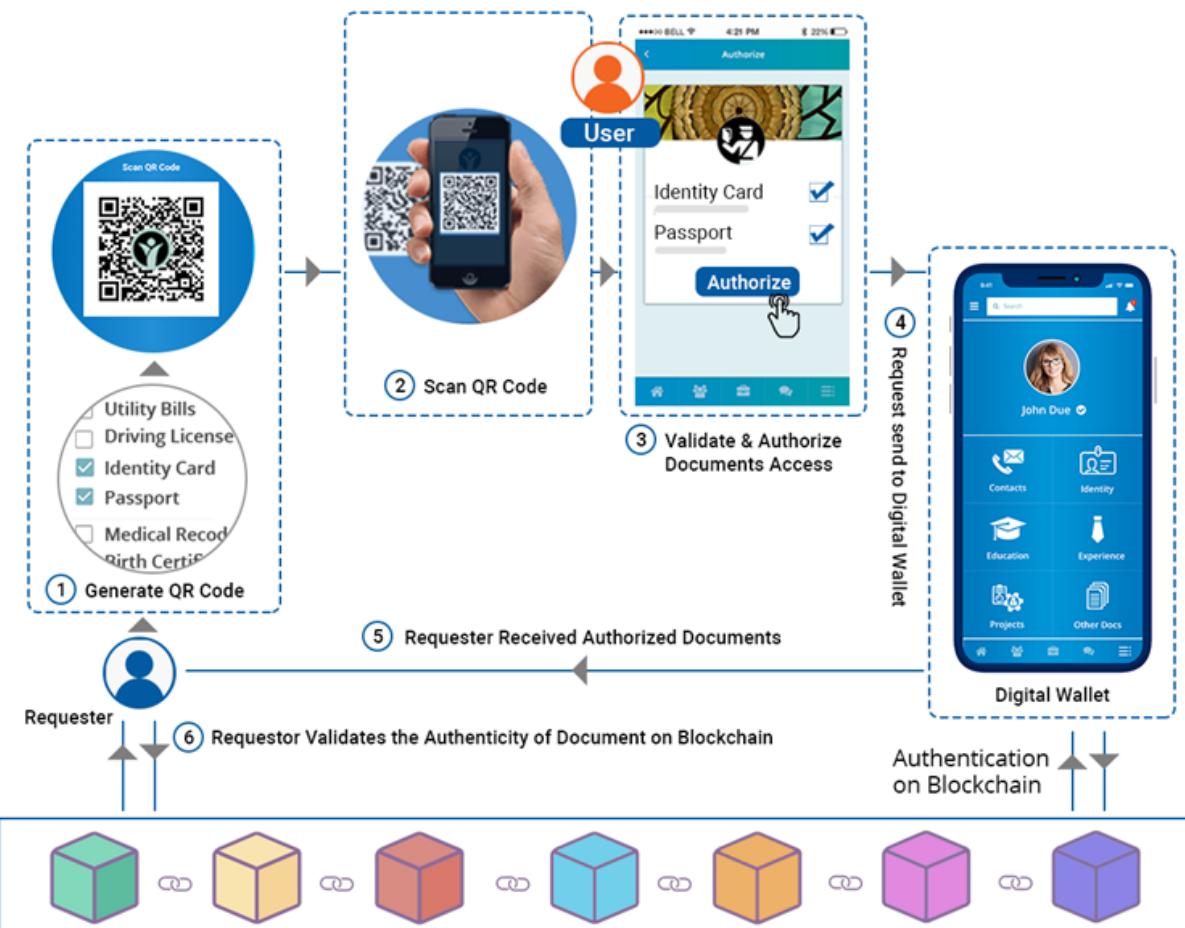
A unique feature of our Digital Wallet is the way in which blockchain-based verified identity, data and digital documents can be requested and shared by members of our ecosystem using configurable QR codes. The application allows generation of a dynamic QR code to request specific data and document sharing. The end-to-end process has been elaborated diagrammatically below.



Document Sharing - Mobile to Mobile



Document Sharing - Mobile to Web





Application Development Platform

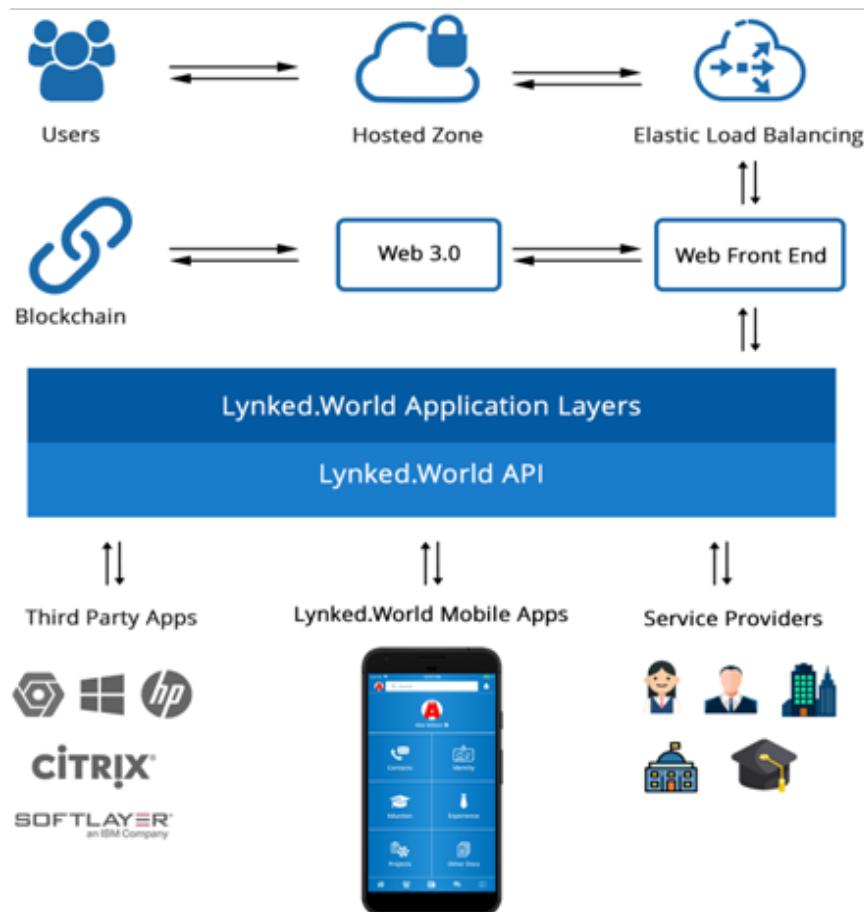
Lynked.World Application platform is the primary basis of all applications built (built as a part of our product portfolio and/or third parties) on top of our ecosystem and forms the core of the entire suite of our products. The application platform is founded on top of the Ethereum blockchain and provides limitless opportunities for organizations to build and host their own applications on top, to cater to their own specific needs.

Applications based on Lynked.World platform will benefit from the security and authenticity of digital identity solution natively embedded in our platform, by our own digital identity products. In effect therefore, our application development platform serves to be an ideal one for Identity based applications to be developed and hosted on.

The full usage spectrum of our application development platform (once it is completely developed and it reaches full maturity) is immeasurably wide, being limited only by the imagination of the organizations and future application developers who choose to work with it.

"Opening up new avenues for the next generation of applications and services, built and residing on a platform enforcing trust and authenticity of identities and data".

Application Development Platform Architecture





Key Features of our Application Development Platform

Control, Ownership and Security of Data

Lynked.World application platform has been built from ground up with emphasis around security and governance of the data created and shared by members on our platform. We value and respect the fact that members should have complete control over their data, identity documents and other digital documents which makes it imperative for our platform to make storage and transmission of data and digital documents secure by design.

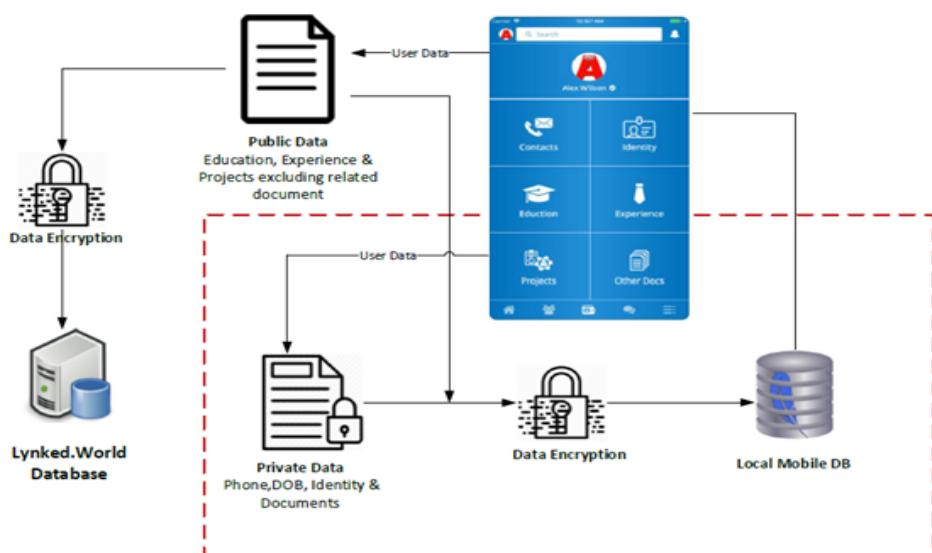
We have laid down the following rules for data storage and transmission, which serve as the basis of how data moves within and outside our ecosystem:

- Lynked.World will only store Public Data (Education, Experience etc.) for members on its platform (on our servers).
- Private Data (Email, Phone No. etc.), digital identify and other digital documents belonging to owners shall always reside only on their own personal devices (mobile devices)
- During transmission of data (for example when required to validate data/digital documents using our platform), the data/documents will only be stored temporarily on our servers till the time the receiver has received the data. Once the transmission has been successfully completed, the data/document will be deleted from our servers.
- The members always have ownership and control over their data on our platform. No data will be shared within and/or outside the platform without the consent of the data owner.
- All data storage as well as transmission will be encrypted to ensure security against data theft.

Simplified architecture diagrams of how we handle data “**at rest**” and data “**in motion**” in our platform have been provided below for a better understanding of how it all works.

Data “at rest” in our Application Platform

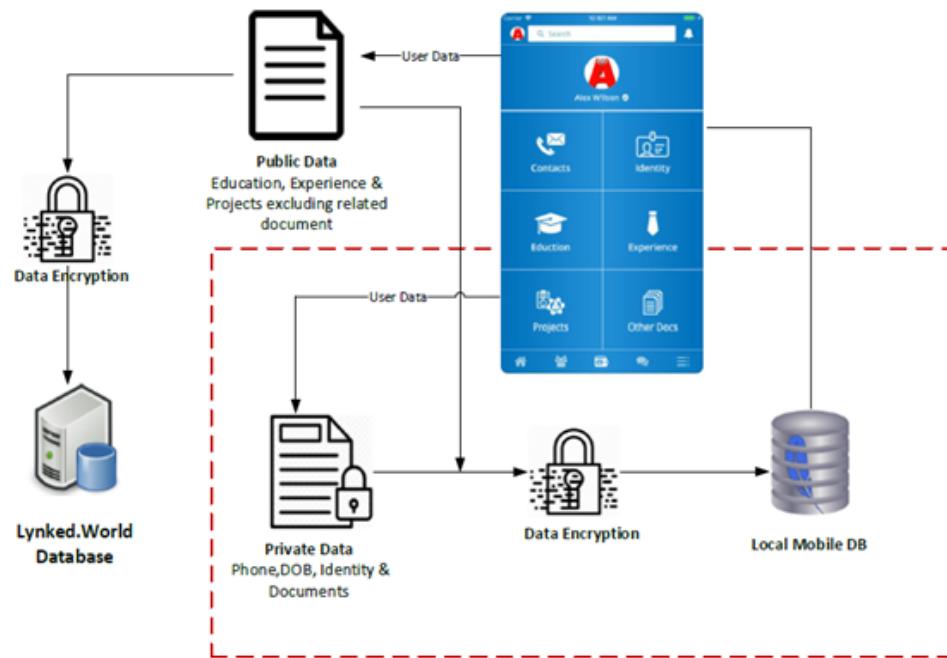
Lynked.World Data Storage Architecture





Data "in motion" in our Application Platform

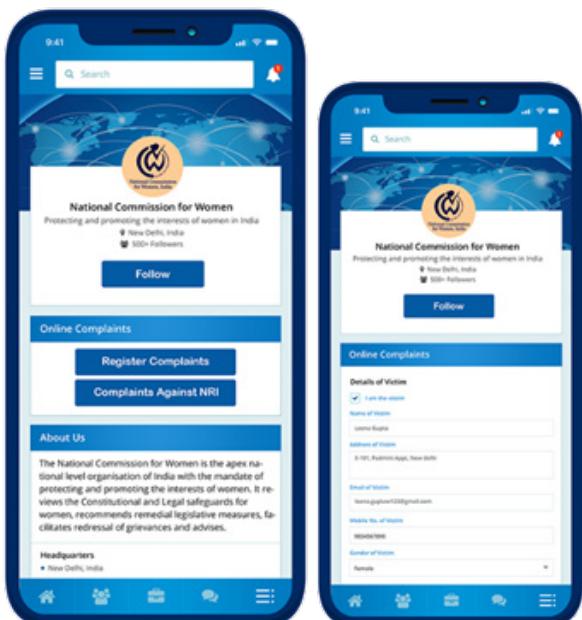
Lynked.World Data Storage Architecture

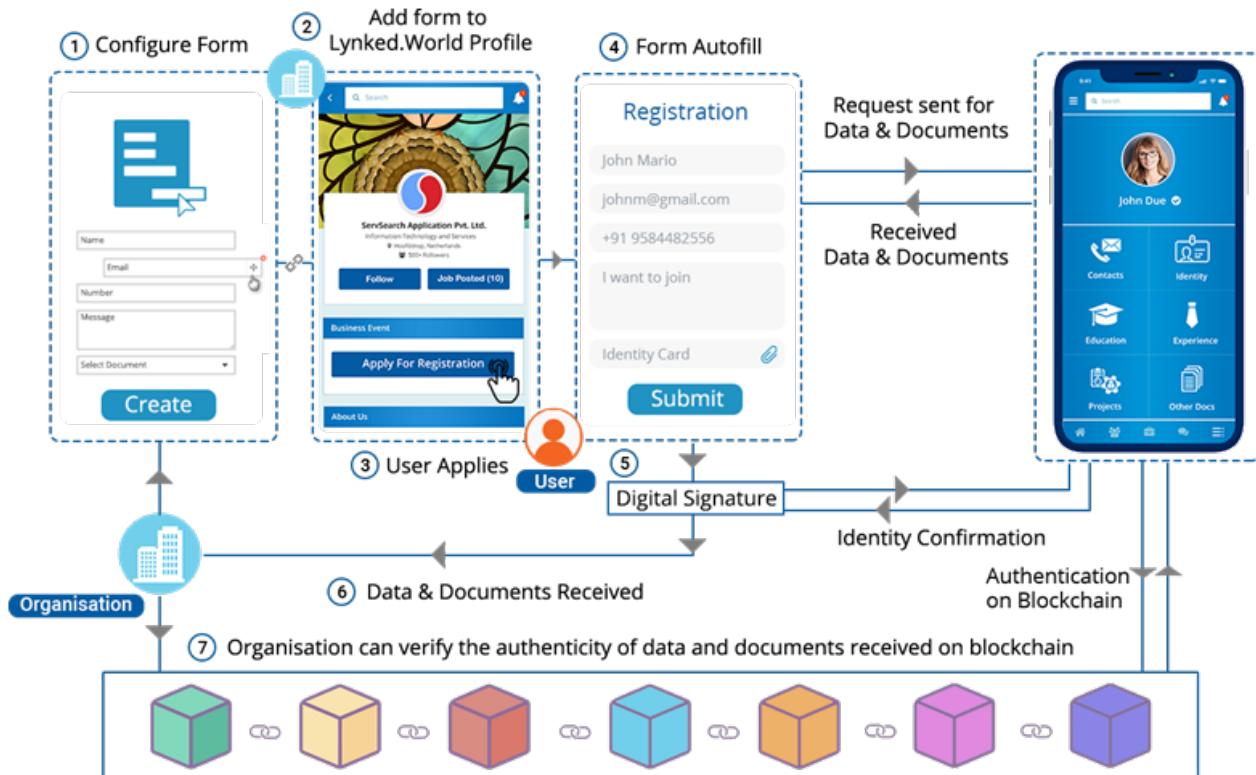


Dynamic Profile/Configurable Forms

The development platform offered by us, empowers any organization to easily create forms, and fluidly deploy the same for multi-area usage. A good example being applications or request forms for different services – services that are intended to be provided by the organizations to consumers via our platform. All the while users will have access to the authenticated digital identities created in our environment thanks to our platform.

Continuing from the above example, a user can visit the profile of these organizations and can apply for any of the various services available, by digitally completing and signing an Application form. As an added benefit, the platform also supports the forms to be filled automatically from the user's profile. Any document required for the purpose of the application can also be automatically attached from our digital wallet and submitted along with the signed form.





Support for Independent Applications

Lynked.World Application Platform also supports applications built by external organizations and third parties, to be hosted on our platform. Not only are we providing the base on which applications can be built, but we are also assisting in making the development of such applications easier, by providing commonly used "enablers" as pre-packaged units ready to be configured and used, for specific use cases in any new application. These are actually mini applications in themselves which can be changed and tailored fit for multiple scenarios according to needs. A sneak peek to some of those "enablers" in the making are presented below:

Q-APP

An identity-based application to place users in a virtual queue, for availing certain services sequential way i.e. to simulate a first come first serve working basis.

Features

- Easy adaptability to cater to different kinds of auction scenarios
- Unique and Verified Identity of participants
- Verifiable and auditable transactions on the platform
- Enabling authorities to issue digitally signed documents to user wallets





Multi Signature Contract

Reliably signing a contract when the signatories involved are at different locations or are on the move is still not manageable in a convenient way. Lynked.World's Multi-Signature Contracts based on Ethereum blockchain aims to make digitally signing of contracts convenient and worry-free.

Features

- Multi-tier identity authentication
- "Sign off on the go" – On your mobile device
- Signature capture using QR codes
- Immutable data on contracts and agreements signed on the blockchain



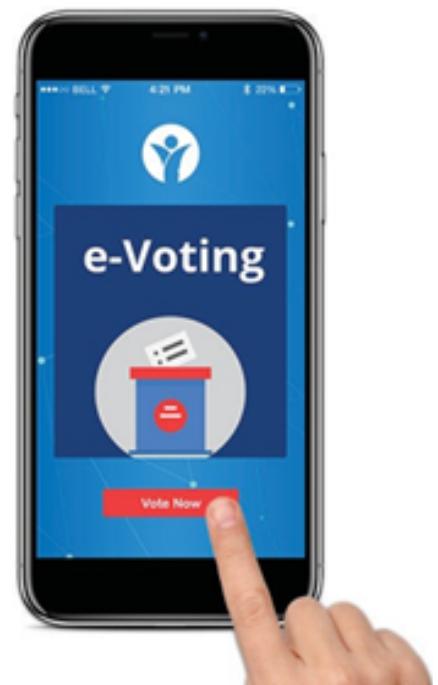
Blockchain based e-Voting

With so many transactions and activities being possible online, why can't we vote online?

e-Voting scenarios appear quite frequently in many use cases and hence our platform will also provide a blockchain-based voting system that makes voting completely secure and tamper-proof. Our application can be tailored to be used for different kind of voting scenarios – government, corporate or private.

Features

- Easy adaptability to cater to different kinds of Voting scenarios.
- Verified and trusted Identity of participants.
- Tamper-proof and interference-free data on votes allowing effective audit trails
- Low cost and convenient





Blockchain based e-Auction

Reliable transaction and security are the two most significant points of concern in e-Auction. Our e-Auction app build on blockchain technology has the element of trust and reliability infused in it. The e-Auction application can be used for auctions to be held online.

Features
<ul style="list-style-type: none">• Easy adaptability to cater to different kinds of auction scenarios.• Trusted and Verified Identity of participants.• Verifiable and auditable transactions on the platform• Low cost and convenient

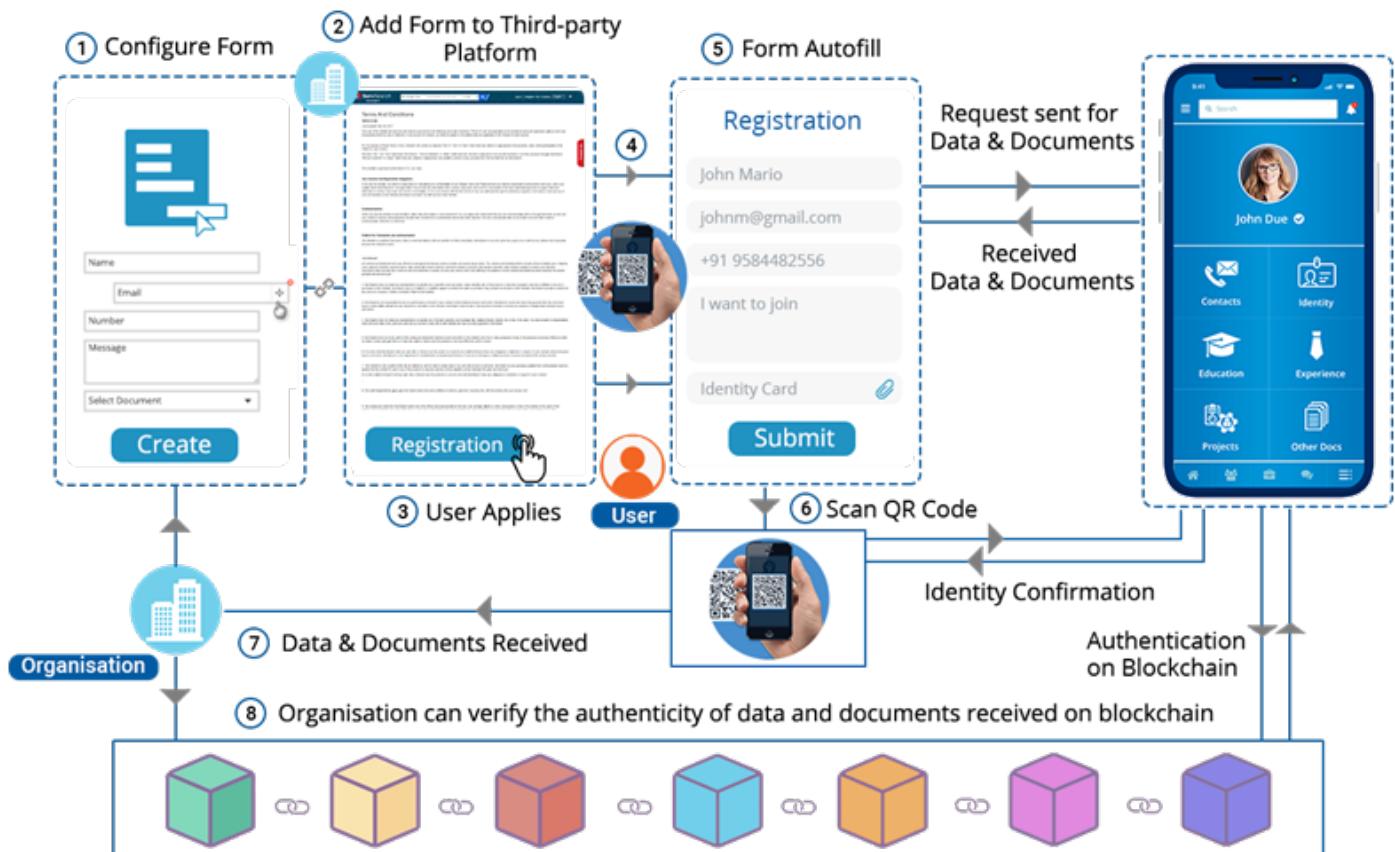


Access to Identity and other API's

We are also developing a host of Application Programming Interfaces that can be called by any third-party application after authentication. This provides them access to the authenticated profiles created in our digital environment and also gives access to other data in the same ecosystem, on need basis, subject to authorization from the users.

Features
<ul style="list-style-type: none">• API/Plugin for secure logon on websites using Lynked.World digital identity for identity verification• API's for accessing various other components in the Lynked.World eco-system such as Configurable forms, Professional Network profile and Job Portal

An example of how our API's can be used to implement the configurable form feature in other websites is below



Trusted Professional Network

Professional Networks are not new, nor is the concept of user profiles being created within the domains of each professional network. Our platform, however, takes it up a level more by making the network more secure and trustworthy owing to the identity and credential verification possibility, as discussed earlier. Solving one of the major issues plaguing professional networks today, around the topic of completeness and correctness of the data shared in individual profiles – that is our mission.

The vision that we share for the future of professional networks is when members no longer have to question whether the identities and data associated may be trusted

– irrespective of the profile or the data content. We, at Lynked.World Professional Network, are ready to be the torch bearers of such a beneficial change, uplifting our professional lives and relations in many different ways. With our combined effort, thoughts of suspicion towards digital identities will say goodbye as we welcome this new chapter with thoughts of faith.

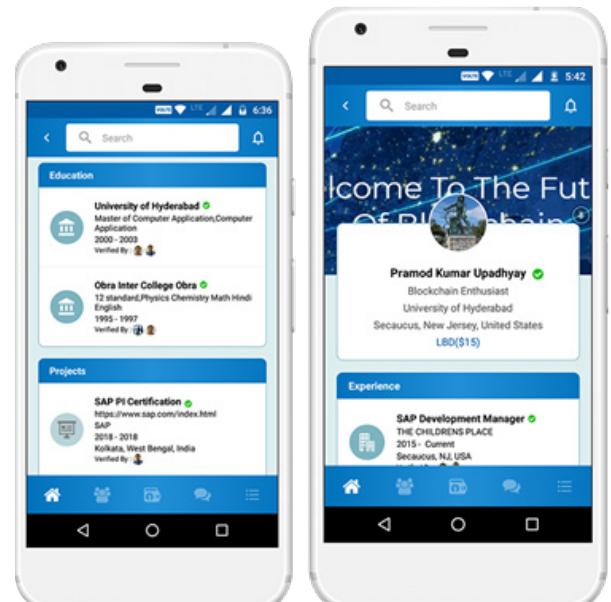
A picture is worth a thousand words. With the images below, we humbly attempt to exemplify how we envision such professional networks with digitally authenticated data on blockchain:



“Connecting Professionals and Organizations through blockchain – A trusted professional network”.

Features

- A trustworthy professional network owing to the authenticity of the data and the digital profiles
- Get professional credentials/certifications/projects verified by the source authorities issuing those credentials
- Supports endorsement and recommendations for co-workers/colleagues
- Subscribe to interested job postings/companies for staying up-to-date on news and new openings
- Messaging within professional network
- Create Blogs, Posts and Surveys and get rewarded for your contributions
- Participate in discussions and polls and get rewarded for your participation



And yes, there is a video [here](#) if you would like to indulge more!!!

Job Portal

The Lynked.World Job Portal has materialized as a natural outcome of and complementing our other two products - “Digital Identity and Background Verification Platform” and “Trusted Professional Network”. The portal will help employers post job openings without involving any third party in the process, thereby reducing cost and increasing efficiency of the recruitment process. Verification of profiles and screening of suitable candidates can now be executed in a much simpler and faster way, relying solely and wholly on the trust embedded in and enforced by the ecosystem on all individuals’ identities, their shared data being readily available on the platform. Viewed from the candidates’ perspective, they would

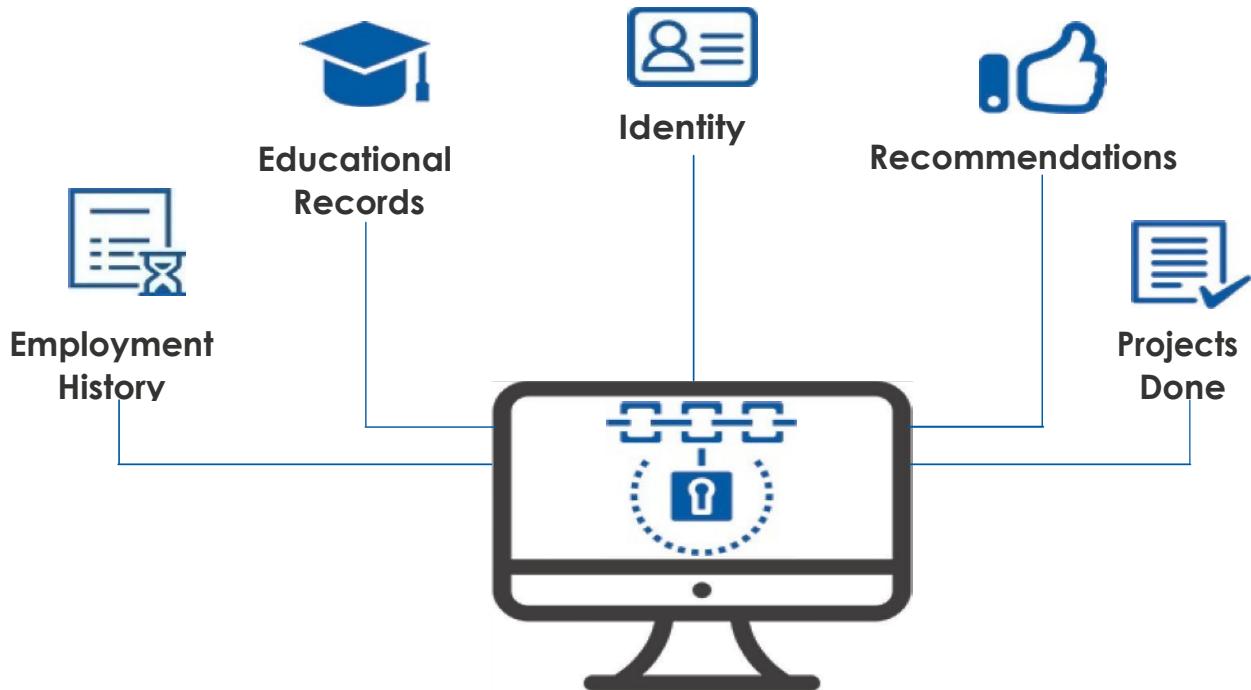
now get better opportunities based on real competition in the job market without having to trail in the race because of inflated profile, that are so often found on current prevalent job portals. A perfectly balanced win-win situation for both employers and prospective employees is the desired accomplishment of our job portal platform.

“Job Openings for trusted professionals”.



Features

- A Job Portal to identify and select authentic and trustworthy professionals
- Allowing Users to subscribe to new openings from specific organizations
- Removing any intermediaries for any background check as the identity and background can be verified directly in the platform.
- Rewards system for job referrals





Putting it all "Together"

All this while we have elaborated on the different components comprising our ecosystem, highlighting the features of each and every building block and emphasizing their use cases to certain extent. We are on the path to building a state of the art modularized solution for the future, harnessing the power of blockchain, and at the same time making it relevant for disrupting the current status quo of digital applications.

With this in view, our ecosystem consists of multiple individual components which when used stand alone can cater to providing solutions for specific problems in today's digital world; however, it is also to be noted that each of our modules are built from ground up to be able to work seamlessly together when used in conjunction with each other. This makes the suite of our products extremely flexible and relevant for being used across a host of services being either provided by organizations or being consumed by end users across many industries and verticals. We are not only relevant for "consumers" of digital services but also "service providers" in a multitude of ways. The boundaries are indeed "Endless".

In the next sections we elaborate the possible use of one or more of the components in our ecosystem to enhance the digital experience in two real life scenarios today.

Check-in Process in Hotels

Hotel Check-in processes mostly start off with providing an identity document which is physically copied and, in many cases, even filling up a form with the identity, address and such data of the guest. This experience, in short, is not the most efficient and needs physical identity documents to be presented when asked for registration.

Fast forward into the future, where both the hotel and the guest are members of the Lynked. World Platform - We envision an elite digital experience in the check-in processas can be seen in the visual below.



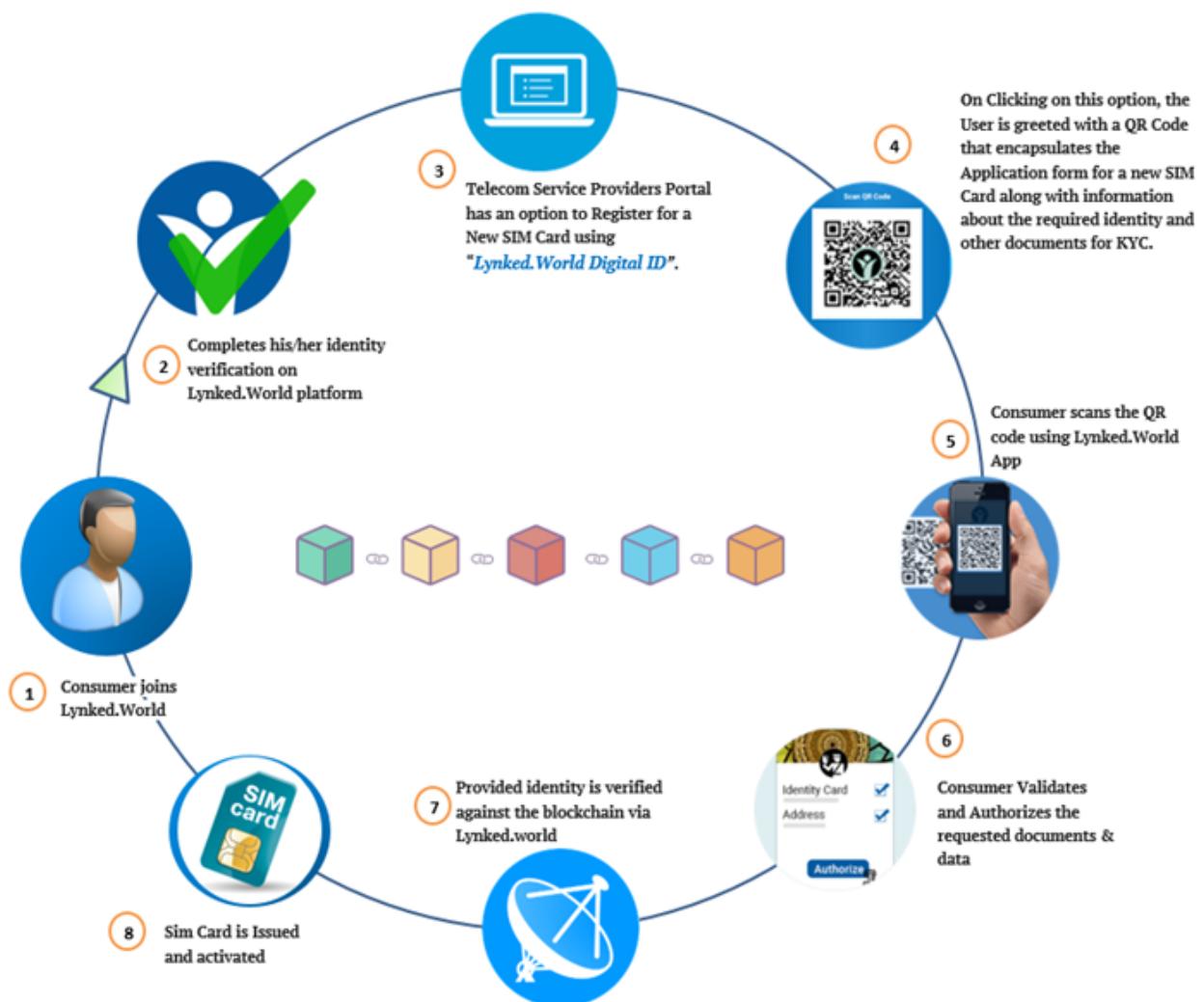


Application for a new Service (SIM Card)

Application for a new SIM Card almost always involves the requirement of identity documents and a KYC process to be in place based on government issued identity documents such as passports and national identity cards etc. and an address proof. In many cases today, the only way to get a sim card is to walk down to the nearest retail store of the telecom service provider to hand over self-attested physical copies of documents for the KYC process when applying for a new SIM Card.

To emulate a real-life scenario, we assume at this stage that the Telecom Service Provider does not provide the service of onboarding new clients (and hence issuing new SIM cards) directly within our ecosystem. However, the service provider does use our API's on their own platform to enable Lynked.World members to avail the flexibility offered by the ecosystem.

The Consumer, on the other hand, is a new member of our platform.





Digital Access Cards

Access/Identity Cards are almost inherently used in all corporate offices worldwide today providing access to authorized office premises and facilities within the premises. In most cases, the access/identity cards are in the form of physical cards which are required to be carried all the time in person. Loss of such identity cards lead to risk of misuse and security breaches and pose a serious threat to the organisations.

Combining the features of Lynked.World verified Digital Identity, secure storage in the Digital Wallet and ability to share digital identities by scanning QR codes; the need for physical identity/access cards may be replaced and/or completely eliminated. In the future, access cards in corporations can be directly

issued to a user's Digital Wallet with encrypted access and privileges authorizing access to specific premises and services etc. This transformation will allow the Users/employees to prove their corporate identities, get access to the authorized premises and services etc., solely using their personal digital devices (such as a mobile phone) without having to carry any access/identity cards in person. At the same time, the possibilities of using existing security features such as fingerprint sensors, face recognition, iris scanning etc., which are inbuilt in most personal devices today, reduce the risks associated with misuse and security breaches associated with the use of physical access cards.

LYNKED.WORLD Token based economy

The Lynked.World ecosystem intends to grow as a closely-knit community of digital profiles built on the blockchain platform, with authenticated identities and data facilitating the reliability on profiles, content, credentials and data shared in the platform, and in turn open avenues for various kinds of services and utilities being offered over the platform. The platform also welcomes the world outside the Lynked.World environment, by being accessible for third party applications to be hosted on it, enjoying the benefits of the unique combination of data storage and data validation, as offered by the platform.

This to-and-fro transaction of services on the platform, also necessitates the concept of having the transfer of certain "Value" for the service being provided and availed over the platform. Our incentive mechanism for such storage and transfer of "Value" in the context of services will be handled using the "**LYNK**" token which serves as the **first asset class** in our ecosystem.

All interactions on the Lynked.World platform are viewed in terms of services either being provided by one entity to another or services being availed of by one entity from another.



"LYNK" Token

The "LYNK" token is an ERC-20 standard token built on the Ethereum platform. It is fractionally divisible, transferable and fungible. LYNK tokens will also be tradeable on cryptocurrency exchanges in due course of time.

"LYNK" tokens will be used for transfer of "value" for any services offered and availed of over the Lynked.World application platform. They act as the medium of compensation for the transfer of "value" between the participants in the ecosystem for performing various transactions, for example, related to the identification and validation of user data and so on.

The token balances and transfers will be tracked by Lynked.World. In the case of any untoward, unforeseen and undesirable incident, such as token theft, contract compromise, or a disrupting change of Ethereum protocol, Lynked.World may opt to freeze token transfers and issue a new token contract with balances replacing that of the original token registry by certain date. In the case of an Ethereum fork, Lynked.World will properly announce which branch it will support.

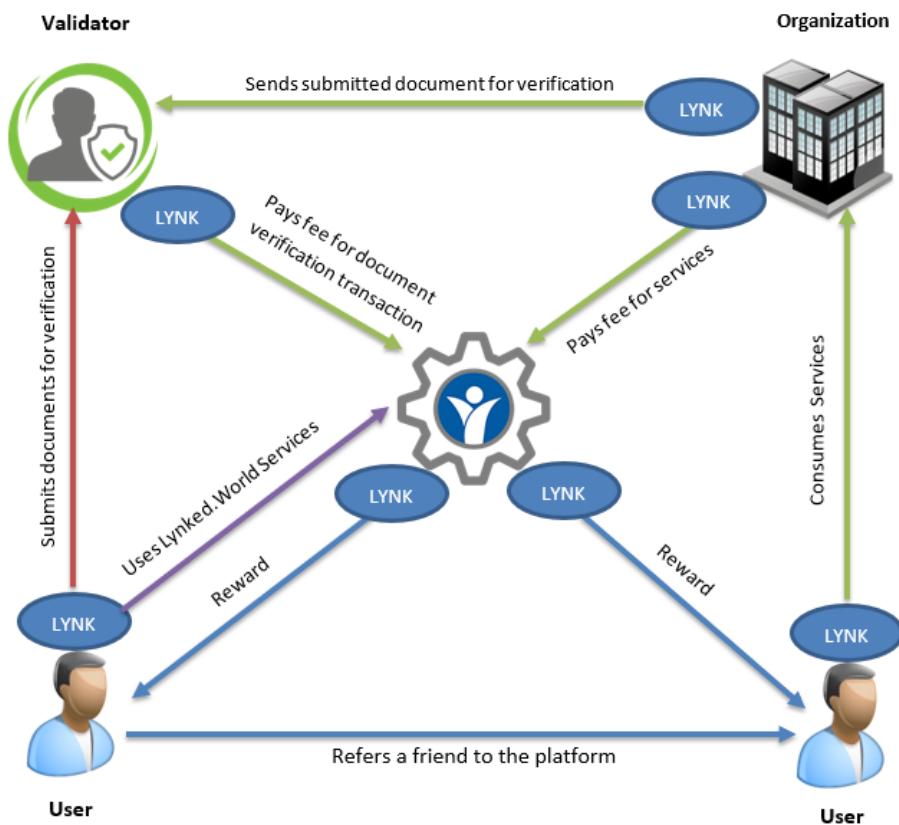
"LYNK" Token Usage

"LYNK" tokens will be used as:

- A medium of exchange of value for services rendered over the Lynked.World platform
- A medium of incentivising participants in the Lynked.World platform for staking (holding) LYNK tokens

Below are some examples on where "LYNK" tokens will be used in our platform. These examples are by no means an exhaustive list and nor do they elaborate details on each and every use case. However, they should provide a good idea of the token based economy and how the tokens will be used:

- For transfer of value when availing services for identity verifications
- For transfer of value when availing services for document/certificate verifications and/or endorsements
- For hosting services (like applications, registration forms etc.) either within the platform or on external platforms using Lynked.World API's
- For verification of the authenticity of identity and digital documents received within the platform using our verification services
- For KYC services
- For rewarding users participating in community activities
- For posting jobs on the Lynked.World Job Portal
- For payment of fee to Lynked.World for using services features such as digital ID cards, attendance registrations etc.



"LYNK" token use cases highlighting examples where "LYNK" tokens will be used as a settlement of value within the Lynked.World ecosystem.

Types of Accounts in the Lynked.World Platform

Accounts for entities (consumers and organizations) in the Lynked.World platform will be classified into three categories based on the number of a minimum number of LYNK tokens staked by the entities in their respective Wallets. The types of account categories along with the minimum number of LYNK tokens to be staked for Consumers and Organizations is as below.

	Basic	Standard	Premium
Consumer	0	10	50
Organization	0	500	5000

Note:

- The minimum number of LYNK tokens to be staked for different account types will depend on many factors along with the price of the LYNK token in the open market
- The above numbers are only for reference and might change with the adoption of the LYNKED.WORLD platform



Account Types and LYNKED.WORLD Services

Services consumed within/made available by using any of the features available in the LYNKED.WORLD platform will require a transfer of value (in most cases) via transfer of a predefined amount of LYNK tokens between the service provider and the service recipient. The type of the account (Basic, Standard and Premium) will play a part in determining the transferrable "value" for the services along with other factors (such as the type of service

and the market valuation of LYNK token etc.). In all cases, with the increase in the minimum number of LYNK tokens being staked, the cost of a service (value) would be driven lower as certain quantities of services will be rendered free (without any transfer of value). This in turn would enforce that a "Premium" account could avail and/or offer a service at a lower value compared to a "Standard" account and so on.

Token Issue and Distribution

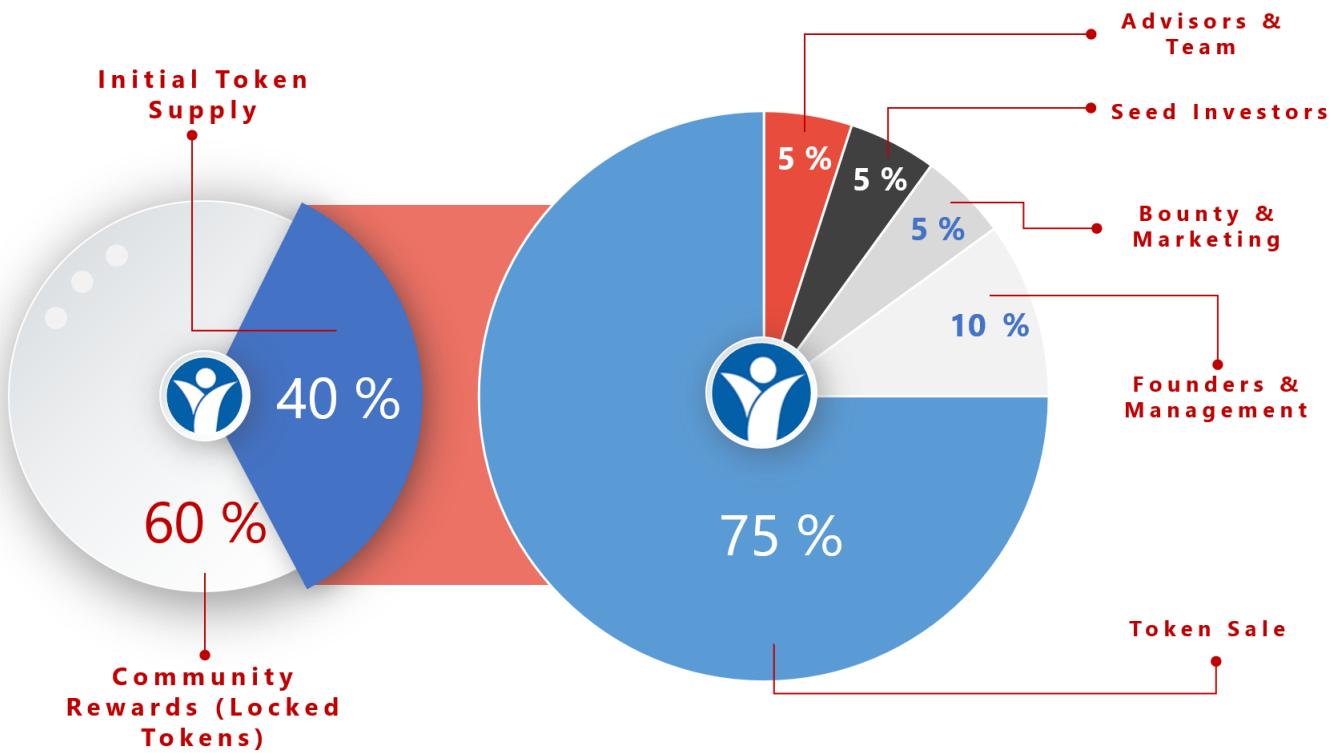
The total number of LYNK tokens that can ever be issued is 500,000,000 (500 million). The initial issue of tokens will be 200,000,000 (150 million offered during token sale) of the total available tokens. In order to ensure organic growth of the platform and to make sure that LYNK tokens are generated in a fair and transparent way, new LYNK tokens after the initial issue of 200,000,000 can only be generated from the reserves based on redemption of Lynk Boost Dollars into LYNK (see Lynked.World User Rewards system for more details). This ensures that there is no oversupply of LYNK tokens and they are introduced into the ecosystem only

as the adoption of the platform grows with time. The total amount of tokens which can **ONLY** be generated based on adoption of the platform via our Community Rewards program is **300,000,000 (300 million)**.

Once the total number of LYNK tokens issued reaches 500,000,000 the company will initiate buyback programs to purchase LYNK tokens from the open market to be able to continue with the "**User Rewards System**" ensuring continued growth and adoption of the ecosystem.

The distribution of the initial circulating supply of 200,000,000 tokens will be as below.

Token Distribution	Quantity	Percentage
Advisors & Team	10,000,000	5%
Seed Investors	10,000,000	5%
Bounty & Marketing	10,000,000	5%
Founders & Management	20,000,000	10%
Token Sale	150,000,000	75%
Circulating Supply	200,000,000	



The tokens allocated to the Founders and Management in the project will be frozen for the specified durations listed below:

- 50 percent of the tokens allocated to the Founders and Management will be frozen for a period of 6 months starting from the ICO Completion date during which the tokens cannot be withdrawn
- Remaining 50 percent of the tokens allocated to the Founders and Management will be frozen for a period of 12 months starting from the ICO completion date.

Supply and Demand of LYNK Tokens (Token value appreciation)

The initial supply of LYNK tokens will be 200,000,000 (200 Million). Any additional LYNK tokens will only be generated via the LYNKED.WORLD User Rewards System (maximum 300,000,000 in addition to the initial supply) in a planned and phased manner. Part of the initially issued LYNK tokens will be locked up by members of the LYNKED.WORLD platform based on the type of accounts that they create on the platform (Basic, Standard and Premium) as explained in the previous section. The appreciation in value of the LYNK tokens will be driven by the diminishing supply and increasing demand of the LYNK tokens for availing/ providing services over the platform

with the organic growth and adoption of the LYNKED.WORLD platform by end users and organizations. The supply will be reduced with end users and organizations locking LYNK tokens in their wallets for "Standard" and "Premium" accounts. On the other hand, the demand will increase with increased user base and as and when more and more services are being offered and consumed using features provided by the LYNKED.WORLD platform.

The effect a growing network of users and organizations on the supply side of LYNK tokens has been elaborated below with hypothetical examples:



Yearly growth in end user adoption of Lynked.World Platform

Year	Basic (70 %)	Standard (20 %)	Premium (10 %)	Total End Users
2019	3,500,000	1,000,000	500,000	5,000,000
2020	7,000,000	2,000,000	1,000,000	10,000,000
2021	17,500,000	5,000,000	2,500,000	25,000,000

**The assumed split between "Basic", "Standard" and "Premium" accounts has been estimated to be 70 %, 20% and 10% across all the years.

Yearly growth in locked "LYNK" tokens by end user accounts

Year	Basic (0 LYNK tokens locked per account)	Standard (10 LYNK tokens locked per account)	Premium (20 LYNK tokens locked per account)	Total Locked LYNK tokens
2019	0	10,000,000	25,000,000	35,000,000
2020	0	20,000,000	50,000,000	70,000,000
2021	0	50,000,000	125,000,000	175,000,000

**The calculation above is based on the locked LYNK tokens by end user accounts as elaborated in the "Yearly growth in end user adoption of the Lynked.World Platform".

Note:

- The above numbers are hypothetical and are for explanatory purposes only. The idea is to elaborate how locked tokens by new accounts and increased adoption of the Lynked.World Platform will contribute to the reduction in supply and increase in demand of the LYNK token.
- It is also to be noted that the minimum number of LYNK tokens to be staked (locked) will also vary depending on many factors, as such the calculations will not be as simplistic as shown above.



Token Sale

Lynked.World token sale will be a capped sale for **150,000,000 (150 Million)** LYNK tokens and will consist of a **Private Sale** and **Public Sale** of Lynk tokens. The proceeds from the token sale will be used towards development and promotional activities for the Lynked.World Application platform and its suite of applications as previously highlighted in this whitepaper.

Details of the **Private Sale** will be exclusively announced on our Token Sale website <https://tokensale.lynked.world>.

The **Public Sale** will start from **15th November 2018** and will run till the **10th of February 2019**. Participants will have the ability to contribute and receive LYNK tokens in exchange for their BTC/ETH by sending them to a designated address to be announced on our official Token Sale Website. Further conditions of the token sale are mentioned in the section below.

Conditions of Sale

Lynked.World Token Symbol	LYNK
Token Standard	ERC20 (Ethereum)
Total Token Supply (Max)	500,000,000
Lynked.World Community Reward Pool (Locked tokens)	300,000,000
Initial Token Supply	200,000,000
Tokens Available for Token Sale	150,000,000 (including both Private and Public Sale)
Start Date	November 15th, 2018
End Date	February 10th, 2019
Price of LYNK token	0.35 USD
Additional Token Distribution	New LYNK tokens after the initial issue of 200,000,000 can only be generated from the reserves based on redemption of Lynk Boost Dollars into LYNK. Once the total number of LYNK tokens issued reaches 500,000,000 the company will initiate buyback programs to purchase LYNK tokens from the open market to be able to continue with the " User Rewards System ".
Further Token Issues	None
Payment Method	Bitcoin (BTC) and Ethereum (ETH)
Hard Cap	25,000,000 USD
Soft Cap	5,000,000 USD
Unsold Tokens during Token Sale	Any Unsold tokens after the token sale (based on the hard cap of 25 million USD) will be moved to the Community Reward Pool



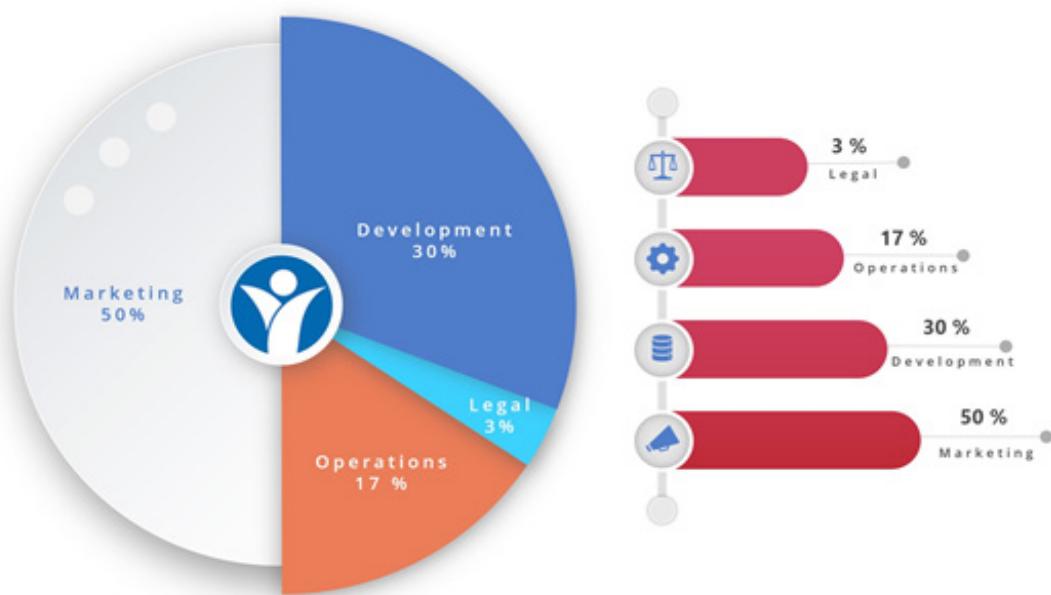
Public Token Sale Timelines and breakdown of discounts

The LYNK Public Token sale will start on the 15th November 2018 and continue till 10th February 2019. The entire sale has been broken down into 4 individual rounds with varying discounts to the base price (0.35 USD) for each LYNK token.

ROUND 1	ROUND 2	ROUND 3	ROUND 4
15th Nov -06th Dec 2018	07th-28th Dec 2018	29th Dec 2018 -19th Jan 2019	20th Jan -10th Feb 2019
35% discount	25% discount	15% discount	0% discount
0.2275\$ Price per LYNK Token in USD	0.2625\$ Price per LYNK Token in USD	0.2975\$ Price per LYNK Token in USD	0.35 \$ Price per LYNK Token in USD

Budget Allocation

The funds raised during the LYNK Token sale will be used as follows:





Development (30%)

Efforts in developing additional features of the ecosystem, smart contract developments, architecture enhancements, collaborating with partners to integrate new features and completion of other milestone objectives.

Marketing (50%)

Investment in different marketing efforts with partners and using PR agencies to increase brand presence, showcase product, onboard end users and businesses using digital media, events, conferences and so on.

Operations (17 %)

Corporate development and expenditure across various company expenses such as premises, facilities, travel, administration, taxes etc.

Legal (3%)

Regulatory and legal expenses.

Important Information about LYNK Token Sale

- All contributors towards the token sale have to be whitelisted via a KYC process. More details about the same will be available in our token sale website (<https://tokensale.Lynked.World>). Token Sale contributions will only be accepted from whitelisted profiles.
- Residents (tax or otherwise), citizens and green card holder of the United States of America (USA) and its territories are forbidden from taking part in the Lynked.World Token Sale
- Lynked.World is not responsible for lost contributions in BTC and ETH due to them being sent over to any addresses outside the list of addresses officially announced for token sale contributions on our token sale website.
- No contributions should be sent from any wallets on any exchanges (such as Bittrex, Poloniex, Binance etc.) as this will lead to loss of the contributor's funds. Lynked.World is not responsible for such losses.
- Once the Token Sale is over, the LYNK Tokens purchased by the contributors will be sent to the ERC-20 compatible wallet addresses as provided during the Token Sale registration and whitelisting step.
- For more information on our Token Sale please visit our official token sale Page at <https://tokensale.lyned.world>



Lynked.World Rewards System and "LBD" (Lynk Boost Dollars)

The mere creation a new digital ecosystem is not enough for redefining the current industry equations. We acknowledge the fact that rapid adoption and growth will perhaps play the most vital role in assuring the impact we want to have in this new digital age. Consequently therefore, recognizing contributions of all kinds (for their content, referrals, promotions etc.) from all entities onboard the platform also is as significant as transfer of value for services provided over our platform. Our platform has an in-built rewards system which facilitates this recognition and rewards users for their contributions to and help with the adoption of the ecosystem using "Lynk Boost Dollars (LBD)". This serves as the **second asset class** in our ecosystem.

The Lynked.World Rewards System and LBD (Lynk Boost Dollars) form the foundation for rewarding contributors in the Lynked.World ecosystem and for creating awareness and promoting adoption of the ecosystem among the masses.

The Lynked.World Rewards System promotes and encourages content creators to publish their content on the Lynked.World platform and in turn get rewarded with Lynk Boost Dollars (LBD) for the same. These rewards (for example) are awarded to users who contribute to the ecosystem via blogs, articles, posts etc. The reward points are calculated based on an internal algorithm, depending on parameters such as the uniqueness, originality, exclusiveness of the content. The algorithm has also been designed to be intelligent enough to stop the abuse of the reward scoring system to deter manipulation and to make sure that rewards are always directed towards genuinely deserving individuals.

In addition to the above, Lynk Boost Dollars are also rewarded to users for promotions, campaigns and activities that would attract adoption of the Lynked.World ecosystem, as also for participating in activities within the ecosystem leading to an ever-expanding digital network of a close-knit community.

The Lynk Boost Dollar is a token relevant only within the realms of Lynked.World eco system. The value of each LBD is pegged 1:1 to the USD (US Dollar). Lynk Boost Dollars cannot be freely traded outside Lynked.World, however, they can be redeemed for LYNK tokens which can in turn be traded on crypto currency exchanges.

After the initial token supply of 200,000,000 LYNK tokens, any additional LYNK tokens will only be available on conversion of Lynk Boost Dollars (LBD) into LYNK. The maximum number of LYNK tokens which can be ever created by conversion of LBD to LYNK is 300,000,000. The Lynked.World rewards system also has inbuilt checks to ensure that the distributed LBD tokens and subsequent conversion into LYNK tokens are only done in a phased and controlled manner.

Currently, we define three distinct ways in which Lynk Boost Dollar (LBSD) tokens can be earned as rewards in our ecosystem - by the broad acts of "Creation", "Motivation" and "Participation", each of which could consist of different actions as illustrated below:



CREATION



MOTIVATION



PARTICIPATION

- Creation of accounts on Lynked.World Platform

- Referring and Onboarding others on our platform

- Participating in discussions, commenting on blogs

- Completing and authenticating profiles on the platform

- Sharing Posts outside the Lynked.Worldecosystem

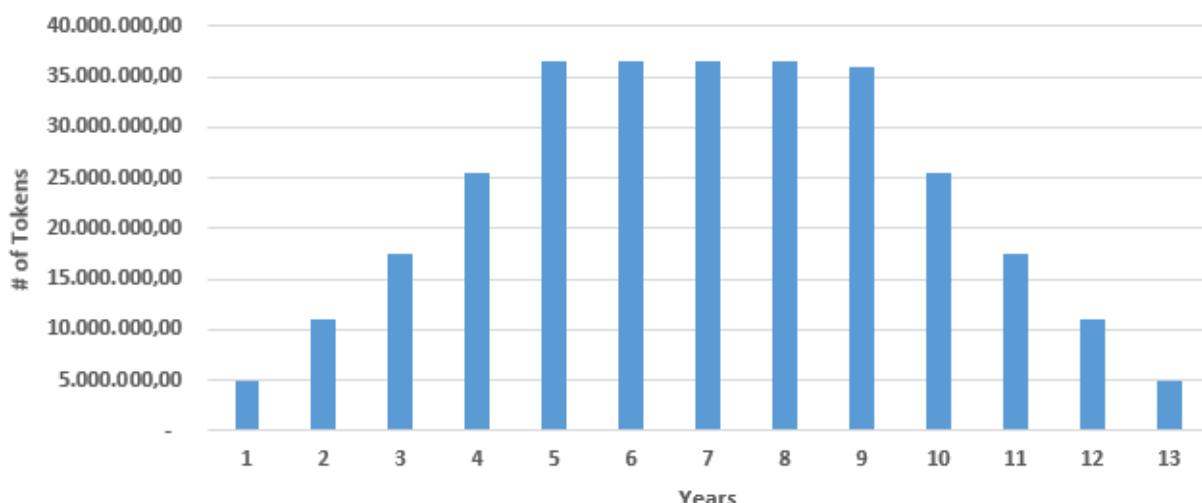
- Participating in Surveys and polls

- Content creation (Blogs and Posts)

Controlling measures in distribution of LBD

To ensure that additional supply of LYNK tokens (beyond the initial token supply of 200,000,000) is not being done at a rapid rate owing to the conversion of Lynk Boost Dollars (LBD) into LYNK, the distribution of LBD will be done in a controlled and phased manner with caps on the maximum amount of LBD being released each year. Additionally, specific locking periods will be introduced within which a member of the Lynked.World Platform cannot convert their LBD into LYNK tokens. This is to ensure that LYNK tokens do not depreciate in value owing to sudden increase in their supply. The amount of LBD that will be unlocked per year is as per the below timelines.

Reward Lynk Unlock Timeframe





Rewards program for onboarding new Users

A special rewards program is also in place for flagging-off the initial adoption of the ecosystem and is in place only for the initial rollout and adoption of the solution. As a part of this program, users are rewarded with Lynk Boost Dollars (LBD) tokens for successfully inviting others to join the Lynked.World platform. This is how it works:

- ▶ The user visits the 'Refer A Friend' section. A referral link is provided to the user which can be copied or sent over an email to one or more friends/acquaintances
- ▶ The receiver of the email clicks on the link, opens the account opening section and signs up for a Lynked.World Account
- ▶ Both the referrer and the referee coming aboard the platform receive a reward of 5 Lynk Boost Dollars (LBD) each, once the new profile has been successfully introduced into and authenticated in the platform
- ▶ If the new user then gets another user successfully on to the platform, you (the first referrer) are rewarded again with 2 Lynk Boost Dollars (LBD) for the 1st indirect referral
- ▶ Further on, there is yet another incentive of 1 LBD rewarded to you on the first indirect referral onboarding a new user via his reference (the 2nd indirect referral) on to the platform.

Note:

- The rewards program for referrals is only a temporary program specially designed to accelerate adoption of the Lynked.World platform.
- As and when the user base of the Lynked.World platform grows, the levels of rewards for subsequent referrals will be eliminated (elimination of the chain rewards for referrals of a referral).
- The referral rewards program will be completely stopped once the total user base in the Lynked.World platform reaches a certain number.



Rewards Redemption

Rewards would be given to Lynked.World users as a part of the Lynked.World Rewards system using Lynk Boost Dollars (LBD). The LBD token is pegged to the US Dollar as 1:1 i.e. 1 LBD = 1 USD.

After receiving their rewards, users can redeem LYNK tokens in exchange of the Lynk Boost Dollars (LBD) held in their accounts partially or in full. The conversion of the LBD tokens to LYNK tokens will be derived based on the market value of the LYNK token at the time of the reward redemption.

For example, assume a user account with 1 LBD as accumulated. The conversion of the LBD to LYNK tokens will take into account the market price of LYNK tokens explained below:

- ▶ If market price of LYNK token is \$1, the user will get 1 LYNK token after converting the LBD into LYNK.
- ▶ If market price of Lynk token is \$0.5, the user will get 2 LYNK token after converting LBD into LYNK.
- ▶ If market price of Lynk token is \$2, the user will get 0.5 LYNK token after converting LBD into LYNK.

Note that users can redeem their reward only when they have accumulated LBD reward balance above a minimum threshold value

governed by the rules of the Lynked.World Rewards System. Currently, the minimum reward redemption threshold has been defined as 25 Lynked Boost Dollar (LBD) for a user to initiate redemption of his/her LBD into Lynk tokens. Furthermore, redemption of Lynk tokens can only happen once the TOKEN SALE for the platform has been completed. Rewards earned in the platform do not expire. However, they cannot be transferred to another account.

Disclaimer:

Lynked.World reserves the right to change the terms and condition of the rewards program at any time without prior notice. Lynked.World tries to provide accurate and timely information on our website, but it may contain inadvertent technical or factual inaccuracies and typographical errors. By participating in the rewards program, you acknowledge that receiving payout is not guaranteed by Lynked.World. Lynked.World does not guarantee payout on every account referred due to misuse of referral link or fraud, but we make a good faith effort to do so whenever possible. Rewards earned cannot be transferred to another account. The rewards program for onboarding new users is strictly a temporary rewards program which will end once enough members (as decided by the management team) have been enrolled on the platform.

Marketing Strategy

At Lynked.World we appreciate the fact that the full potential of our platform can only be realized with the continued adoption of our solution by consumers and businesses alike. Our mission is to contribute to the mass adoption of blockchain based solutions in the near future and we aim to do so by making it easier for both end users as well as organizations to come onboard our platform. With this in mind our Business Development and Marketing team has laid down a concrete marketing strategy to reach out to businesses and consumers in a multitude of ways to drive the mainstream adoption of our ecosystem to help realize our vision for the platform.



Stage 1: Our focus during this stage is to be introduced and accepted by different organizations, institutions, businesses etc. through partnerships. We aim to onboard institutions, businesses etc. on our platform to provide services via our platform for real life use cases using one or more of the features available in our ecosystem. We are already in positive talks with many of such organizations and institutions and have been successful in getting them onboard as our partners.

Stage 2: This stage actually runs in parallel to Stage 1 and relates to onboarding consumers on our ecosystem. Our Rewards Program for referral of new Users in particular will serve as a key to rapid consumer adoption of our platform because of the network effect based on which the program has been designed.

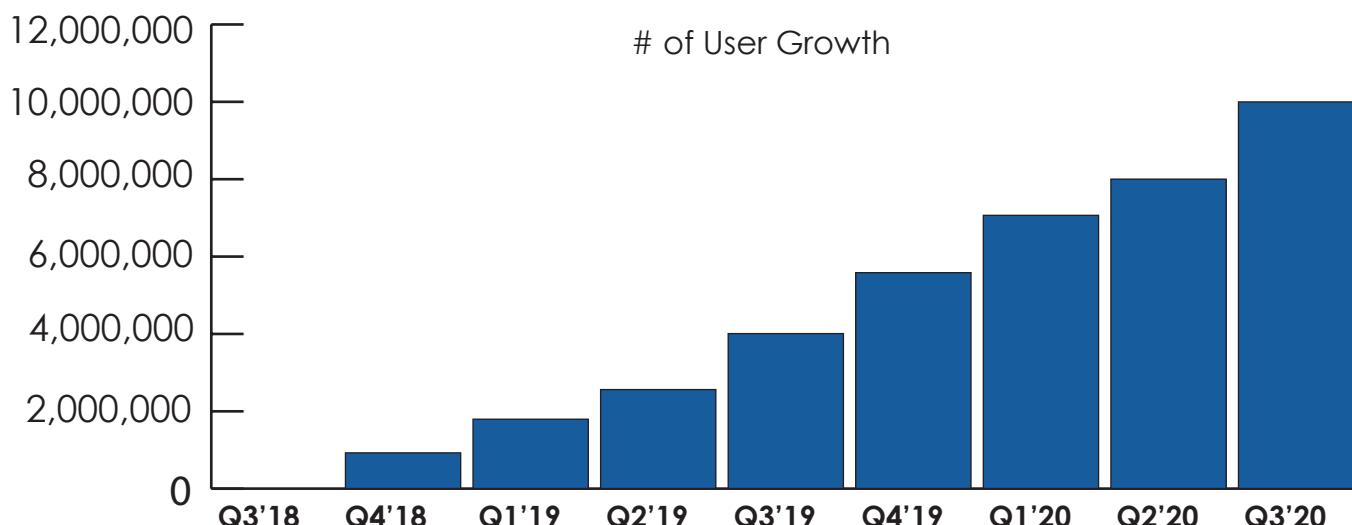
Stage 3: Educating masses about our eco system and our solution using PR agencies. During this stage we will highlight the key features and present the value proposition of our solution to a wider audience via advertisements, events, conferences, running campaigns and so on.

Stage 4: This stage starts once our platform has gained initial traction. Within this stage we will partner with public and government organizations for offering their services via our platform or using our API's. This will in turn help with a broader adoption of the solution by even more consumers and open up avenues for continued growth and creation of value for our platform.

In particular, we are aiming to collaborate with government agencies and provide basic government services on our platform to help drive the mass adoption of our platform at a rapid pace. For example, we have an ongoing collaboration with National Commission for Women, India for providing complaint facilities for masses via our platform.

Added to the above, organic growth of the platform and the users on the platform will be driven by organisations who partner with us and provide services to their own consumers either directly from within the ecosystem or via external portals utilizing our API's.

We have come up with the following numbers in terms of users onboard our platform which conservatively add up to 10 million users by the end of Q3 2020. These calculations are based on the projections considering the current user base in industries we are targeting to partner with and their growth potential for the coming years.





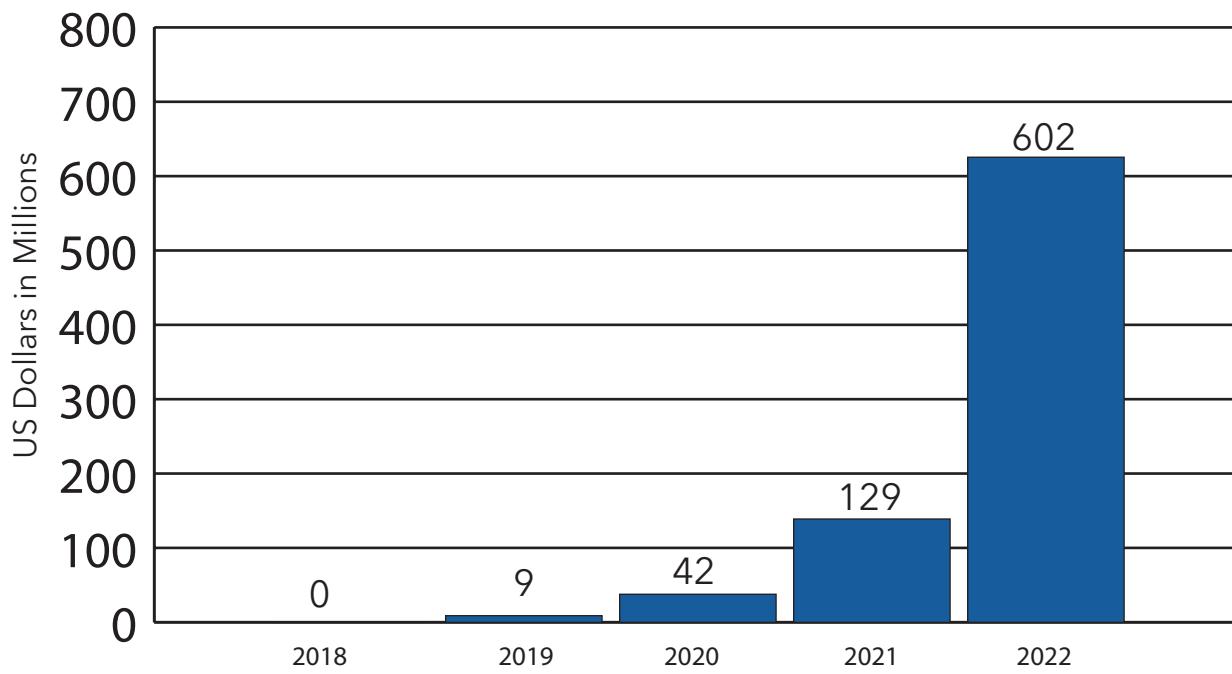
Business and Revenue Model

Lynked.World business and revenue model revolves around a tokenized economy utilizing the "LYNK" token which will be used as a store and exchange of value within the platform (ecosystem). Our revenue model is based on commissions paid in LYNK tokens charged by Lynked.World whenever specific services are being offered by businesses on our ecosystem and/or externally using our API's. At the same time, in some instances, end users availing services over our platform also will be charged a minimum service fee for using certain premium features within our platform.

A core contributor towards the success of our Business Plan is the adoption of our platform by end users and businesses (and/or organizations) for one or more of the features that we provide in our application development platform as has been already elaborated in the previous sections.

Based on certain estimates on the adoption of our platform and considering the economic potential of only the following four of our services- Digital Identity and Document Verification, Digital KYC, Configurable Forms and Issuing/sharing digitally signed documents via our Digital Wallet - our Market Research Partners have come up with the projections below for the yearly revenue potential (for the next 5 years) across the different industry verticals that we aim to target. Considering the current market potential and future projections for the segments we are targeting, we believe that the below projections are achievable with less than 1 % market penetration into the different segments and industry verticals**. To this effect, we are already in discussion with many organisations both in the government and private space to onboard them as our partners contributing to the adoption of the platform in the near future.

YoY Revenue Growth Projection



** Estimates have been converted to USD terms based on the number of possible transactions for each service for each vertical.

** The current estimations are based on certain assumptions of successfully onboarding specific number of partners/organizations/end users on our platform during the next 5 years



Key Target Industries



EDUCATION



HEALTH



GOVERNMENT



FINANCE



HOSPITALITY



HUMAN RESOURCE



INSURANCE



LEGAL



Competitive Analysis

Lynked.World is a complete application development platform and an ecosystem in itself which consists of both ready to use products for end users and building blocks for other organizations, businesses etc. to offer services harnessing the power of blockchain, albeit, in a much easier, quicker and simplified manner. In many cases, the features in our application platform can be compared to similar features offered by other products in various stages

of development. However, when scrutinized, it should be evident that the scope of our platform is much wider compared to our competitors. This is what enhances the value proposition of our ecosystem makes it more attractive for both end users and businesses.

Below is a brief feature based comparison of our platform with some other competitors which should be able to highlight our edge over the rest.

Feature	Lynked.World	Civic	SpringRole
ID Based Secure Logon	●	●	●
Digital Wallet	●	●	
Blockchain based Verification of Digital Documents	●	●	
KYC Services	●	●	
Configurable Forms	●		
Document sharing via QR Codes	●		
Application Development Platform	●		
Trusted Professional Network	●		●
Dynamic and Configurable Profile	●		
Configurable QR Code	●		



Awards and Mentions

The Lynked.World Platform was officially inaugurated at the 58th National Cost Convention 2018 organized by The Institute of Cost Accountants of India. The event was attended by renowned dignitaries in India.



* CMA Asutosh Saitwal (Founder & CEO Mavenick Consulting) * Mr. Debasish Biswas (Chairman & MD Glocal Confederation Ltd.) * CMA Sanjay Gupta (President ICAI) * CMA Ramesh Subramanyam (CFO TATA Power Co. Ltd) * Mr. Arun Kumar (Founder & CEO Lynked.World, KoinWorx BV) * CMA Parth Basu (Global Process & Operations Head - Finance AkzoNobel NV)



Lynked.World Solutions has been awarded in three categories by World HRD Congress and Economics Times in World HRD Congress Conference in Mumbai. This conference was attended by dignitaries from 130 countries.

Our Awards



Awarded By



Where we are Today and Future Roadmap

We, at Lynked.World, had set sail on this journey of providing an application platform based on blockchain technology and bring all the inherent benefits of trust and authenticity of digital identities and data, at the beginning of 2017. We have a talented team of developers, advisors and professionals working across multiple locations around the globe, who are motivated and committed to transform this amazing team effort into a noteworthy success story.

The official inauguration of the building blocks for the application platform and certain products in our portfolio was done in early 2018 at the 58th National Cost Convention 2018, organized

by the Institute of Cost Account of India. With the initial components of our platform already in the finishing stages of development and with the influx of new talent in our teams across our different locations, we are now positioned very well to evolve the platform to its next level and unlock its true potential, and thereby realize our dream of being a trusted network of digital identities and content in the coming future, harnessing the power of blockchain.

The timeline below represents the achieved and planned milestones for the features in our Application development platform and suite of products.



Roadmap







Strategic Planning and Budgeting *

Features / Milestone	Soft Cap (\$5,000,000 USD)	\$15,000,000 USD	Hard Cap (\$25,000,000 USD)
Digital Wallet	●	●	●
Share document via QR code	●	●	●
Dynamic Profiles & Configurable Forms	●	●	●
Design and Issue of Identity Cards	●	●	●
Background Verification	●	●	●
Job Portal	●	●	●
Dashboard	●	●	●
Multi Language Support	●	●	●
Digital Signature Integration with other products		●	●
Advance Dashboard		●	●
Multisignature Contract		●	●
Blockchain based E-Auction			●
Blockchain based E-Voting			●
Onboarding government organization for Identity verification	**	**	**
Onboarding Organizations across regions	**	**	**
User Acquisition	**	**	**

* According to the fund raising scenarios

** Targets will vary depending on the funds raised



The Team

Our Team

**Arun Kumar**

Founder and CEO

Arun has more than 15 years of global experience with big companies like NEC, Toyota Motors, Liberty Global, Adecco and Dassault System. He is a professional who flourishes at blending business skills with technical expertise to bolster momentum in business agenda. He helps customers understand blockchain technology and how to apply blockchain to their own business models. He has been the visionary behind the conceptualization and evolution of the Lynked.World Platform.

**Debashish Biswas**

Global Strategy Advisor

Accomplished professional, transformational leader and deft strategist with knowledge, competency and skills transcending multiple sectors - banking, telecom, insurance, multi-level marketing, media and skills and education. Equipped with overall professional work experience of two & half decades, his expertise spans profit center management, general management & leadership roles in large-scale organizations at national and international level.

Debashish, with his broad experience and contacts across multiple domains and sectors will contribute to the vision of the Lynked.World solution by introducing the solution to key opinion leaders in the space allowing the solution to adapt to real business and consumer needs.

**Rishi**

Chief Technology Officer

Rishi is a project manager/director having agile, scrum, DevOps and onsite/offshore team management, risks management and project deliverables work experience. He has in-depth knowledge and a wide range of experience in area of Integration (for example TIBCO, webmethods, iWay, Mulesoft etc.), webservices, microservices, SOA, EDI/EDIFACT, AMQP, WS Security, SOA, SOAP, REST, XML, Cloud Solutions Integration, SaaS (Software as a Service), Cloud Integration and Application Development. At Lynked.World his expertise will be instrumental in the development and roll out of all aspects of the platform.



Alexander Mamasidikov

Chief Marketing Officer

Alexander is a digital marketing professional with more than 10 years of experience in marketing and business development. During his professional activity he has implemented dozens of projects in different areas. At Lynked.World he will be our torch bearer when it comes to finalizing marketing strategies, increasing awareness and projecting our vision to a global audience.



Sunil Kumar

Business Development

Sunil has vast experience in the hospitality sector in business development, strategy consulting and innovation. At Lynked.World Sunil's experience and contacts is of immense importance when it comes to bringing organizations onboard the platform and enabling rapid adoption of the solutions.



Meenakshi Mehra

Client Relationship

Award-winning Customer Experience Professional, skilled in Marketing, Customer Relationships and Strategy. A skilled marketing professional experienced in developing marketing strategies, digital marketing, client communications, she also helps brands to better engage with their consumers. A travel enthusiast with a host of interpersonal skills, Meenakshi is the face of Lynked.World when it comes to communications, building relationship and collaboration with our partners.



Satya Prakash

Chief Cloud Architect

Expert in solution design and architecture with more than 15 years of experience. He is a technology enthusiast, who enjoys exploring new technologies and getting to the root of issues thriving to design a stable, scalable and secure solution. At Lynked.World Satya is responsible for the architecture of the platform and making sure that the different solutions connect seamlessly with one another.



Saravana Malaichami

Blockchain Architect

Ethereum, Solidity and Blockchain Architect

Over 20 years of experience in the IT industry in designing and development of software for enterprise content, document, ecommerce and analytical systems. As the Blockchain Architect at Lynked.World, Saravana manages and supervises blockchain application development .

**Alexis Ernst****UI/UX Architect**

Focusing on Project Management & UX within innovation, with extensive experience and an array of transferable skills gained by undertaking Design Innovation and Product Design roles within various organisations. I am a motivational, optimistic leader that grasps onto new challenges and ideas to help the success of my team.

**Atulesh Kumar****QA Lead and Release Manager**

An IT professional with multi-disciplinary experience in Business Analysis, Implementing Agile-Scrum methodology, QA/Testing Software Products & Application, Project and Release Management. At Lynked.World, Atulesh is responsible for the quality and scrutiny of designs and development. He leads the team of testers and ensures the quality of the application releases/updates.

**Anil Boricha****Technical Team Lead**

Technical Lead and Blockchain Specialist, Smart Contracts Developer & Security expert. 12 Years of experience in full-stack applications development and security implementation. At Lynked.World, Anil leads a team of motivated and skilled engineers and developers for technical implementation and roll out of the Lynked.World platform.

**Jaydev Vaghela****Sr. Software Engineer**

More than 5 years of experience in web development (Back-end and Front-end). Skilled in Blockchain technology, smart contracts and solidity.

**Yatin Dhingani****Sr. Software Engineer**

Integration Expert, Full-Stack Developer, skilled in Restful API & on Node. JS and MongoDB.

**Bhavesh Amin**

Sr. Software Engineer

Full-stack Developer, skilled in Node.JS with open source technologies & Back-end database uses.

**Nishant Kansagara**

Sr. UI/UX Developer

Skilled in Web and Mobile App Design, User Experience and Web Applications.

**Rajat Jayswal**

Sr. Android Developer

More than 8 years of experience in Mobile Technology and Development (exp from work in which company). Creating innovative designs and solutions that are aesthetically astute and contemporary enough to stand the test of time.

**Deepak Bajpay**

Sr. Android Developer

Computer Science and Engineering graduate with proven programming and algo-rithmic skills in android.

**Vishal Gohel**

Sr. iOS Developer

Passionate about Apple Platforms and Technology with experience building and deploying native Apps in both Objective-C and Swift. Loves solving problems, working with new technologies, and crafting well-designed code.



Gayatri Sharma

Test Engineer

MCP & ISTQB certified software test engineer, working collaboratively with QA team to perform end-to-end testing for any new releases and changes.



Pragya Shrivastava

Test Engineer

An experienced software test engineer skilled in requirement analysis, test case preparation, and end-to-end web application testing. Likes working in a challenging & creative environment.



Suryavanshi Gupta

Test Engineer

Focused on understanding customer requirements and converting them into automated test scripts to ensure bug-free product/application delivery.



Our Advisors



Shailendra Bhushan

Rtd. IAS, India



Ian Scarffe
Blockchain - ICO Advisor / Consultant / Strategist



Jason Hung
GFOB cofounder,
ICO Advisor, China



Sydney Ifergan
Crypto & ICO Community
Expert, ICO Advisor



Igor Karavaev
ICO Advisor



Anders Larsson
Founder allcoinWiki



Joakim Holmer
Founder allcoinWiki



Naviin Kapoormer
Blockchain Expert



Professor M.L. Mitra
Founder
National Law College



Arindam Mitra

Principal, DELOITTE TAX



Navdeep Agarwal

General Manager, Jubilant
FoodWorks Ltd.



Kautilya Verma

Cloud HCM Strategy &
Blockchain Enthusiast, USA



Prof. H. K Mallik

Professor, Indian Institute of
Technology Delhi



Amit Singh

Country Head at IFP, Kuwait



Nirmalya Ghosh

CEO at DXCorr Design Inc.



Pablo Nill

Business Excellence SC
Customer Service at
Nestle, Switzerland



Partha Sarathi Guha Patra

Founder at ASADEL
Technologies Pvt. Ltd.



Giorgio Cabai

President STS, Italy



Tomaž Jazbec

Head of Marketing, RUDIS
LLC Trbovlje, Solvania



Our Partners



National Commission for Women, India



**The Institute of
Cost Accountants
of India (ICAI)**

Institute of Cost Accountants of India



A Siemens Business

Dresser Rand, India



Bajaj Industries Pvt. Ltd

Bajaj Industries Pvt. Ltd, India



Child Rights and You, India



Asia and Pacific Alliances of YMCA, India



Indian Institute of Management,
Ahmedabad



भारतीय प्रबंध संस्थान शिलांग
Indian Institute of Management Shillong

Indian Institute of Management, Shillong



Indian Institute of Technology, Delhi



Indian Institute of Technology, Guwahati



Financials Planning Academy, India

seed[®]
beyond the obvious

SEED Infotech Ltd.

SEED Infotech Ltd., India

Aura Hotels

Aura Hotels, India

camfil

Clean air solutions

Camfil, India



Lincoln University, Malaysia



MERCY HEALTHCARE

Mission of Mercy Hospital & Research Centre

— Compassion with Excellence —

Mercy Healthcare, India



The Old Number One
ROTARY CLUB OF CALCUTTA
RI ZONE 6A DISTRICT 3291 INDIA Charter No. 587 Jan 01, 1920
India's First and Asia's Longest Running Rotary Club

Rotary Club of Calcutta, India



MBITION
LEARNING
SOLUTIONS

Ambition · Action · Achievement

Ambition Learning Solutions, India



Bengal Institute of Technology
& Management



GD Goenka School, India



Seacom Skills University, India



Hans Raj Model School, New Delhi, India



Sri Ram School, India



Nirmal Bhartiya School, Delhi



Durgapur Municipal Corporation



Bankura Municipal Corporation

Risk Mitigation

Regulation on Token Sales

Risk: Several jurisdictions, including China, USA and India have different perspective on the concept of use of tokens based on blockchain platforms and their issue as a part of a new platform and/or ecosystem. The regulations themselves around the use, sale and offering of tokens is however currently vague and not concretely established. The US Securities and Exchange Commission (SEC) has issued statement recently that it will evaluate each offering on a case-by-case basis. There is a risk that additional jurisdictions will tighten regulations or outlaw token offerings entirely.

Mitigant: While some governments have been less receptive of the idea of a token based digital economy for the future, the idea of utility tokens and the multiple benefits blockchain based technologies provide have generally been endorsed by almost all governments. Multiple EU jurisdictions have provided guidelines for token sales and offerings which should be viewed in positive light. Although the near future of a token based economy might go through certain uncertainties and discussions, however, based on the many positive impacts blockchain based applications can have on the many real life applications, the future looks bright in general.



Varied Identities

Risk: Government identities across different countries exist in different formats and are issued by different agencies recognized solely within the territories of the respective regulatory framework. In the absence of such a universally recognized identity, it becomes difficult to establish the "**Digital Identity**" of an individual and/or organisation uniquely across different platforms.

Mitigant: The Lynked.World ecosystem, at the very onset, requires creation of a unique digital identity on the platform which can serve as the aggregator for one or multiple government/ and or other identites. Our platform serves as the validator of the identity while doing any digital transactions once such identities are associated with the Lynked.World Identity and verified. This makes us stand out as a unique ecosystem enabling trust and security of online digital identities - a secure platform enforcing the trust, validity and authenticity of identity, data and documents shared digitally.

A Paradigm Shift

Risk: The Lynked.World ecosystem provides an immense opportunity for government organisations, large and medium scale businesses across different industry verticals and consumers to completely move away from paper based physical documents to a completely digital way of processing, signing and storage of authenticated and verifiable documents. Although the technology itself will be made available, this also calls for a paradigm shift altering the current ways of working and major change management to be in place to realize the full potential of the platform.

Mitigant: While "Change management" in itself is seen as a hindrance in adoption of new

technologies; we believe that we have a state of the art solution with evident benefits which would be of appeal to different organisations both in the government and private sector spanning different verticals. By elaborating the potential benefits - in terms of verifiable and authentic digital identity and documents, security, ease of implementation, time and cost savings etc., we should be in a unique position to be able to drive change in organisations and take our plans to fruition.

Consumer Adoption

Risk: The fact remains that without consumer adoption, the targets (both in terms of usage and revenue) that we intend to achieve with our platform might fall short of being realized. Consumer adoption of new technologies tend to start of slowly and only gain traction once the initial critical mass adopts new applications and endorse the benefits the platforms provide.

Mitigant: Our ecosystem is intended to be used by organisations and consumers alike. The suite of our products provide multiple benefits not only to consumers who avail services on the platform, but also to organisations who come onboard our platform to provide services. As such, we believe we are well positioned in terms of being able to drive consumer adoption directly as well as indirectly through our partner organisations. We are currently in talks with many organisations, both in the government and private space, and the features and benefits of our platform has been well appreciated by our partners. In parallel we also have a strategic marketing plan targeting consumers for our initial onboarding along with a referral program to drive adoption of the platform. Finally, our initial market being India, which is one of the fastest growing digital economies of the world, the numbers we target with each partnership ensures an exponential growth of the platform in the near future.



Legal

General Information

The LYNK token does not give any rights to dividends or interests and hence it does not have the legal qualification of a security. The sale of LYNK tokens is final and non-refundable. LYNK token cannot be considered as shares and they do not provide any right to the holders to participate in the general meeting of KoinWorx BV, Netherlands; the parent company and the owners of Lynked.World. LYNK tokens cannot have a performance or a particular value outside the Lynked.World platform and ecosystem. LYNK tokens shall therefore not be used or purchased for speculative or investment purposes. The purchaser of LYNK tokens is aware that national securities laws, which ensure that investors are sold investments that include all the proper disclosures and are subject to regulatory scrutiny for the investor's protection, are not applicable with the sale and distribution of LYNK tokens.

Anyone purchasing LYNK tokens expressly acknowledges and represents that she/he has carefully reviewed this white paper and completely understands the risks, costs and benefits associated with the purchase of LYNK tokens.

Important

The purchaser of LYNK tokens undertakes that she/he understands and has significant experience of cryptocurrencies and blockchain and that she/he fully understands the risks associated with the token sale as well as the mechanism related to the use and storage of cryptocurrencies. Lynked.World and/or KoinWorx BV, Netherlands is not responsible for any situations which might lead to loss of LYNK tokens for a purchaser under any circumstances.

KoinWorx BV and/or any of its affiliates is not considered as an advisor in any legal, tax, financial or investment matters. Any information in this whitepaper has been provided for general information purposes only and KoinWorx BV does not provide any guarantee/warranty with respect to the accuracy and completeness of this information.

This whitepaper is by no means an invitation to enter into an investment in any form in any asset. The whitepaper does not contain any information or indication that should be considered as a recommendation or that might be used as a basis for any investment decisions. LYNK tokens are only utility tokens which can be used solely within the Lynked.World Platform and ecosystem and they are not intended to be used as investment.

The offering of LYNK tokens on trading platforms may be done with the sole motive of allowing the use of the tokens on the Lynked.World Platform and not for any speculative purposes. The offering of the LYNK tokens on trading platforms does not change the legal qualification of the tokens which remains the same and that is for their use in the Lynked.World Platform and ecosystem.

Regulatory measures and rules around cryptocurrencies are evolving and more and more organizations involved with any form of cryptocurrency platforms/offerings are coming under the scrutiny of regulatory bodies. With this in view, any regulatory measures, investigations or actions by regulatory bodies may impact KoinWorx BV and Lynked.World's business and even prevent the Lynked.World Platform and ecosystem from being developed or expanding operations. Any person undertaking to acquire LYNK tokens should acknowledge this risk and understand that under such circumstances neither KoinWorx BV nor any of its affiliates shall be liable for any



direct or indirect losses incurred.

KoinWorx BV and/or Lynked.World may have to change and/or modify the business model, whitepaper, product and/or terms and conditions because of new regulatory and compliance requirements from any applicable laws in any jurisdictions in which these entities operate. In such a case, any person undertaking to acquire LYNK tokens should acknowledge this risk and understand that under such circumstances neither KoinWorx BV nor any of its affiliates shall be liable for any direct or indirect losses incurred.

KoinWorx BV and Lynked.World will do its utmost to launch its operations and develop the Lynked.World platform as presented in this Whitepaper. However, this Whitepaper and the Token sale is not an indication or confirmation in any way that the completion of the project and any of the milestones mentioned is guaranteed. As such any person undertaking to acquire LNYK tokens should acknowledge and understand that KoinWorx BV, Lynked.World and any of their associated and/or anyone associated to/employed by them assumes no responsibility or liability for any loss or damage that would result from or relate to the inability to LYNK tokens.

Representation and Warranties

By participating in the Token Sale, the purchaser of the LYNK token in particular strictly represent and warrant with no exception that they:

- have read the terms and conditions, disclaimers, risks and other sections included in the whitepaper in complete; agree to the full contents and accept to be legally bound by them;
- are authorized to purchase LYNK tokens according to the laws that apply in their

jurisdiction of domicile;

- are neither US citizen or resident;
- live in a jurisdiction which allows KoinWorx BV and Lynked.World to sell LYNK tokens through a token sale without requiring any further local authorizations;
- are familiar with all related regulations in their specific jurisdiction in which they reside and are sure that purchasing any cryptographic tokens are not prohibited, restricted or subject to any additional conditions of any kind;
- will not be using the token sale for any illegal activity including but not limited to money laundering and financing terrorism
- are purchasing LYNK tokens only for the reason that they want to have access to the Lynked.World Platform
- are not purchasing LYNK tokens for the purpose of speculative investment.

Governing Law and arbitration

Any dispute or controversy arising from or under the token sale shall be resolved by arbitration in accordance with the rules of international arbitration in Netherlands where KoinWorx BV is located.



Disclaimer

KoinWorx, BV., a company organized under the laws of The Netherlands ("KoinWorx" or the "Company") and proposing to sell at varying price up to 150,000,000 Ethereum-based cryptographic tokens through an Initial Token Sale or Token Generation Even (the "Token Sale"). The number of tokens to be sold, the purchase price per token and the other terms and conditions of the Token Sale will be determined by discussions between the Company and prospective purchasers.

By accepting this White Paper, you agree to receipt of the separate Initial Token Sale Circular describing certain risks association with the Token Sale, and to read and understand the same (the "Circular"). The tokens offered for sale in the Token Sale are speculative and involve a high degree of risk of loss the purchase price. The tokens have not been registered with or approved or disapproved by any securities or commodities regulator in any jurisdiction, nor has any regulatory authority passed on the accuracy or adequacy of the content of this White Paper or the Circular. The Company expressly disclaims any representations to the contrary and have not authorized any third party to make in-kind representations.

This White Paper, and the accompanying Circular, both independently and collectively, do not constitute an offer to sell to, or solicit from, any individual or entity residing in any jurisdiction where such an offer or solicitation of cryptographic tokens or other digital currencies are unlawful. The Token Sale is not being offered to any entities and nations listed on the United States' Office of Foreign Asset Control's Specially Designated Nationals and Blocked Persons List. Each prospective purchaser must comply with all laws and regulations applicable to it, and in force, in any jurisdiction in which the Company offers to the sell the tokens in the Token Sale, and such individuals must obtain any necessary consent, approval or permission

required to be obtained to participate in the Token Sale where, under applicable law, it is so mandated. The Company shall bear no responsibility for any purchaser's failure to adhere to all laws and regulations applicable to it and in force, during the Token Sale.

The Company's outside advisors have opined as to the applicability of prevailing securities laws with respect to the Token Sale. In the event the tokens being sold in the Token Sale are deemed to be "securities," the effect thereof may impair the rights, privileges and value of the tokens. Likewise, the application of such laws may restrict the scope of the Token Sale and enervate the Company's ability to complete the Token Sale. The applicability of securities laws in any jurisdiction may also restrict the transferability and right of resale of the tokens. Moreover, changes in current laws and regulations in the jurisdictions where the Token Sale is occurring may further diminish the value of the tokens offered for sale in the Token Sale. The Company has not received any assurances or opinions regarding the future impact of changes in current laws and regulations.

Nothing contained in this White Paper or the accompanying Circular shall be interpreted as a promise or representation by the Company as to the past or future performance of the Company. Neither the White Paper nor the accompanying Circular are intended to be all-inclusive or contain all the information that one may reasonably rely upon when making an informed decision to purchase the tokens offered in the Token Sale. Each recipient of this White Paper and/or the Circular is responsible for conducting their own due diligence and retaining such professionals necessary to assess the relative risks associated with the Token Sale as well as the applicability of all laws and regulations which may concern the Token Sale. The contents White Paper and Circular do not constitute investment, legal or tax advice.



The information contained White Paper and accompanying Circular is predicated upon certain assumptions of the Company, which are forward-looking in nature and thus are inherently uncertain. Moreover, the White Paper and Circular includes information obtained from trade and other publications which has not been independently verified as to its accuracy.

The Company maintains no obligation to update, alter or amend this White Paper or the Circular. Thus, unforeseen risks, uncertainties or other factors may cause actual results to vary wildly from anticipated results or the expected results of any prospective purchaser.

Appendix

Useful Links

Lynked.World homepage : <https://www.lynked.world/>
Lynked.World Token Sale Page : <https://tokensale.lynked.world>

Product Videos

We have created many videos to highlight the features of our platform. Come visit our YouTube channel and subscribe for all future videos !!!

YouTube Channel	: https://www.youtube.com/channel UCfi3HFpLbifFYmRUncV5PQ
Lynked.World Digital Journey	: https://www.youtube.com/watch?v=J7_eU3TXbLA
Lynked.World Digital Wallet	: https://www.youtube.com/watch?v=dCm07kMI3mc
Instant Employment Verification	: https://www.youtube.com/watch?v=fRM-2dt-Lls
Seure Transactions	: https://www.youtube.com/watch?v=JxoVkltOSW4
Digital Identity	: https://www.youtube.com/watch?v=CpRCGP1Kpk0
Recruiter's Challenges	: https://www.youtube.com/watch?v=MR5k1jCN1BE
University Admissions	: https://www.youtube.com/watch?v=2sEj0_9jlls
Simplifying Identity	: https://www.youtube.com/watch?v=gW6hApb0gpl

Get Lynked!!!

Get in touch and Join our ever-growing community!!

Email	: info@lynked.world
Facebook	: https://www.facebook.com/lynkedW
Twitter	: https://twitter.com/LynkedW
Telegram	: https://t.me/lynkedworld
Medium	: https://medium.com/@ur.lynked.world
Instagram	: https://www.instagram.com/lynked.world

References

1. Blockchain (<https://en.wikipedia.org/wiki/Blockchain>)
2. Why the Web 3.0 matters (<https://medium.com/@matteozago/why-the-web-3-0-matters-and-you-should-know-about-it-a5851d63c949>)
3. CareerBuilder Survey (<http://www.careerbuilder.com/share/aboutus/pressreleasesdetail.aspx?sd=8%2F7%2F2014&id=pr837&ed=12%2F31%2F2014>)
4. Blockchain: 'A novel solution to the problem of trust' beyond Bitcoin (<http://www.philly.com/philly/blogs/inq-phillydeals/Blockchain-.html>)
5. <https://www.prnewswire.com/news-releases/employment-screening-services-market-is-expected-to-grow-to-us-546-billion-by-2025-from-us-374-billion-in-2016-300583844.html>
6. <https://www.grandviewresearch.com/press-release/global-identity-access-management-market>
7. https://www.marketsandmarkets.com/Market-Reports/document-management-system-market-229353320.html?gclid=CjwKCAjwgr3ZBRAAEiwAGVssnTj8q5jZ7FyKK8UtHr7RwYJe-6VqkWowWIXlwksWFMXH7-YejVP5hoCS4IQAvD_BwE
8. <https://www.ibisworld.com/industry-trends/global-industry-reports/transport-post-storage/courier-delivery-services.html>