

The Whitepaper

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A Leap In Creative Education

The outdated infrastructure of today's educational landscape has failed to introduce engaging technology into the learning experience. Educators and students lack the resources required to reach their maximum potential. It has become devastatingly normal for those with unique learning abilities, such as dyslexia, to be ignored. Deeply impactful members of our society are struggling to get by and educators' efforts are often undervalued. The shortcomings surrounding the education system are openly discussed. Unfortunately, solutions have been scarce.

Taking the leap...

Technologies capable of creating the classroom of the future are readily available. As we approach mass adoption of multiple emerging technologies, the door has opened for education take a leap forward like never before. Revolutionary tools, such as augmented reality, are no longer out of reach for every day educators. Enabling a multi-sensory and multimodal learning environment fosters deep connections and stronger retention of knowledge. Educators can identify each student's strengths, creating Individualized Education Plans (IEP) that empower students to overcome all educational obstacles. Shattering basic routines of the current educational landscape, Leap With Alice provides resources that transform each day into an interactive learning experience.



The AliceSuite™ encompasses a variety of tools, centered around AliceLabs - a free augmented reality creation tool. Simple drag-and-drop tools and templates present teachers the resources needed to generate interactive content that increases engagement, resulting in a more effective level of education.

Augmented reality hands educators technology that generates interactive and engaging content; taking the existing world around us and overlaying additional information on top of it. Leap With Alice provides templates and guides on how to create enhanced content, fast. Acting as a free educational tool box, The AliceSuite places the power of creativity in the hands of every educator.

Our Vision

“Education is the most powerful weapon which you can use to change the world.”

-Nelson Mandela

Leap With Alice strives to disrupt modern day education by eliminating the barriers that have persisted for decades. Every student will have personalized resources, actualizing their true potential and lighting the spark that ignites a monumental shift in learning. Leap With Alice promotes a society in which teachers are properly compensated for the monumental role they play in our future.

While initiatives such as “No Child Left Behind” have commendable intentions, Leap With Alice provides educators and students the tools to achieve those visions on a global scale, with far greater efficiency, and at no cost.

Leap With Alice will become the tool that educators use to discover every student’s educational superpower.



Today's Challenges

Disengaged Students

While many students use smart device to easily access educational material, there is little engagement or meaningful interaction. According to a recent Gallup study, only half of students reported feeling engaged in school. Further, engagement levels show a strong decline as students get older, hitting bottom in the 11th grade.

Students Left Behind

In addition to struggling with everyday fundamentals of education, unique learning abilities (such as dyslexia) also hinder higher level skills, such as critical thinking, retention, organization, time management, and engagement. The market for tools created with unique abilities in mind is essentially non-existent. Despite access to devices within the classroom, teachers do not have the time or resources to individualize their efforts.

Your Data At Risk

Personal privacy and security is a rising concern. Security breaches have become common play, affecting millions of people daily. Once again, an area that is overlooked is education. In 2017 Edmodo, a widely-used education platform, was breached and 77 million users had their information stolen and sold.

Immeasurable Value Undervalued

A passion for developing young minds motivates our educators, not significant financial gains. Of teachers in the United States, 62% require a second source of income to make ends meet. The amount of time and energy required to effectively educate each student is astronomically high. Paired with financial stress, not only are educators exhausted but their performance becomes diluted in the classroom.

Plagiarism and Quality

Existing educational marketplaces have been plagued with persistent issues of plagiarism and quality of content. Currently, no methods are implemented to ensure users have the rights to sell the products they're offering. Additionally, there is no structure to ensure that content is accurate or a process to determine quality.



Tomorrow's Solutions

Leveraging Curiosity, Peaking Interest

Augmented Reality (AR) provides a level of depth and interaction that has not been fully utilized in the classroom. The ability to transform the classroom into an immersive learning environment not only boosts the engagement of students, but allows the educator to use aides that had once been unimaginable. Partnering with the University of Central Florida (UCF), our studies have shown increased engagement in 90% of the students observed while using the Leap With Alice AR software. Further, 71% of teachers in the United States have voted to have an Education Technologies Department available to create content that will engage their students.

Cultivating Unique Abilities

Investing in modern technology to create Individualized Education Plans (IEPs) for students experiencing common struggles, like dyslexia, has shown to increase overall engagement and subject matter understanding. The AliceSuite provides a variety of tools for teachers to create lesson plans which reflect a multi-sensory/multimodal approach towards digesting information and retaining knowledge. Educators will have the power to identify what method of learning best suits their students and implement IEPs; propelling students towards their maximum potential.

Incentivizing Education

A distinguishing force that separates Leap With Alice from its peers is the ability to algorithmically reward quality contributions. Not only will content creators buy and sell lesson plans via the Alice Exchange, educators will have the ability to earn additional ALICE tokens by playing a valuable role in the Leap With Alice community. Drawing from an incentive pool, ALICE tokens are distributed to users who help curate content, as well as create it.

Authenticating Quality

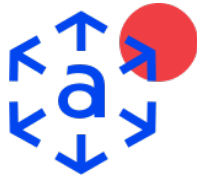
Leveraging the capabilities of Machine Learning, all submitted content will be analyzed before reaching the Alice Exchange. Further, Leap With Alice is establishing an Educational Board with leaders specializing in the fields of Integrated STEM, Transdisciplinary STEM, Mathematics, Science, Social Studies, and Literacy. An Educational Board will serve as the final voice in curating content within the Alice Exchange by upholding standards.

Protecting Teachers and Students

Distributed ledgers, the core concept behind blockchain technology, allow networks to secure data on an impenetrable level. Leap With Alice establishes a secure ecosystem that allows every user's content, personal data, and funds to be safely stored using Identity-Aware Proxy and multi-factor authentication. Systems are monitored with a sophisticated User Entity Behavior Analytics (UEBA) software that monitors user and process behavior on the endpoint.

The AliceSuite™

Leap With Alice provides a variety of applications and tools that allow educators to create, buy, and sell enhanced educational material. The AliceSuite is the culmination of these features.



AliceLabs™

Everything starts inside of AliceLabs. Educators are provided free tools that empower the creation of educational content that has been enhanced by augmented reality. AliceLabs hands power to the educator, transforming their classroom from a passive work environment into an immersive learning experience. Simple drag-and-drop tools and templates generate interactive content that increases engagement. Alice Labs provides templates and guides on how to create effective content, fast and free.



AliceLens™

Engaging the AliceLens App on any smart device, creations from AliceLabs come to life. Quickly identifying predetermined targets or surfaces, AliceLens displays 3D models, immersive video, and informative text that the creator has chosen. AliceLens empowers educators with technology that showcases interactive and deeply engaging content; taking the existing world around us and overlaying new information on top of it.



AliceExchange™

AliceExchange facilitates an Educator-to-Educator ecosystem of exchange with the capacity to buy and sell enhanced content. Reaching a global community, AliceExchange transactions are flexibly conducted using the ALICE utility token or USD. Teachers may browse specific topics that target a variety of modalities, customizing the learning experience for every student. If a more collaborative environment is the goal, interactive lesson plans can bring the entire class together for an immersive group experience.



AliceClassroom™

AliceClassroom serves as a dashboard and data center for educators and students to monitor their educational journey. Educators will have the ability to add students into their classroom, tracking progress and growth. Analytic tools will give educators the ability to see data displayed in a variety of ways. The user interface will display basic profile information such as reputation level, transaction history, and available balances. Notifications will alert users when their content has been bought, rated, or reviewed.

Alice Tech

Leap With Alice is the passionate educator's free tool for creating, buying, and selling educational content enhanced with augmented reality, secured by blockchain technology, and incentivized by cryptocurrency.

Augmented Reality

Leap With Alice was founded after conducting research at the University of Central Florida, showcasing the efficacy of augmented reality in education. While most modern day technology can be incredibly useful in classroom scenarios, the results of this study yielded undeniable signs that augmented reality can unlock new educational paradigms. On the outside, looking in, educators often find themselves at the bottom of the technology totem pole. A wave of accessible technology is on the verge of crashing into schools across the globe. The big players, such as Apple and Google, have dove head first into the EdTech field, specifically in the realm of augmented reality. Breaking free from the novelty phase, AR is finally showing the ability to deeply impact the way we learn.

"Augmented reality can transform how students learn about and connect with the world around them. Turn your classroom into the cosmos. Make a history lesson as vivid as the present by restoring ancient artifacts." -Apple Education

The use of AR in the AliceSuite™ is intended to enhance the overall learning experience for all audiences. Leap With Alice leverages existing emerging technologies such as ARKit and ARCore, serving as the initial framework for AR experiences.

Blockchain Technology

Leap With Alice is utilizing the Ethereum blockchain to build upon. This provides the stability of an established network with industry leading levels of security. Users can be assured that their personal data and transaction history will remain secure throughout their experience.

Adapting to the rapidly evolving landscape of the cryptocurrency space, Leap With Alice will offer a Digital Currency, Digital Equity, and Digital Assets. This structure provides a unique balance of participation in community growth and an equity ownership stake in Leap With Alice as a company.

The items sold on AliceExchange are digitally unique assets built utilizing the ERC-721 protocol. Users upload content and upon purchase, a unique ERC-721 asset is minted as a representation of the educational content being purchased. This allows the creator to stay in full control of their distribution and the flexibility to adjust the terms of their sales.



Dual Token Model



The **LWA Security Token** is an ERC-20 token designed to represent tokenized equity, where the ownership grants the anticipation of future profits in the form of dividends, revenue share and/or price appreciation. Any distribution of the LWA Token will not occur until complete regulatory compliance has been cleared.



The **ALICE Utility Token** is an ERC-20 token that serves as the native currency on AliceExchange, providing users a larger percentage of sales vs. fiat, while acting as an incentive for the creation and curation of content. The ALICE token will be generated and distributed in tandem with the launch of AliceExchange.



Market Analysis

Modern technological innovations have facilitated the integration of smart devices into the classroom, broadening the scope of education, worldwide. Students commonly access smart devices in the classroom, with one-third of these devices issued by school districts. Aiding in lesson plans, these smart devices have proven to greatly increase the engagement and retention of information for all students. Partnering with the University of Central Florida, our studies have shown increased engagement in 90% of the students observed while using Leap With Alice.

At the heart of this increased engagement is augmented reality (AR). The AR device market is expected to reach about \$660 million, the New Jersey Institute of Technology reports. Growing at an annual compound growth rate of 65.1%, AR is expected to see rapid strides in volume and value. Further, the University of Nebraska Medical Center is constructing a \$118.9M Augmented Reality Center, transforming their approach to education in the healthcare field.



"Augmented reality has the potential to revolutionize learning in primary and secondary schools more than any other technology has done in the recent past," reports NJIT. "... Several studies published in the last four years have shown that it enhances learning and classroom interactions."

Existing educational marketplaces have seen over two-thirds of teachers in the United States use their services. Unlike Leap With Alice, these established marketplaces do not offer any creation tools. Still, in the last year, over five million unique educators have exchanged on existing marketplaces. Not only are educators across the globe engaging in the exchange of educational content, they are creating notable streams of revenue. In 2016, 80,000 contributors combined to earn over \$100 million, including a dozen individuals that have generated over \$1M each.

Globally, the market is on the verge of exploding. In India, massive demand has resulted in the production of budget friendly smartphones. Despite average per capita incomes under \$1,600, India is projected to top the United States in smartphone sales. Thanks to cloud-based computing, even those with \$5 smartphones will be able to utilize Leap With Alice and all of its features.

Incentivizing Education

The ALICE utility token is designed to decentralize the buying, selling and rewarding of positive contributions. Quality content drives new educators to AliceExchange, while promoting growth and activity of existing educators. Those that generate valuable content are algorithmically rewarded in ALICE token from the Incentive Pool. This method of distribution spreads the ALICE token to users on a larger scale, targeting those that bring value to the platform. Additionally, those that contribute by curating content (evaluating, reviewing, commenting, sharing) also play a pivotal role in the proper distribution of the Incentive Pool. These educators who create impact through curation are also rewarded with ALICE token.

Reputation Building

When a transaction is conducted, buyers may leave feedback for the seller about that content. All feedback is stored on the Ethereum blockchain and impacts each user's reputation. Linking the feedback to the transaction, a detailed history of quality and trust is created. Thanks to the open and public nature of the Ethereum blockchain, anyone is able to view this history. Each user's reputation is created by the accumulation of feedback received, Educational Board reviews, attention driven to content, and transaction history.



**SHARING & REVIEWING
OF CONTENT**



**PRODUCE HIGH RATED
CONTENT**



**ACCOMPLISH ALICE
ACHIEVEMENTS**

Creators

Content creators are the backbone of Leap With Alice. They will be given every opportunity to flourish and incentivized around every corner. When a content creator generates educational material and places it on AliceExchange, they establish a supplemental stream of value. As sales receive positive feedback, creators are rewarded in ALICE token, based on their level of reputation. As user reputation grows, the percentage level of reward increases. Additionally, content creators can receive “tips” in ALICE token from other users, pushing the incentive to create quality content.

Consumers

For every purchase made on AliceExchange, buyers receive ALICE tokens (from the Incentive Pool) as a reward for contributing to the Leap With Alice community. Purchase history plays a large role in a user’s reputation. This results in an increased incentive for purchasing content, as a reputation grows. The more purchases made, the more a user receives reward tokens back, as a “thank you”.



Curators

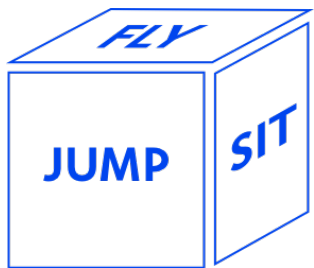
In an effort to ensure that the best content rises above the rest, users who remain active in the practice of rating, reviewing, and sharing quality content are rewarded in ALICE token (from the Incentive Pool). The level at which they are rewarded is also dependent on their reputation. Furthering the incentive to curate, content creators also have the ability to send tips to users who provide thoughtful feedback.

Campaigns

The approach to education varies across the globe. On a smaller scale, every classroom is a unique learning environment. There may be an instance when the content a user desires is not readily available. These users are able to initiate bounty programs. Offering an incentive from their wallet (defined by a number of ALICE tokens), users can request specific content. Once another user has created the content and submits it into the Alice Exchange, they receive the ALICE tokens that were offered as a reward.

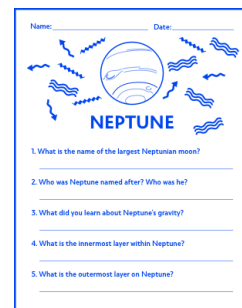
Alice In Action

Leap With Alice recently announced the release of the AliceLens™ Demo App, available on iOS and Android. With AliceLens, users can catch a glimpse of the augmented reality capabilities that Leap With Alice provides. Under the “Apps” tab in the header of LeapWithAlice.io, a link to download “targets” will allow you to engage the Alice Lens.



Sight Word Cube

The Sight Word Cube attacks various modalities of learning. Leveraging a kinesthetic approach, students must first assemble the cube. Engaging AliceLens with the cube, the words on the paper come to life. The simple word “jump” is now enhanced by an avatar of the student, jumping up and down. This multi-sensory exercise creates a deeper level of engagement and generates meaningful interaction. Students use the AliceLens to gain a visual representation or demonstration of each word they read, empowering them to gain a stronger comprehension of its meaning.



Planet Neptune

Standard worksheets are common in modern day classrooms. Students are provided a list of questions and tasked with finding the answers within their textbooks. Using The Alice Suite, educators can transform an ordinary piece of paper into informative interaction. After uploading the worksheet into AliceLabs, the image of Neptune is selected as the “target”. Dragging in a 3D model of the planet, it links to the target on the paper. Now, when students engage the worksheet using the AliceLens App, a 3D image of Neptune leaps off of the paper. Tapping the planet, it breaks apart into layers, giving students the answers to their list of questions. This experience can be expanded even further by linking documentary style video or external resources.

The Alice Community

Educators are not confined to the classroom. In fact, education is simply defined as the process of giving and receiving systematic instruction or embracing an enlightening experience. Leap With Alice provides free tools for anyone to take part in the creation of educational activities. The Alice Suite will engage a variety of educators.

Tech Savvy

A first-hand witness of how technology can impact learning, this educator actively seeks out innovation through EdTech. These early adopters will lead the way as Beta Testers and Evangelists for Leap With Alice. Providing early and invaluable feedback, these are the educators that will define Leap With Alice at an early stage and grow the community through word of mouth.

Creative and Passionate

This educator is actively seeking ways to improve their classroom. They are deeply passionate and seeking to engage with Leap With Alice on a creative level. Already accustomed to creating their own content, they are excited by the prospect of a learning environment that promotes engagement and interaction. The ability to buy/sell content is a notable perk but even more exciting is the empowerment to

impact classrooms across the globe, beyond just their own.

Revenue In Your Sleep

Opportunistic educators seeking passive income. Earning ALICE Token is the motivation behind this educator's interaction. With enough community support and quality content submitted into the AliceExchange, educators have the potential to build passive streams of supplemental earnings. Further, incentives keep this educator coming back for more, playing a pivotal role in the curation of content.

Convenience and Time

Spare time is something this educator has very little of. This user is excited to have access to content for their classroom without the commitment of creating their own. There is no intention of contributing original content but they are incredibly grateful for an exchange full of well curated educational content that can save them hours of classroom prep.

Students Becoming the Teacher

The free structure of AliceLabs encourages students to create, cultivating an environment of young entrepreneurs. Whether class projects, homework, or beyond, students have infinite flexibility to showcase how they envision education. They can even begin to enlighten teachers on new ways to educate.

Team Alice



Caesar Medel
Chief Executive Officer



Alfonso Morales
Chief Technology Officer



Marc McDonald
Chief Operating Officer



Manuel Betancourt
Chief Design Officer



Kenneth Medel
Chief Marketing Officer



Zack Pierola
Chief Commercial Officer



David Ramirez
Blockchain Developer



Alex Chatham
Unity Developer

Caesar Medel - CEO & Co-Founder

Alfonso Morales - CTO & Founder

Marc McDonald - COO & Co-Founder

Manuel Betancourt - CDO & Co-Founder

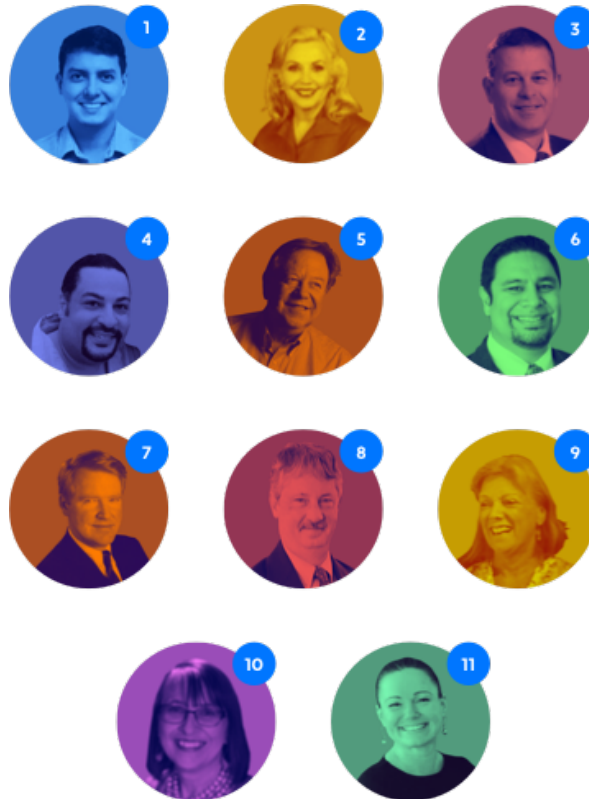
Kenneth Medel - CMO & Co-Founder

Zack Pierola - CCO & Co-Founder

David Ramirez - Blockchain Developer

Alex Chatham - Unity Developer

Advisors



1. **Victor Romero** - Crypto Exchange Specialist
2. **Karen Nelson** - Montessori Owner/Partner
3. **John Scorsone** - Project Management and Operations
4. **RC Williams** - Community Leadership
5. **Alan Shafer** - Business Consultant
6. **Dr. Trey Vasquez** - UCF Research/Education Professor

7. **Jim Lewis** - BI/Strategy
8. **Dave Edyburn** - UCF Dean of Research
9. **Silvia Leporati** - Dyslexia/Education Specialist
10. **Susan O'Hearn** - Community Intel
11. **Julianna Ormond** - Community Leader

Core Partnerships

University of Central Florida - Orlando, FL

Leap With Alice has partnered with UCF to conduct impactful research studies, collecting valuable data in order to strategically implement our technology and better the future of education. Leap With Alice's offices are located on campus, within the Toni Jennings Exceptional Education Institute. Collaborating with Dr. Trey Vasquez (Associate Professor, Child, Family, and Community Sciences) and Dave Edyburn (UCF Dean of Research), Leap With Alice will participate in studies to show the efficacy of AR in the classroom. Further, we will determine how our approach best targets students with unique learning abilities. Future plans include the establishment of an endowment to further the progress of EdTech and the development of optimized education.

University of Algarve - Faro, Portugal

This partnership will deliver free educational resources across the globe, allowing educators to create powerful content that has been enhanced by emerging technology. Through the University of Algarve, we will collaborate with the MILAGE Project, which has built a community of partners, including universities and schools located in Norway, Spain, Turkey, and Portugal. This developed network of educators and students will be the first to engage Leap With Alice's free creation tools; enhancing content and cultivating a more immersive learning experience.

Mercury Cash and Miami Crypto Exchange

The Miami Crypto Exchange (MCEX) is the first fully legal, regulatory compliant crypto gateway for securities and non-securities tokens between the US and the world. The multi-currency wallet system, Mercury Cash, allows for trading a wider variety of non-securities and securities on the MCEX platform. Mercury Cash acts as a marketplace for the user wishing to buy and sell or just send and receive different forms of Cryptocurrency. Leap With Alice is grateful for the guidance of Mercury Cash and Miami Crypto Exchange. Working as Senior Advisor, CEO Victor Romero provides first hand experience and invaluable knowledge of the cryptocurrency space.



Advance Learning Academy

Leap With Alice has made a major push to reach local educators, building relationships that will refine and evolve our educational tool in the early stages of development. Leap With Alice and Advance Learning Academy will be working together to integrate our technology into their curriculum for the 2018 school year. In this tech-rich learning environment, each student is provided an iPad. Advance Learning Academy is dedicated to creating a diverse community of learners by providing innovative, effective instruction that promotes academic excellence and social growth.

Princeton House Charter

Dedicated to children with Autism, Princeton House's teachers are determined to apply creative forms of technology in their classrooms. Teachers and therapists collaborate on the various applications to integrate modern technology into academics, social activities, and speech therapy sessions. Princeton House

delivers specialized instruction to each student in a low student to teacher/staff ratio with an intensive academic, language, social, and behavior intervention program. Forming an immediate connection, Leap With Alice has partnered with Princeton House, built on a common vision of how technology can maximize every child's potential.

Montessori School

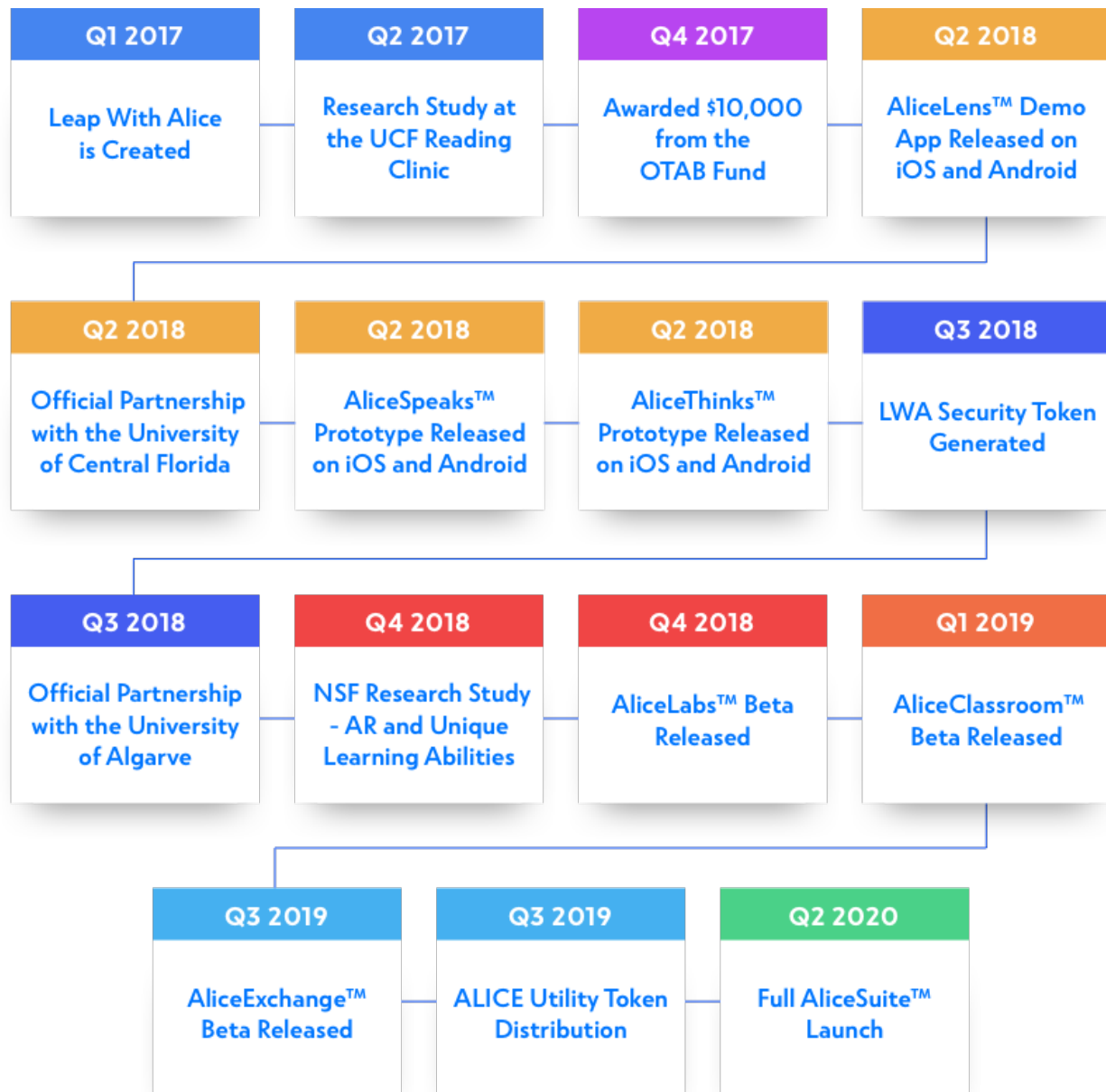
The Montessori method reflects the uniqueness of each student involved. The child is guided by educators to approach learning with an "active" role, creating a truly individualized education. Montessori teachers carefully observe and introduce each student to subject-matter based on their interest and readiness. Oviedo Montessori School provides children the necessary tools, guidance, and opportunities to develop independence and self-reliance. The Oviedo Montessori School was established in 1998. Leap With Alice is actively engaged in the development of Augmented Montessori Lesson plans.

In Collaboration With

Motion Sphere
The MILAGE Project
Starter Studios Accelerator
1 Million Cups

National Science Foundation
Orlando Tech Association
Dengun Digital Agency
Full Sail University

Road Map



Security Token Offering (STO)

Beginning in 2013, Initial Coin Offerings (ICO's) entered global markets with the potential to become the next generation of crowdfunding, centered around cryptocurrency. In an ICO, individuals contribute funds towards a new project (such as BTC or ETH, fiat in rare instances). Rather than receiving claim to the company's assets or equity, contributors receive tokens backed by blockchain technology that are often referred to as "utility tokens" - serving as a means of functionality within that specific project.

Currently, the Security and Exchange Commission (SEC) and other regulatory bodies around the globe are scrutinizing this process. The level of speculation surrounding various "utility tokens" has lead many to believe that these tokens should be regulated as securities. Due to this premise, the ICO process has evolved to become a Security Token Offering (STO) with regards to the sale of tokens that represent company equity.

Security Token Offerings establish the framework for the second coming of the stock market. A system that allows functionalities and benefits that a traditional stock market cannot provide, such as:

- Tracking security holders of a specific security
- P/L distribution and allocation for security holders
- Easier transfer of securities
- Increased liquidation of securities

Tokens representing our Units of Ownership Interest are generated on the Ethereum Blockchain. Leap With Alice is implementing all measures to guarantee the safe transfer of securities and full compliance with AML and SEC regulations.

Summary

Leap With Alice promotes the free creation of quality content, leveraging augmented reality to enhance lessons plans and blockchain technology to establish a secure ecosystem that allows each user's content, data, and funds to be safely stored. Leap With Alice focuses on utilizing emerging technologies to orchestrate a revolution in an outdated education system. Leveraging these innovations, Leap With Alice harnesses the powers of interaction and incentives. Thanks to this rapidly growing technology, the global educational ecosystem has the potential to evolve like never before.

Most educators do not have the time or resources required to engage students on an individual level. Unique abilities, such as dyslexia, often remain ignored. On a larger scope, average classrooms lack meaningful interaction from students. Despite access to smart devices, the tools that drive positive growth are misused. Leap With Alice changes this by creating a world where students learn through innovation and educators earn through imagination. Welcome to education's new reality. Come take a Leap With Alice!

*"Education is the passport to the future,
for tomorrow belongs to those who prepare for it today."*

-Malcolm X

Augment. Learn. Exchange.

DISCLAIMER – Not Investment Advice

The information provided in this White Paper should not be viewed as investment advice, financial advice, trading advice, or any other form of advice. Conduct your own due diligence and consult your financial advisor before making any investment decision. Leap With Alice will exhaust all resources to ensure the accuracy of the information described in this White Paper. It will not hold any responsibility for missing or incorrect information. You understand that you are using any and all information AT YOUR OWN RISK. Cryptocurrencies, such as ETH, are highly volatile. It is common for prices to increase or decrease dramatically in a single day. Cryptocurrency trading may not be suitable for all users. Anyone wishing to invest in cryptocurrencies should consult a professional financial advisor.

Coinciding with the release of the Leap With Alice Demo Application, this White Paper serves as a Proof of Concept, prepared by Leap With Alice, LLC. The LWA Token Sale offers the ability to exchange USD, ETH, BTC, or DASH for LWA. The function of the LWA token is to represent future equity of Leap With Alice.

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