

WHITEPAPER

2local



Version 2.1





VISION

The unity of happy bright people and a sustainable world with prosperity for all.



MISSION

Supporting sustainability and bringing prosperity with the 2local® platform, by rewarding local-2-local and sustainable purchases. The 2local® platform is equipped with a payment app including a marketplace with local and sustainable companies, with a monthly cashback for payments with L2L-coins which are designed to rise in value.



SHORT

2local is an innovative blockchain-2.0 powered loyalty platform that is tapping into banking with L2L-coins which are designed to rise in value. The goal is to achieve a sustainable world with prosperity for all.

The 2local platform has a payment app with a decentralized L2L-wallet that is a marketplace for consumers to connect with local-2-local and sustainable companies.

Using the L2L coins at these connected companies will result in a monthly cashback and a rise in the value of the L2L coins that will cut out high transfer costs and provide a free loyalty program.

A 1% fee is charged from every transaction and this is used in the cashback system. Monthly purchases of a small amount will result in a proportionally higher cashback. This cashback is bound to a maximum so that the neediest will profit the most.

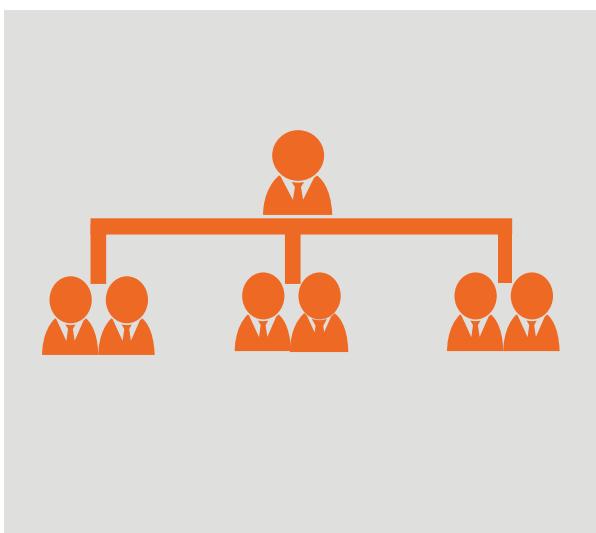
2local uses its L2L-coins for payments in order to create liquidity on a large scale. Every new user of the L2L-coins will increase demand. This combined with the high liquidity will result in a rise in the value of the L2L-coins. 2local buys the L2Lcoin from the exchange with a smart algorithm that is designed to keep the course rate climbing steadily. The course rate for members will always be 1% below the external exchange rate. 2local keeps the coins in storage for a month in order to profit from the interest, and this will be added to the cashback system.

All connected companies, even the small ones, will benefit from a free loyalty program for their customers that has the unique possibility of converting the cashback into fiat money. The current extremely high transaction costs drop to only 1%, which is easily regained by the rising value of the coin.

2local rewards people who buy local-2-local and sustainably in two ways; first by offering a monthly cashback for buying at the connected companies and secondly, through an L2L-coin that is designed to rise in value. Using the L2L-coin results in a coin with a climbing rate that is beneficial for everyone who uses the L2L-coin, especially small spenders because they proportionately receive the most cashback.

2local rewards connected companies twice by turning transfer costs into a beneficial value rise and by creating more loyal customers with the loyalty program. Buying local-2-local strengthens your own community, which is beneficial for both the people and companies in a community, and it also supports the neediest all over the world.

With this unique innovative banking system, we are able to create equity and equality amongst people, closing the gap between population groups and creating a sustainable world.



Indebted Societies



Economic Breakdown



Political Fall-Out



Time is Up

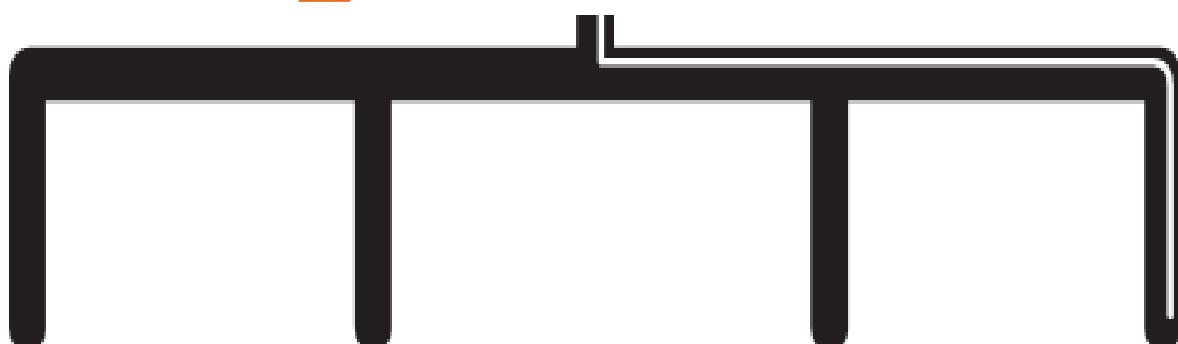
The Time is Up for Political Fallout



A PLATFORM THAT ENABLES A PARADIGM SHIFT

2local, a blockchain-powered platform, is building a worldwide network of consumers and companies that produce both locally and sustainably. This platform supports local and sustainable buying with the help of a unique cashback system, its special payment app, a marketplace that connects customers and businesses with the same ideals, and the L2L coin.

2local PLATFORM



Cashback
System

Marketplace
in app

Payment
app

L2L
Coin



OUR SOLUTIONS AND GOALS FOR A BETTER WORLD

2local is happy to contribute to the growth of a better world, with the Sustainable Development Goals of the UN as its guideline. We strive for the development of thriving communities, societal growth that will include everyone, a sustainable world without the malfunctioning of the monetary and economic system, and prosperity for everyone worldwide.

Our long term goal is here to stay



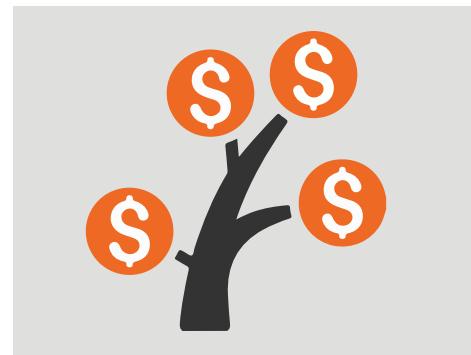
Thriving Communities



Growth by Value



Sustainable world



Prosperity for all

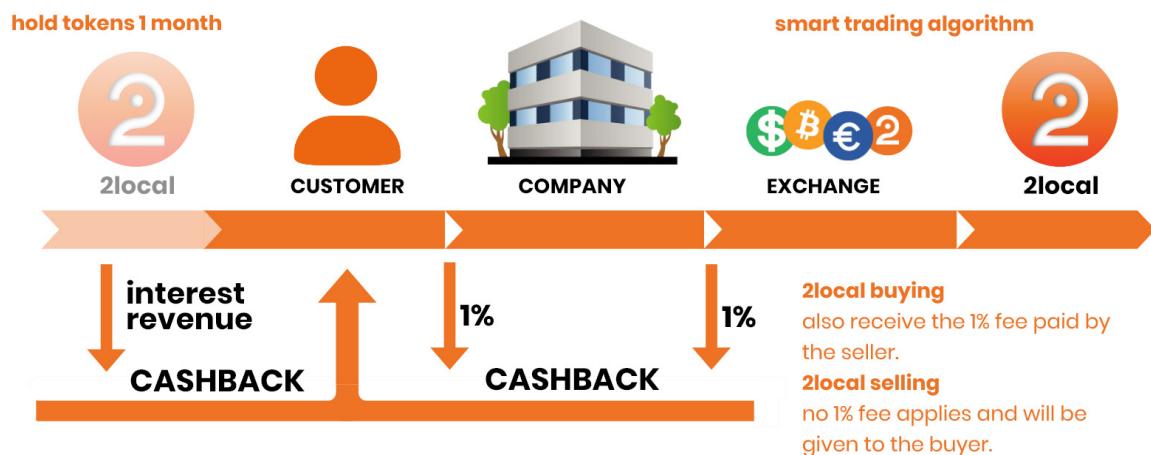


CASHBACK SYSTEM

2local, a blockchain-powered platform, is building a worldwide network of consumers and companies that produce locally and sustainably. This platform supports local and sustainable buying with the help of a unique cashback system, its special payment app, a marketplace that connects customers and businesses with the same ideals, and the L2L tcoin.

Monthly Cashback (with maximum)

Unique cashback system keeps
2local in the lead



Coin design for climbing price

Rise in value – new users

The coin is used for trading and payments and will guarantee liquidity.

Liquidity is needed for the coin price to go up.

The smart trading algorithm pushes the price up.

More users mean there will be higher demand and a rise in value. Result: the price of the coins goes UP.



DOLLAR BANKS vs L2L BLOCKCHAIN

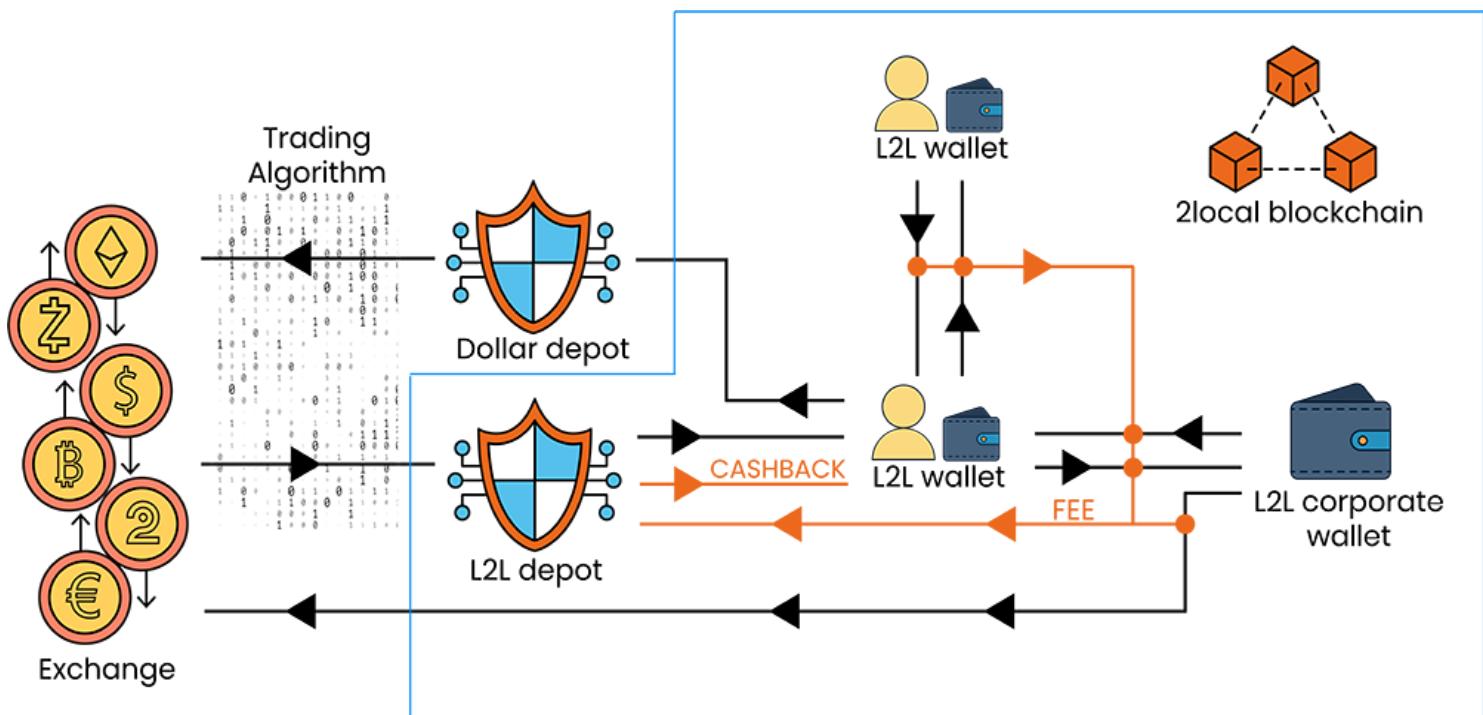
	Safe	Low Costs	Low Energy Consumption	Rising value	Fast Transfer	Available for everyone
DOLLAR BANKS	✗	✗	✗	✗	✗	✗
L2L BLOCKCHAIN	✓	✓	✓	✓	✓	✓

L2L COIN

We want to do this by creating our own sustainable coin, a digital currency attached to blockchain technology. This sustainability-focused cryptocurrency, the L2L coin, maintains a stable yet rising exchange rate by using the buffer between the coin and USD. This means the tokens can be used as a stable payment. [method.](#)



FLOWCHART:



COIN BLOCKCHAIN

L2L-Coins are built on the ultra-fast, infinitely unscalable, highly secured and low-energy consuming Tron Sun Network.



REVENUE

2local buys the L2L-coin from the official exchanges one month before making it available on the app. This generates revenue for operations and the cashback system. The cashback graph shows the revenue for operations.



ALGORITHM-BACKED COIN

Proceeds become available through the sale of L2L coin and are stored in a deposit Foundation. 2local keeps a reserve of L2L coins and fiat money to keep the price of L2L steadily climbing. An algorithm monitors the price of L2L. Basically, it will sell L2L when the price rises too much and buy L2L when the price falls.



CASHBACK

We want to use this coin to promote cooperation between sustainable producers and customers. Our aim is to create a network between consumers and companies who are committed to sustainable 2local ideology. A small fee percentage is withheld by the 2local system from every transaction with L2L-coin (purchases and exchanges). We use these L2L-coin together with the rise in the value of the L2L-coin to promote cooperation between sustainable producers and consumers. We do this by offering cashback, which rewards consumers if they buy local and sustainable products from connected companies.

The amount of cashback that a buyer receives each month increases more than proportionately with their purchases until they reach a certain amount of purchases per month. People who spend more than this amount receive the same fixed (maximum) amount of cashback, which is calculated as the cashback fee times the average purchases per wallet.

The amount of purchases people needs to make to receive this maximum amount of cashback (tipping point) is flexible. For the time being, it will be set at the value of twice the average purchase per wallet.

Let x = purchase amount per Wallet in €,

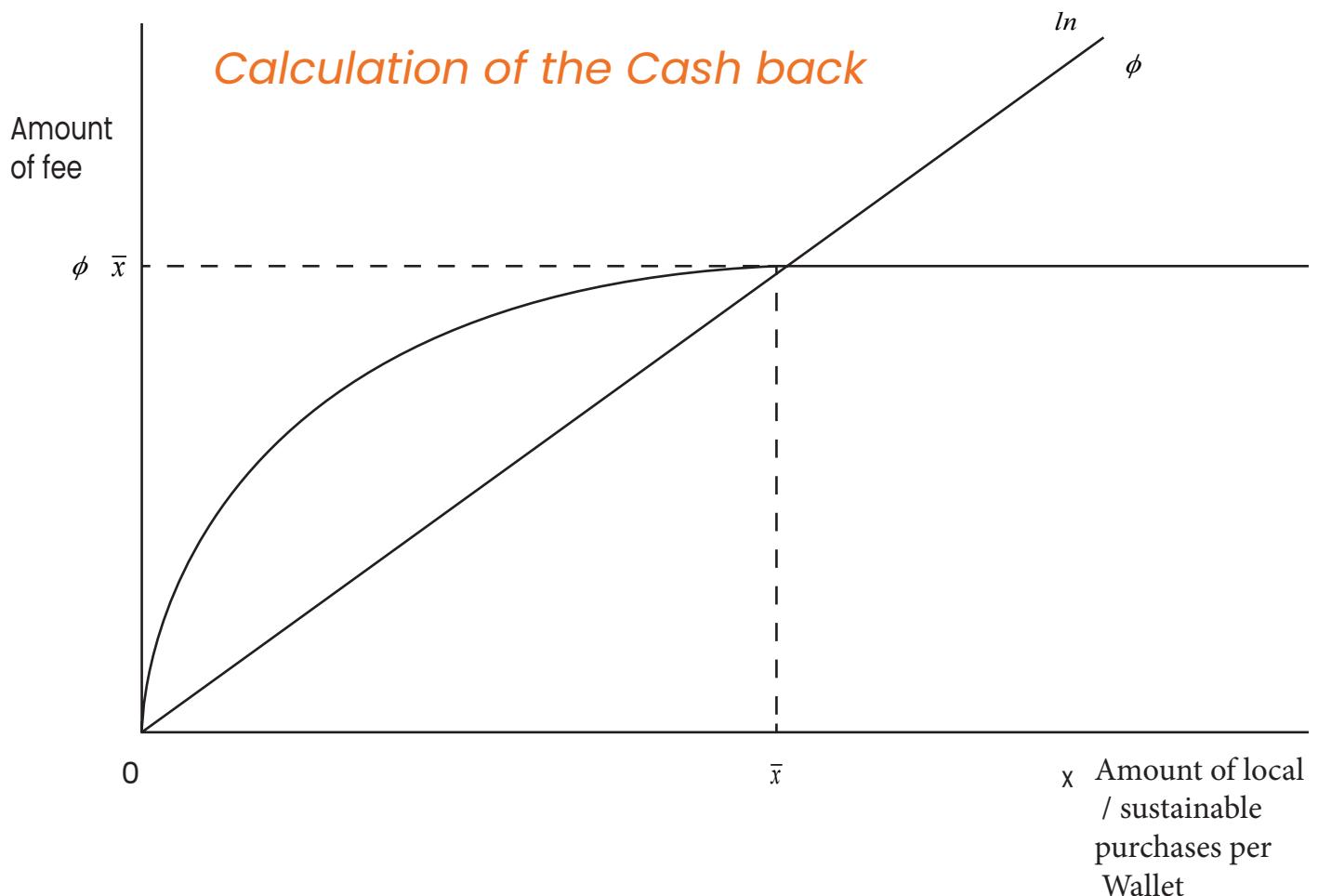
Let \bar{x} = average purchase amount per Wallet in a month in €,

Let ϕ = total fee/cashback %,

Let a = flexibility of the tipping point ($a \geq 1$).

For $a \geq 1$ generally applies:

- for $0 < x < a\bar{x}$ it applies a cashback of $\phi \bar{x} \frac{\ln \frac{x}{a}}{\ln x}$
- for $a \bar{x} < x < \infty$ it applies a cashback of $\phi \bar{x}$





CONNECTED COMPANIES

2local wants to contribute to a sustainable world and the UN's sustainable development goals serve as its guideline. 2local endorses all objectives, but it mainly wants to contribute to a world without poverty and hunger, where everyone can enjoy good health and well-being. Clean water, sanitation, and affordable and sustainable energy are all indispensable to this. It is about reducing inequality through responsible consumption and production (with no unnecessary transport).



2local is committed to innovative, sustainable businesses that care for the environment and the climate, fair work and economic growth. 2local wants to contribute to a new global partnership that will be necessary in order to achieve the UN objectives. In addition, action is needed by everyone!

Companies that can prove that they produce locally and sustainably get a 2local note in their wallet, which allows people who buy from them to receive L2L coins. These can be exchanged for coins up to a certain maximum amount (once a month).

To be eligible for a 2local note, companies can register at <https://2local.io> and complete a questionnaire. These could be companies that are affiliated with organizations that possess the characteristics of sustainability, or that produce regional products. The 2local team decides which organizations will receive the notes. Once issued, a note can be withdrawn at any time.

WEBSITE & ANDROID/IOS APP

WEBSITE MARKETPLACE



An important part of the 2local.io website is the marketplace section. Users can search for companies affiliated with 2local using filters, such as the distance to a postal code and the type of product or service that is provided. This search option is unique and brings consumers closer to companies that sell sustainably and/or locally. Affiliated companies receive free advertising, as well as more potential customers. The website marketplace functionality will be available from the beginning of 2020.



WEBSITE ACCOUNT

Everyone who purchases L2L coin will already receive their own account in a digital wallet. Purchases or transfers of more than € 1,000 per month will automatically receive a KYC test. The Dutch company PESCHECK provides the KYC test, which fully complies with current legislation around the world.

A dashboard indicates the amount of available L2L coin , the history of purchases, transfers and cashback L2L coins received. The account also offers users the opportunity to enter all their personal information and set up Two Factor Authentication (2FA).

ANDROID / IOS APP



The L2L wallet is also available in the 2local Android / iOS app. All functions and information that are available on a web account are also available in the app, with the exception of the Website Marketplace function. An L2L request function with a QR code has been added. The QR code allows users to easily scan the code and have a desired amount transferred to L2L coins in another account. 2local Android App will be available at the start of the ICO, the 2local iOS App will be available at a later date.

The QR code allows users to easily scan each others code and have a desired amount transferred to L2L coins in another account.

ICO & IEO 2LOCAL



TOKENOMICS

INFORMATION

Symbol

L2L

Total Tokens

20,000,000,000 L2L

Tokens for Sale

54%

Token Type

Stellar

Restrictions

CN,KP,IR,AF,SY,CA,US

KYC & AML

Yes

Price 1 L2L

0.00171370 USD

Hard Cap

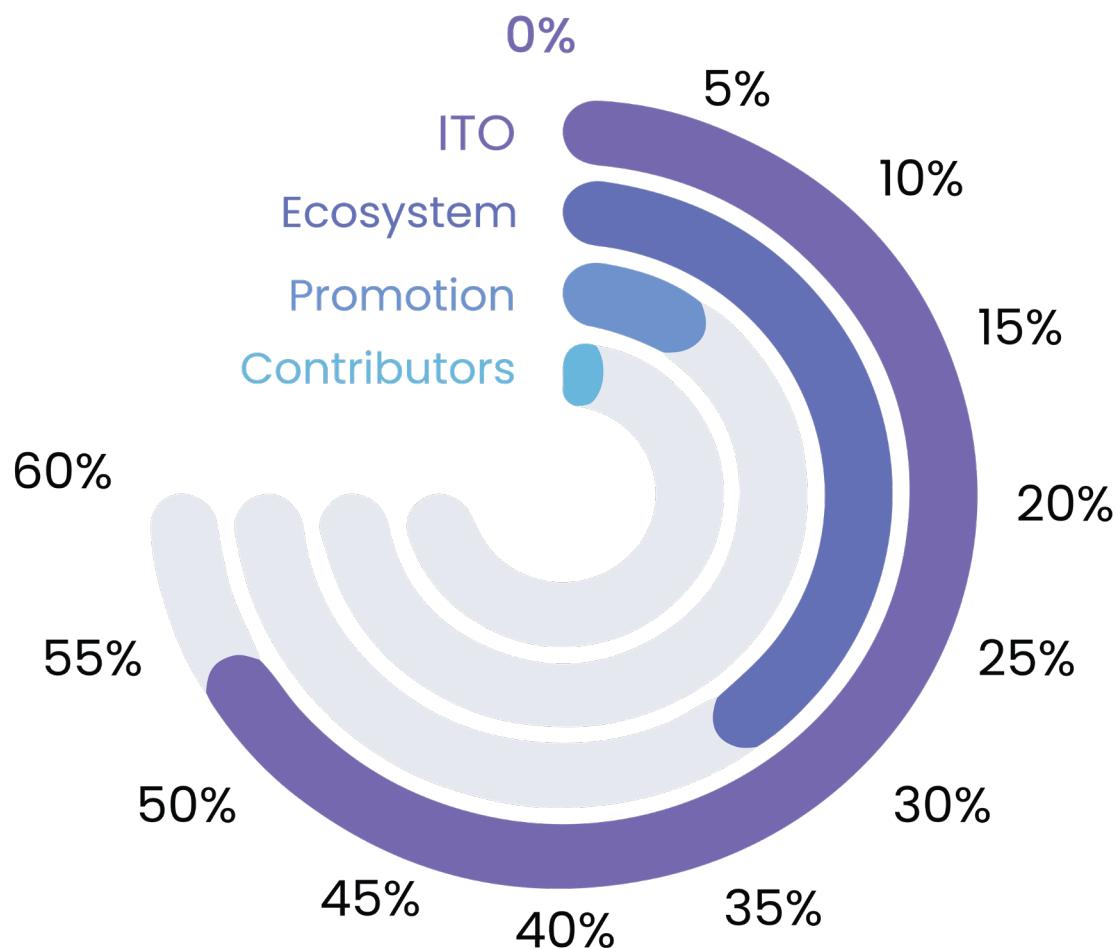
8,500,000 USD



COINS ALLOCATION

The distribution of coins is set to serve the investors, as well as strengthen the L2L-conis and the 2local community. Our responsible approach to spending will ensure Return on Investment (ROI) for our investors.

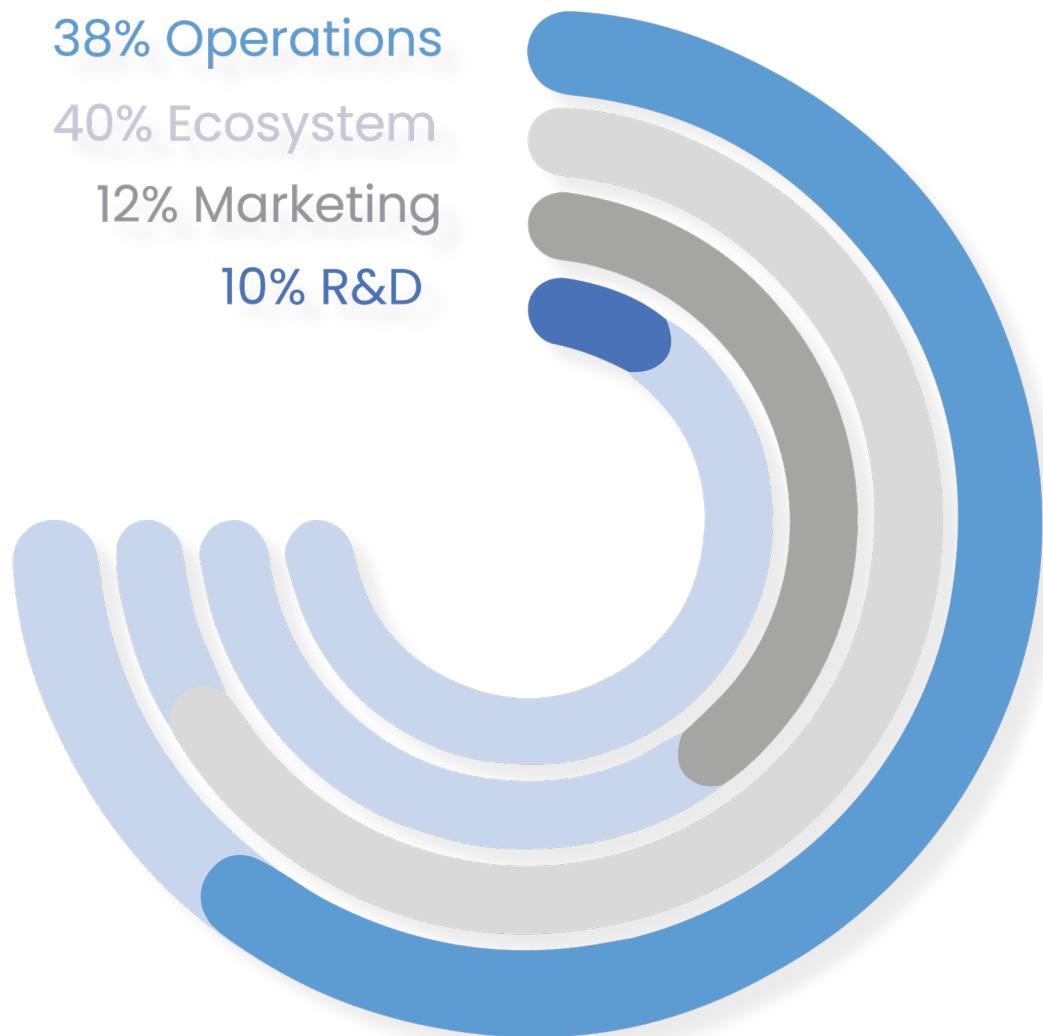
54% of the total tokens will be sold in our Initial Coin Offering and 33% will be dedicated to our ecosystem. The tokens in the ecosystem are for our unique cashback system and special trading algorithm, which will maintain the stable rising rate of the token. The remainder of our tokens will be allocated to promotion and the contributors. No extra tokens are kept aside for the core team.





FUNDS ALLOCATION

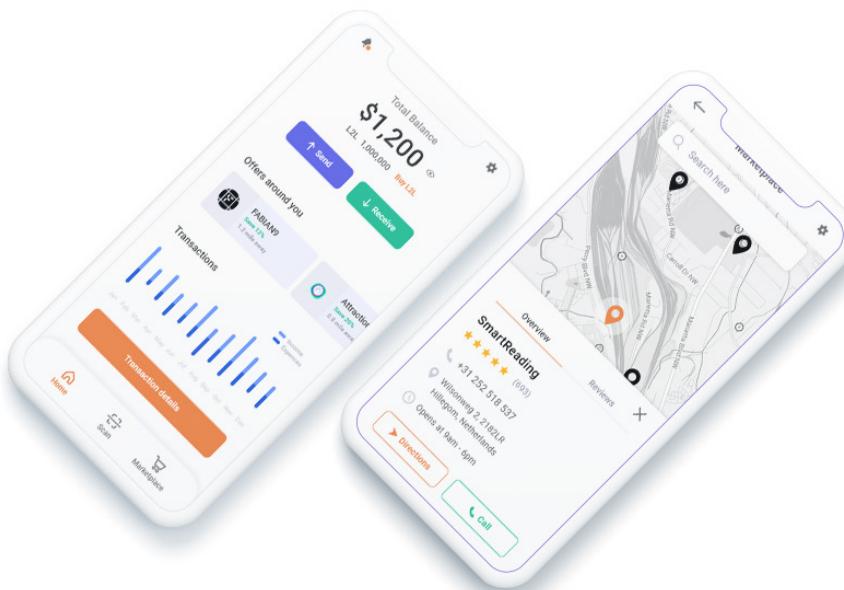
The revenue from our coin sales will mostly be dedicated to the 2local ecosystem 40% and operational costs for the first years of launching 38%. Marketing 12% and Research and Development 10% make up the rest of our budget.



APP FUNCTIONALITY



Transfer L2L coins to each others 2local wallet.

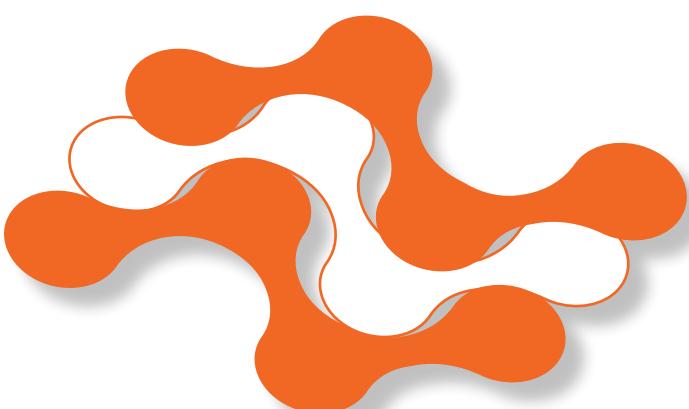
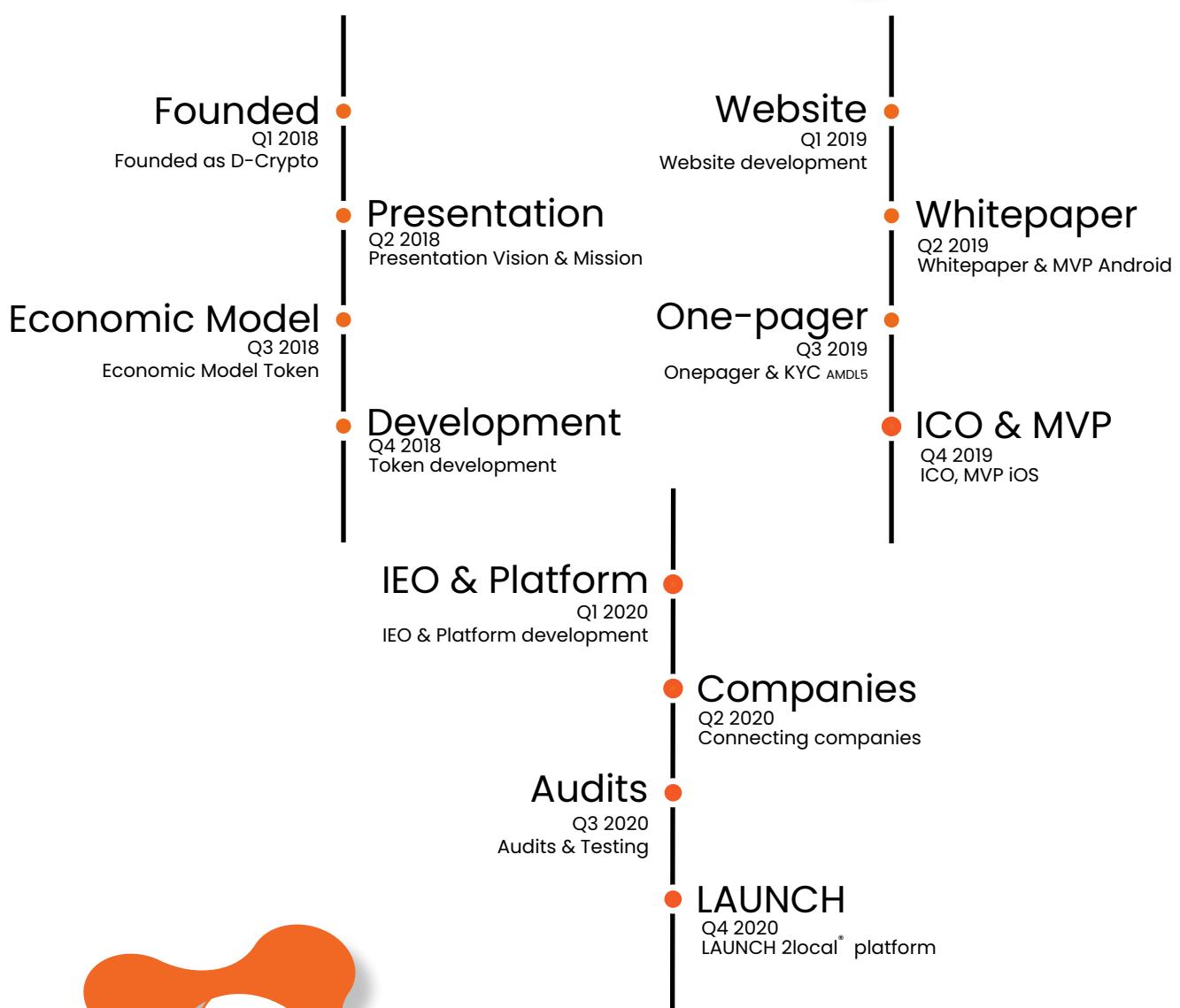
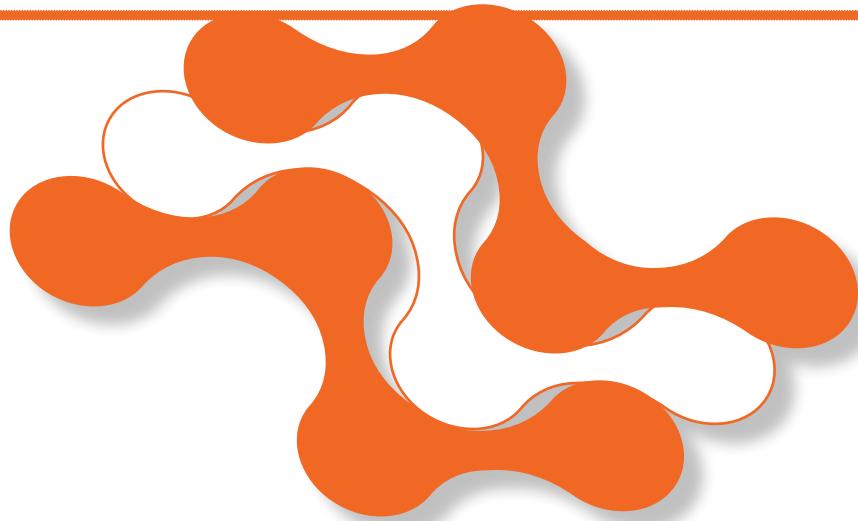


Buy L2L coin
2local app

-  A Prototype of the app is available.
-  Generate QR-code to receive the desired amount of L2L coins. The person paying can use the code to transfer coins.
-  Marketplace with connected companies.



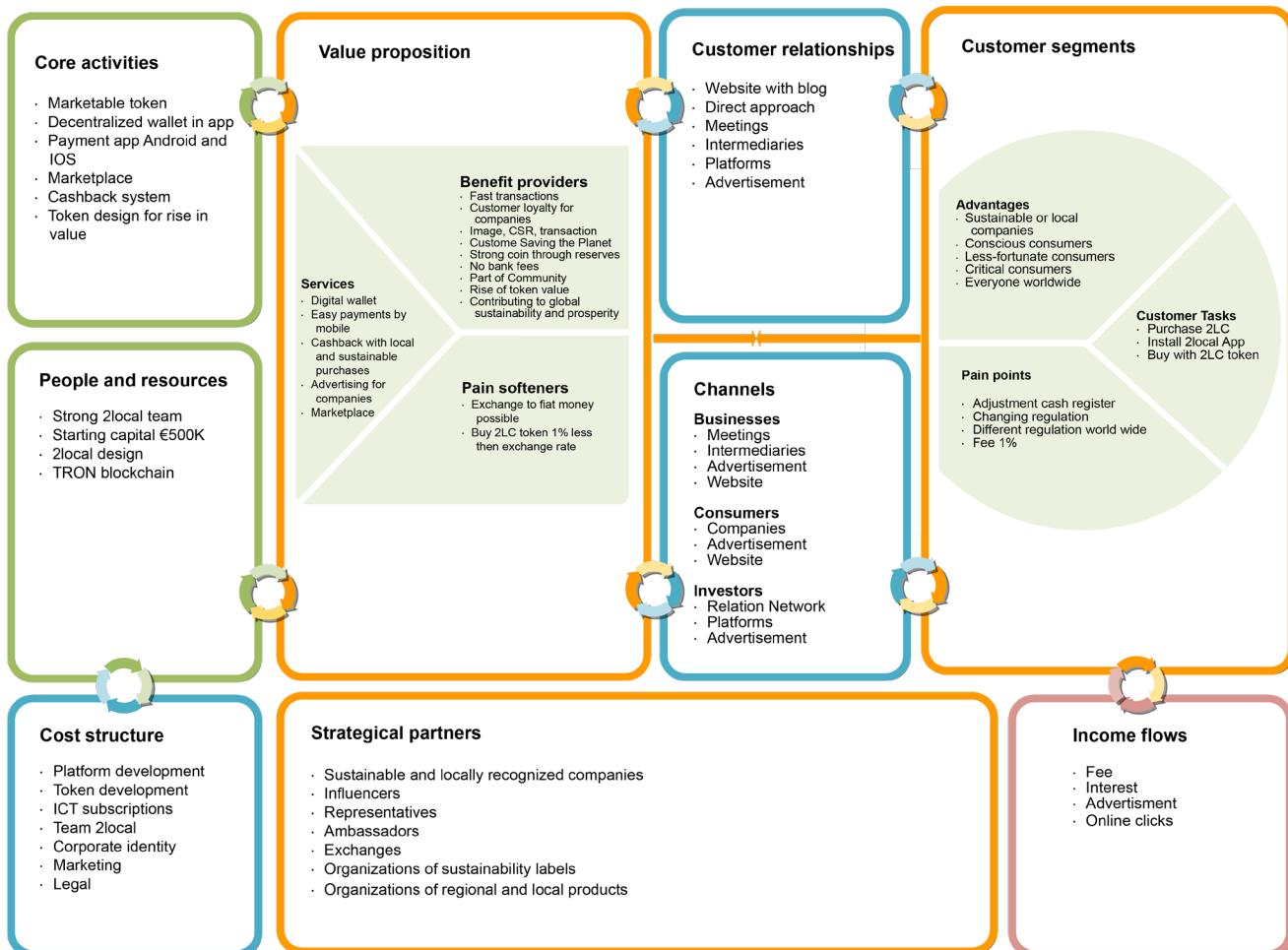
ROADMAP

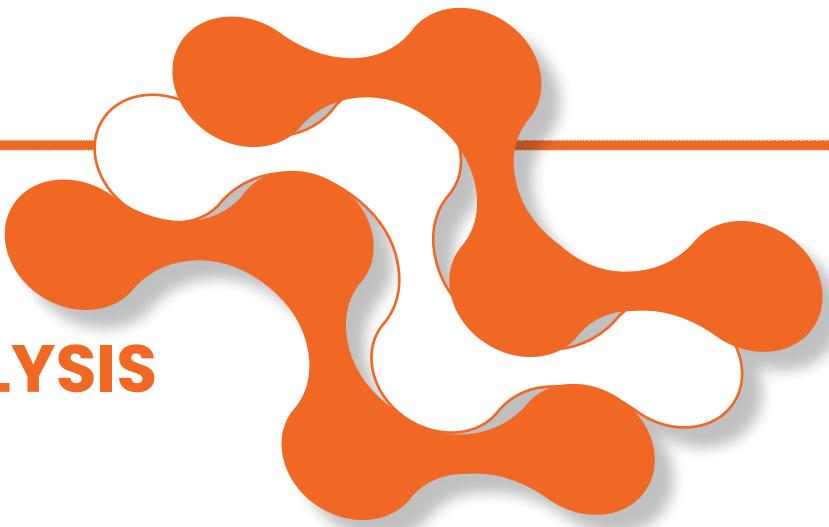


MARKETING PLAN

When drafting the Marketing Plan we conducted several brainstorm sessions and developed a SWOT analysis and a Business Canvas model. This leads to the following business objectives and strategies, unique selling points for consumers and companies and marketing objectives and strategies.

BUSINESS CANVAS





SWOT ANALYSIS





BUSINESS OBJECTIVES

2local stands for the following business objectives:

- ❑ Developing cashback, backed by an algorithm, with an associated website and app
- ❑ Creating a website marketing where supply and demand for sustainable products meet.



MARKETING OBJECTIVES

2local has the following marketing objectives:

- ❑ Tailor the operation of the token, app and website as much as possible to the needs of participants and the market
- ❑ Reach as many IEO investors, sustainable companies and consumers as possible and get them involved.
- ❑ Build up the 2local's image of sustainability and prosperity for everyone.
- ❑ Generate awareness of the 2local brand.



BUSINESS STRATEGIES

2local uses the following business strategies:

- ❑ Use the market and network for knowledge and services.
- ❑ Leverage a lean and agile way of working to achieve as much as possible with the least resources.
- ❑ Establish partnerships with companies and institutions that have a sustainability principle.



UNIQUE SELLING POINTS FOR COMPANIES

Sustainable companies want to participate because of the following unique selling points:

- ❑ No bank charges and depreciation as with fiat money.
- ❑ Boost image: save the planet and fight poverty.
- ❑ Cashback system ensures increased number of customers and customer loyalty with no extra cost
- ❑ Free advertising and exposure through the marketplace website.

COMMUNITY



CORE TEAM

The success of 2local was inevitable. A team of experts from different areas of life came together to make the project happen. Each has built up experience in their own field and is dedicated to their common passion for making the world a better place with sustainability and prosperity for all.



Antony Chang
CEO & Founder

Antony Chang has 20 years of leadership experience in large commercial construction projects. He has left this field of work to fully concentrate on his blockchain projects, 2local and Construction Handshake (<https://cohas.nl>). He's also busy with the final stages of receiving a worldwide recognized MBA.



Henk De Leeuw
CFO & Co-Founder

Henk de Leeuw has worked in Finance most of his career, starting at an accountancy firm, working at different company's and now working as an interim financial professional and management consultant. To further broaden his personal and professional horizons, he's studying for an MBA title.



Harry Donkers (PhD)
CSO & Co-Founder

Harry Donkers is a scientist with experience in the fields of price and input-output analysis, cost and price functions, internal market, management research and philosophy. He has a PhD and is skilled in Food Technology and Econometrics. He published many research articles and various books, like Local Food for Global Future and A Better Countryside With Every Bite.

Aura Kuipers
CCO & Co-Founder

Aura Kuipers is a serial entrepreneur and author of the book The Power and health of Humanity. She speaks about how excellent communication is the key to our wellbeing. With eight years of experience in the field of strategic partnerships and knowledge from her international studies, she is an excellent mediator. She has had an impact on creating multiple profitable collaborations.



Eleni Karamanoglou
Executive Assistant

Eleni Karamanoglou is a dynamic and dedicated Executive Assistant with 4+ years of professional experience in the Tech and Maritime Industry. She holds a BA in International and European Studies and is currently working on her Master in Visual Communication. Eleni's goal is to anticipate professional needs in an organization or company and proactively identify and resolve problems.



Robert Hehakaya (Msc, MBA)
CFO & Co-Founder

Robert Hehakaya is a seasoned executive in business and technology. After a global tenure at IBM he has been involved in a number of start-ups and innovation programs. The emerging Blockchain technology, AI & Robotica are his areas of interest in building sustainable businesses with societal impact.



Stratos Kokkinakias (LLM)
CLO

Stratos K. is 2local's law specialist. He is a Representative at the Public Prosecution Service in the Netherlands and has a Master's in Criminal Law from the University of Utrecht. He helps 2local with our legal questions and problems. Alongside his law career, he owns a Greek restaurant about Utrecht. He is fluent in Dutch, English and Greek.



Rutger-Jan In Den Bosch (Eng.)
CTO & Co-founder

Rutger-Jan in den Bosch has more than 2 decades of experience in computer sciences. He has a bachelor's in computer sciences and a PhD in Artificial Intelligence. For the last 15 years, he has been an entrepreneur in the automation business and has several different projects to his name.



Aldrius Low (B.Sc)

CIO

Aldrius Low is the Head of Product at a well-established Spot FX and CFD brokerage. He has a lot of experience in this industry, both in retail and institutional offering. In the past, he worked for an asset management solutions firm. He is a data fanatic and was awarded first class honours in Economics from the University of Warwick. Aldrius is a CFA charterholder.



Blazho Gjorgiev

CMO

Blazho Gjorgiev has more than 2 decades of experience in marketing. He has many projects in the field of SEO, SEM, SMM, ORM, High PR, Editorials and Email Marketing to his name. Blazho is currently in the final stage of becoming a master's in marketing.



Nelson Lemashon

Marketing Manager

Nelson Lemashon, a graduate of KEMU University, is an IT consultant and digital marketer based in Nairobi who has been working in the ICT industry for the past 8 years. He spends most of his free time spreading the word on Bitcoin, hoping that Crypto currencies will be adopted in most East African countries.



Katia Smits

Senior Press Officer

Katia Smits has a passion for language and communication that exceeds life itself. Language was her first love. She believes that no project can become truly successful when you don't have the right means to communicate it to the world. She has been writing since she was a young toddler and has 13 years of professional experience in the content- and copywriting industry.



ICO ADVISORS



Gilbert Van Den Broek

ICO Advisor

Gilbert van den Broek has 15 years of experience in sales development within the IT market. As founder and owner of Crypto Experts, he takes on the role of Advisor within 2local.



Christof Waton

ICO Advisor

Christof Waton is the co-founder of a private investment syndicate and CBDOfor liquidity framework (coinconstruction.com). Business Development is his strongest skill. He has the right certificates and a strong network, gathered through international conferences. He has a Bachelor's degree as an ICT telecommunication engineer.



Sharp Ye

ICO Advisor

Sharp Ye is a Blockchain industry enthusiast, PR expert and Listing & IEO advisor. As a member of the advisory board, he provides professional consultations such as funds raising, marketing promotion and exchange listing to help the project achieve better development.



Shehzad Khan Yousafzai

ICO Advisor

Shehzad Khan Yousafzai is a professional developer and Marketer. He creates the most unique concepts and methods for product market making. Shehzad is a professional advisor and expert in Icobench, ICO, ITO, IPE, STO and IEO. He has created his own innovative strategic formula for product



DEVELOPERS



Amir Naghavi
Lead App Developer



Anjum Shazad
Developer



Hamza Yasin
Smart Contract Developer



Mohammad Adineh
Developer



Tahira Kulsoom
Business Development



Raffay Ansari
BLOCKCHAIN DEVELOPER



USMAN MANZOOR
Developer



Wahab Ahmad
Developer



CONTRIBUTORS

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|  Kenny Dhamzy | |
|  Adewale Adeoye | |



CONNECTED COMPANIES

smartReading[®]

Smartreading creating wisdom in a smart way.
wisdom from which a sustainable world evolves.

 **FABIAN9**
SPHERICAL ART

Fabian9 is modern 3D-Art with principles of all times,
that invokes more awareness for a better world.



Attraction
Dating

Attraction Dating matches people on their mindset
in their living area. People in a relationship are happier,
healthier and will live longer





Working with these Companies





TERMS AND CONDITIONS

The General Terms and Conditions can be downloaded from the 2local.io website, before participating in 2local it must be read and confirmed too. The general conditions state the rights and obligations of both the participant in 2local and how these apply to 2local itself.

Know Your Customer (KYC) and Anti Money Laundering (AML) fall under the Netherlands Act to prevent money laundering and terrorist financing (Wwft).

KYC/AML check is done by PESCHECK following the world wide highest standards (AMLD5). Purchases of L2L tokens above € 1,000 per calendar month are mandatory and automatically participate in a KYC test. A 2local external party takes care of this KYC test in accordance with the applicable regulations.

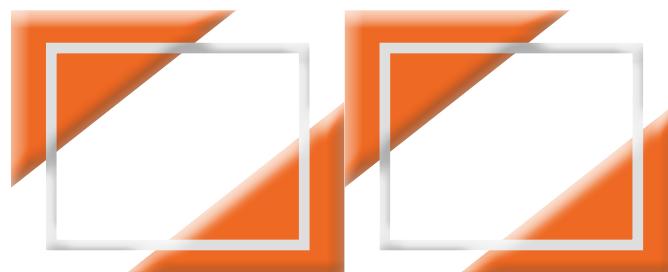


PRIVACY STATEMENT

The Privacy Statement can be downloaded on the website 2local.io, before participating in 2local it must be read and conformed to. The Privacy Statement is in line with the AVG Act, Regulation (EU) 2016/679 of the European Parliament and the Council, 27 April 2016.



The 2local brand is registered with the official Benelux Office for Intellectual Property www.boip.int. 2local® is a 'registered trademark'.





FIND US HERE FOR MORE INFO!



<https://2local.io>