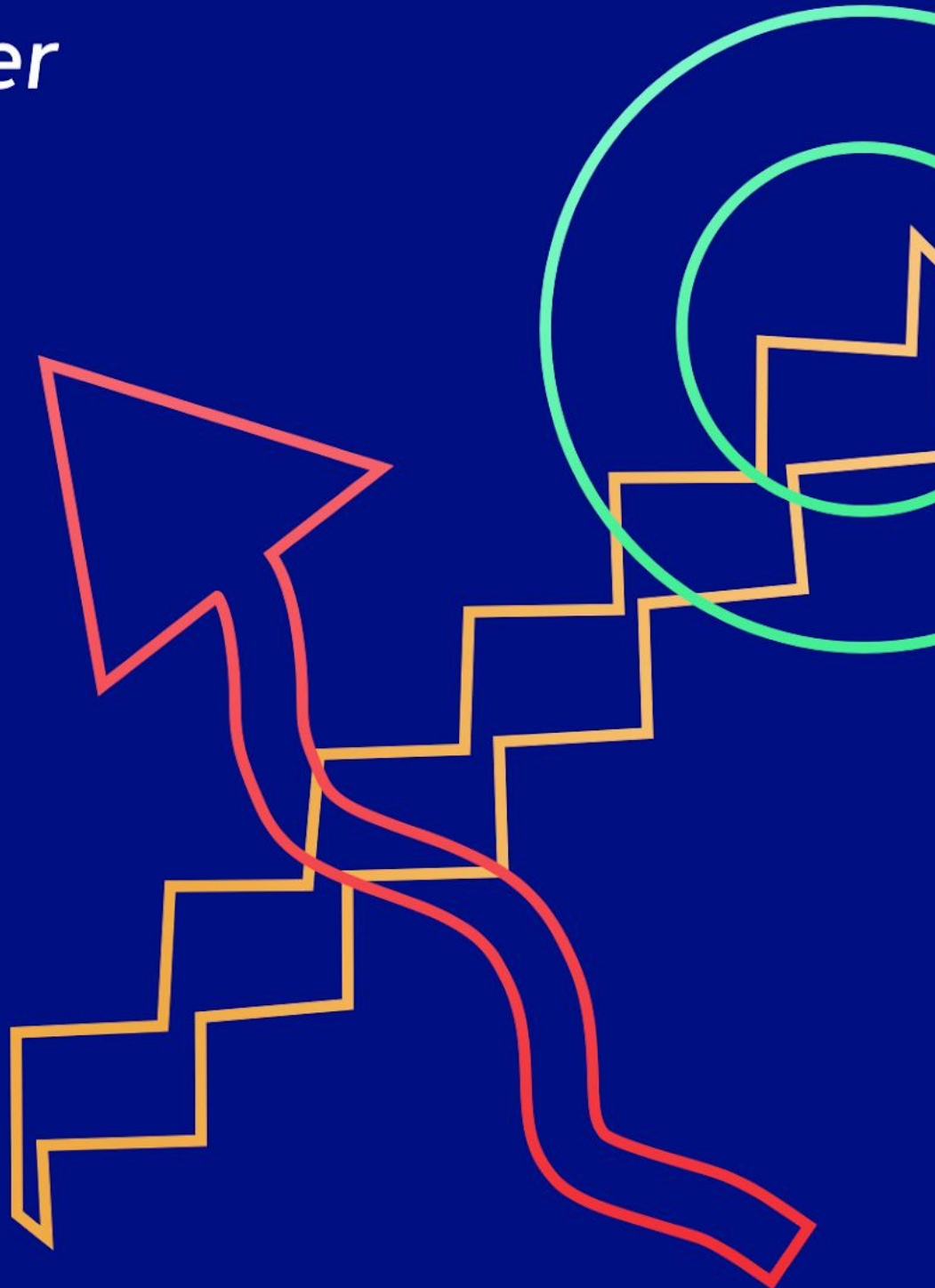




# Leap With Alice<sup>TM</sup>

## *whitepaper*



V1.9  
May, 2018

[LeapWithAlice.io](http://LeapWithAlice.io)



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## NOTICE

### **The ALICE Token Sale ends as the first of two milestones are met:**

- Hard Cap Met
- Hard End Date: TBA - Announced before the start of the Pre-ICO

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 ALICE Token Sale offers the ability to exchange ETH for ALICE, for which the primary use is to act as a native currency for Leap With Alice. There is a maximum of 2,000,000,000 ALICE tokens available during the token sale.

### **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 sort of advice. Do conduct your own due diligence and consult your financial advisory before making any investment decision.

Leap With Alice will exhaust all means to ensure accuracy of information listed in this White Paper, although it will not hold any responsibility for any missing or wrong information. You understand that you are using any and all information available here **AT YOUR OWN RISK.**

Ethereum and other cryptocurrencies 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 looking to invest in cryptocurrencies should consult a fully qualified independent professional financial adviser.



## 1.0 Abstract

### **A leap in creative education...**

The outdated infrastructure of today's educational landscape has failed to introduce new and exciting technologies into the classroom. Teachers and students lack the tools required to reach their maximum potential. It has become devastatingly normal for students with unique abilities (such as dyslexia) to be ignored. Deeply impactful members of our society are struggling to get by, as an educator's time and efforts are often undervalued. The shortcomings surrounding the education system are openly discussed but solutions have been scarce.

The technology required to create the classroom of the future is readily available. Shattering the basic routine of classroom activity, educators now have the resources needed to transform each day into an interactive learning experience. Leap With Alice provides a free educational tool and a peer-to-peer exchange with the capacity to create, buy, and sell enhanced educational content. Leap With Alice is the resource for teachers to connect and engage their students on a deeply individual level, propelling them towards achieving their full potential - all while peaking each student's curiosity and incentivizing a higher level of education.

Leap With Alice transforms the classroom from a work environment to an immersive learning experience where teachers and students can mutually thrive. Augmented Reality hands teachers technology that generates interactive and deeply engaging content; taking the existing world around us and overlaying new information on top of it. Leap With Alice provides templates and guides on how to create effective content, fast. Using simple drag and drop features, educators possess the ability bring everyday lesson plans to life.

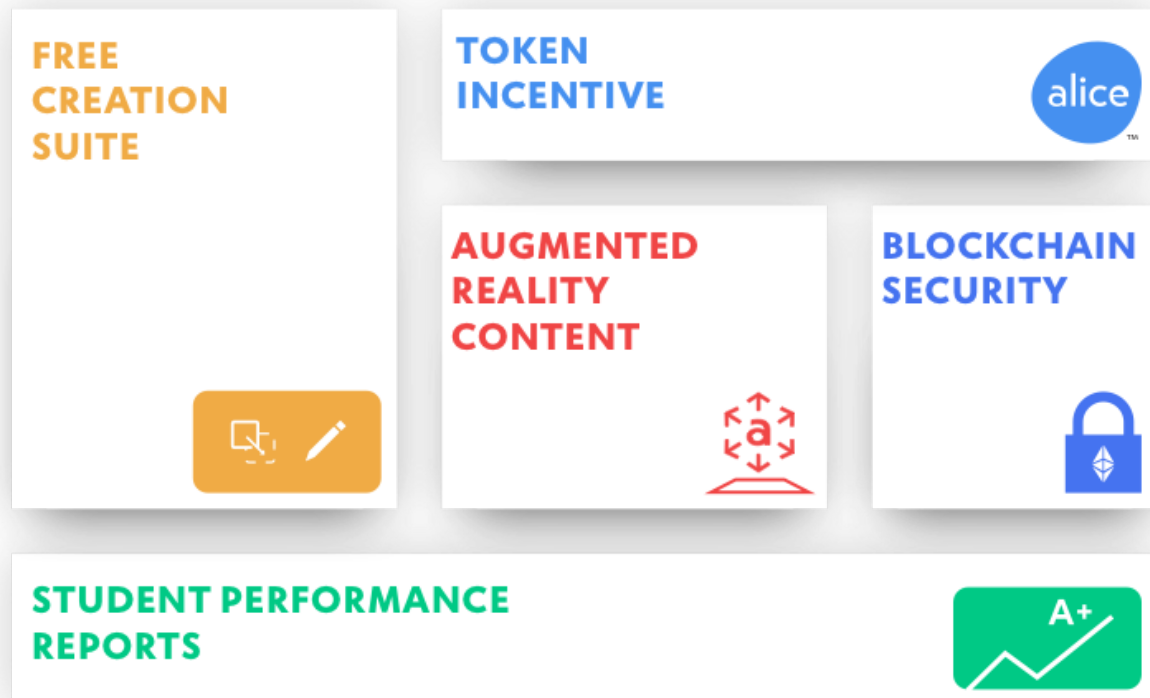


## 2.0 Leap With Alice Vision

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

*-Nelson Mandela*

Disrupting modern day education and solving the problems that have persisted for decades, Leap With Alice provides an innovative educational tool. Lighting the spark that ignites a monumental shift in learning, every student has the personalized resources they need to realize their true potential. Leap With Alice fosters 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 a tool to achieve those visions on a much larger scale, with far greater efficiency, and at no cost. Leap With Alice will become the tool that parents and teachers use to discover each student’s educational superpower.





## 3.0 Today's Challenges

### Easy Access, Low Engagement

In most classrooms, smart devices are primarily used for test taking or replacing bulky text books. While students use their 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 11th grade.

### Students Are Still 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 resources to individualize their efforts.

### Immeasurable Value Undervalued

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

### Digital Learning Credibility

While e-learning continues to grow in popularity, certification validity remains an issue, as there is no standard accepted by all companies, countries, or institutions. While many online institutions offer certificates upon completion, most present little value outside of that given platform. Lack of quality standards, transparency, and trust play large roles in this.



## **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 students had their information stolen and sold.

## **4.0 Our Solution for Tomorrow**

### **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 aids 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.

### **Fostering Unique Abilities**

Investing in modern technology to create uniquely designed material for students experiencing common struggles, like dyslexia, has shown to increase overall engagement and subject matter understanding. The LWA platform provides a variety of tools for teachers to create lesson plans which reflect a myriad of ways to digest information and retain knowledge. Teachers now have the power to identify what method of learning best suits their students and implement those lesson plans; propelling students towards their maximum potential.

### **Incentivizing Through Interaction**

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, users will have the ability to earn ALICE tokens by playing a valuable role in the Leap With Alice community.

Pushing the basic online rating system to the next level, Leap With Alice incentivizes users to add positive value to the community. Drawing from an incentive pool, ALICE tokens are distributed to users who help curate content, as well as create it.

## **Credibility and Trustlessness**

Pairing with the incentive model is the ability to build an immutable reputation that perpetually builds upon itself. When users onboard, they establish a digital identity that begins recording all academic achievements, securely stored on the Ethereum blockchain. Teachers and students have the opportunity to build a portfolio of certifications and recognition, never to be altered or lost.

As a user's portfolio expands over the course of their educational career, it begins to showcase their ability to drive growth in the classroom. Everyone within the Leap With Alice community is equipped with an indisputable resume. Educators possess concrete information that details their contribution to the field of education.

## **Protecting Teachers and Students**

Distributed ledgers, the core concept behind blockchain technology, allow networks to secure any form of data on an impenetrable level. The World Economic Forum predicts 10% of all gross domestic products to be supported by distributed ledger prior to 2027. 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.

Leap With Alice has implemented strict data access policies pertaining to the transfer of data on or off localized endpoints. Systems are monitored with a sophisticated User Entity Behavior Analytics (UEBA) software that monitors user and process behavior on the endpoint.





Big Data is becoming a very important market. Through the use of blockchain technology and identity-aware proxy, identity data isn't compromised. Through this policy-based approach the use of the data is transparent and can only be released by the user.

## 5.0 Market Analysis & Opportunities

Modern technological innovations have facilitated the integration of smart devices into the classroom, broadening the potential and scope of education, worldwide. Students in the United States regularly access smart devices in the classroom, with 1/3 of these devices issued by the school district. Electronic devices in the classroom, aiding in lesson plans, have proven to greatly increase the engagement and retention of information for all students. Partnering with the College of Education and Human Performance at the University of Central Florida, our study shows increased engagement in 90% of the students observed while using the Leap With Alice software.

In 2015, the e-learning market was estimated to be \$165 billion. The industry has consistently grown and is expected to reach approximately \$250 billion by 2023. This is especially true in emerging market countries such as India, China, and Malaysia, where the growth rate is exceptionally robust, rising approximately 50% per year.

The AR device market is expected to reach about \$660 million, the New Jersey Institute of Technology reports. Further, the University of Nebraska Medical Center is constructing a \$118.9M Augmented Reality Center, transforming their approach to education in the healthcare field.

While Leap With Alice focuses on the classroom, education takes many shapes and forms. Large companies play a major role in this market as they are responsible for roughly one-third of all transactions for e-learning services. In the professional realm, e-learning is commonly used for new hire training, certifications, and various other aspects of professions aiming to increase general product knowledge. Leap With Alice provides tools that are not limited to the classroom, they have the potential to impact



education on every level.

“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.”

## 6.0 ALICE Token and Exchange

Leap With Alice establishes a peer-to-peer payment system, marketplace, and decentralized reputation system powered by the Ethereum blockchain and a native ERC20 utility token, ALICE. ALICE and the Ethereum blockchain secure transactions, allowing users to safely buy and sell in the ALICE Exchange - all while building a transparent and reliable reputation. Transactions in the ALICE Exchange are conducted using the ALICE token. However, users will be able to convert ALICE into other forms of currency. Leap With Alice is built on the Ethereum blockchain, utilizing Smart Contracts with an ERC20 compatible utility token, ALICE - structured as the native currency of Leap With Alice.

- Fractionally Divisible
- Non-inflationary
- Fungible and Transferable
- Eliminates transaction fees.
- Returns a higher percentage of sales, compared to Fiat.
- Facilitates the execution of smart contracts.
- Represents transferable value for buying/selling on the Alice Exchange.
- Incentivizes quality contributions throughout the experience.
- Fixed supply (4,000,000,000)
  - Token Sale: 50%
  - Incentive Pool: 30%
  - Community Building: 20%
  - Founding Team: 0%



## The ALICE Exchange

The ALICE Exchange creates an ecosystem where educators can take control of their passion. Establishing a global community, the ALICE Exchange is a peer-to-peer digital marketplace with the capacity to buy and sell original educational content, transacting with the ALICE token. Teachers may browse specific topics that target unique abilities, providing the most personalized lesson possible. If a more collaborative environment is the goal, interactive lesson plans can be created that bring the entire class together for an immersive learning experience. The time and effort spent creating a unique lesson plan is no longer confined to a single classroom, it can span the globe and impact students everywhere. The ALICE Exchange facilitates the distribution of enhanced educational content on a global scale.

### Transaction Process

#### **After submitting content into the ALICE Exchange, the seller/creator specifies...**

1. Who the seller is (represented by an Ethereum address)
2. The price of the content (Fixed fiat amount, this value would be displayed in ALICE tokens, fluctuating based on the market value vs. USD.)
3. The metadata of the transaction (this is a hashed representation of the metadata)

#### **After identifying the desired content to purchase, the buyer...**

1. Ensures the necessary ALICE tokens are available in their wallet.
2. Accepts the terms of the seller/creator.
3. Receives access to content based on the purchase agreement.



## Reputation Building

When a transaction is conducted using the ALICE token, buyers can leave feedback for the seller about that transaction. Consisting of a ratings and comments, 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, attention driven to content, and transaction history.

## Incentives

ALICE is designed to decentralize the buying, selling and rewarding of positive contributions by removing the "trusted third party". Quality content is what will drive new users to Leap With Alice, while maintaining the activity level of existing users. The users who generate this valuable content are algorithmically rewarded from the Incentive Pool in ALICE token. 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 users who create impact through curation are also rewarded with ALICE token.



**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 education material and places it on the ALICE Exchange, 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 the ALICE Exchange, the buyer receives 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. As more ALICE tokens are exchanged for content, 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**

Approaches to learning vary across the globe. On a smaller scale, every classroom is a unique learning environment. There may be a time 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 submitted it



into the ALICE Exchange (confirmed by the user who initiated the bounty), they receive the ALICE tokens that were offered as a reward.

## 7.0 Alice in Action

Leap With Alice recently announced the release of the Demo App, available on iOS and Android. With the demo, you are able to catch a glimpse of the Augmented Reality capabilities that the ALICE Lens provides. Under the “Apps” tab in the header of LeapWithAlice.io, a link to download “targets” will allow you to engage the ALICE Lens. In order to grasp the power of augmented education, print out the “Sight Word Cube”.

The “Sight Word Cube” attacks various forms of learning. Leveraging a kinesthetic approach, students must first assemble the cube. Ready to engage the ALICE Lens, the words on the paper come to life. This visually stimulating exercise creates a deeper level of engagement and generates meaningful interaction. Students use the ALICE Lens to gain a visual representation or demonstration of each word they read, empowering them to gain a stronger comprehension of its meaning.

## The Complete Alice Experience

Meet Mrs. Kennari. Her passion for the craft of teaching is regularly on display, as she is constantly bringing new ideas and twists into the classroom. Generating noticable results from her unique approach, Mrs. Kennari actively seeks ways to push her creativity further and further. Looking for inspiration, she comes across Leap With Alice and her curiosity spikes. The prospect of taking the content she already creates and enhancing it with Augmented Reality has her mind firing on all cylinders.

Entering the ALICE Laboratory, Mrs. Kennari uploads a standard worksheet she created for her class. Using simple drag-and-drop tools, the content is no longer confined to a piece of paper. Leap With Alice’s AR enhancement tools empower Mrs. Kennari to turn her classroom into an immersive learning environment. What had once



been a simple chart breaking down the planet Neptune has transformed into an interactive 3D model. Students can zoom in and out, viewing the planet from different perspectives. Opening the planet up, students learn details about the layers composing the planet. This lesson evolves from a simple read and retain approach to educational material that deeply engages the classroom.

While Mrs. Kennari represents the peak level of interaction with the platform, not every teacher has the time or drive to create. Too many educators experience the strife of Mr. Athro, a single father that struggles to support his family on a teacher's salary. In order to provide, he is forced to work a second job. The balance of work and family is a constant battle, one that Mr. Athro appears to be losing. His passion rests in education but a diluted performance in the classroom is detrimental to himself, his family, and his students.

Drifting in and out of conversation with his peers, Mr. Athro overhears a fellow educator mention Leap With Alice. The ability to create AR content isn't what grabs his attention, it's the ALICE Exchange — "...a library full of educational content and lesson plans created by other teachers that have been enhanced with Augmented Reality. Instead of spending time producing my own material, I just bring those lessons into class. We fire up the Leap With Alice app, turn on the ALICE Lens and the students go crazy for it. It saves hours of time and my class has never engaged more actively!"

Despite interacting on a basic level, Mr. Athro has discovered a way to improve his classroom and establish a better work/life balance. With additional time, Mr. Athro has the potential to increase his role within the Leap With Alice community. Incentivizing activity may catch his eye, the way that it did with our next educator, Mr. Magister.

Student loans have forced Mr. Magister to work an exhausting schedule of multiple jobs, taking him from early hours of the morning to late hours into the night.



Young, single, and restricted from experiencing any form of a social life, Mr. Magister is desperate to find a way to passively supplement his income. Searching far and wide, he comes across Leap With Alice. The math adds up...he can take a library of generic content, use Leap With Alice's free enhancement tools, and sell the finished product in the ALICE Exchange, generating a stream of passive compensation.

ALICE tokens begin to flow into Mr. Magister's wallet after other educators purchase his enhanced content. On top of the tokens received from the sales, he notices there are additional ALICE tokens. Thanks to other users and their glowing reviews, Mr. Magister has earned ALICE tokens from the Extra Credit Pool (a reserve of ALICE tokens set up to incentivize quality contributions within the Leap With Alice community).

All individual contributions within the Leap With Alice community are measured, establishing each user's reputation. Fueled by incentives, Mr. Magister initiates a snowball effect that will allow his stream of ALICE tokens to steadily grow. An active curator of content, he earns Extra Credit from simply "liking" content or engaging the community with a thoughtful review. The level at which he earns Extra Credit continues to rise with his reputation. An initial quest for passive income transitioned into an active user; an educator who plays a pivotal role within the Leap With Alice community, ensuring that quality content rises to the top.





## 8.0 The Team

### LEAP WITH ALICE TEAM



**Caesar Medel**  
Chief Executive Officer



**Alfonso Morales**  
Chief Operating Officer



**Manuel Betancourt**  
Chief Design Officer



**Caleb Crow**  
Chief Project Officer



**Marc McDonald**  
Product Specialist



**Kenneth Medel**  
Chief Marketing Officer



**Jayne Clare**  
Director of Education



**Gilbert 'Zack' Pierola**  
Chief Commercial Officer

**Caesar Medel** - CEO & Co-Founder

**Alfonso Morales** - COO & Founder

**Manuel Betancourt** - CDO & Co-Founder

**Caleb Crow** - Chief Project Officer

**Marc McDonald** - Product Specialist

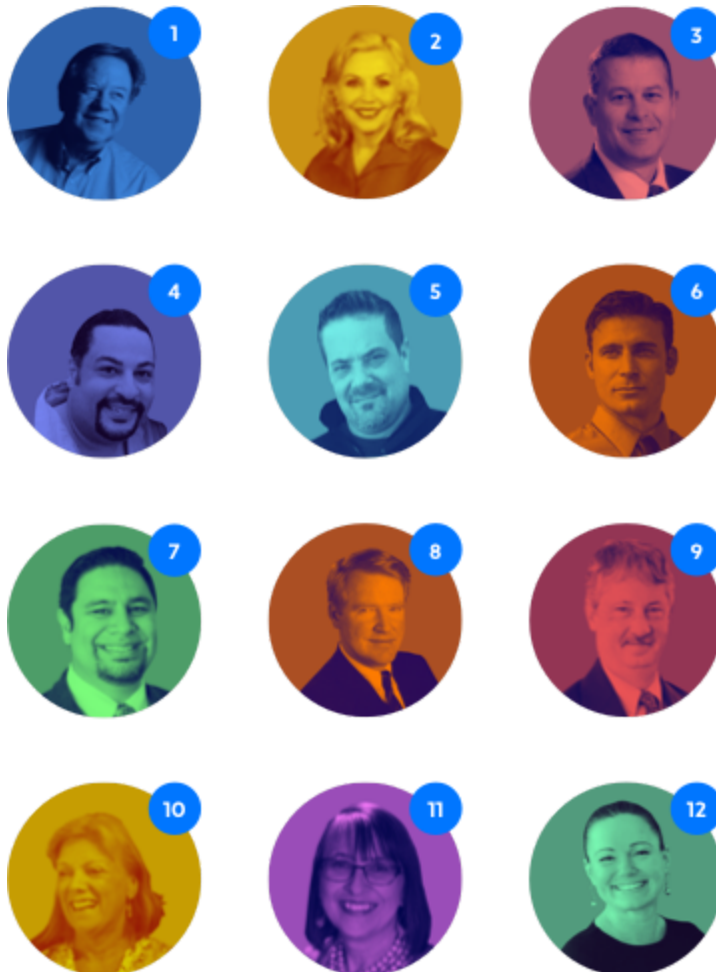
**Kenneth Medel** - Chief Marketing Officer

**Jayne Clare** - Director of Education

**Zack Pierola** - Chief Commercial Officer



## Advisory Board



1. **Alan Shafer** - Business Consultant
2. **Karen Nelson** - Montessori Owner/Partner
3. **John Scorsone** - Project Management and Operations
4. **RC Williams** - Community Leadership
5. **Justin Scott** - ML/AI/UI/UX Specialist
6. **Lawrence Link** - Crypto Consultant

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



## Partnerships

### University of Central Florida

Toni Jennings Exceptional Education Institute (TJEEI) is vital to the preparation and retention of qualified instructors that serve children and adults with special needs. This partnership provides access to information, resources, and opportunities for UCF faculty, students, and families with children with disabilities. The TJEEI Teaching and Research Clinics offer students with disabilities and their families resources focused on assessment, behavior, reading, mathematics, and community counseling:

- Clinical research study regarding LWA software and engagement; completed Summer, 2017.
- Two-year study (published), regarding AR with students with unique learning abilities starting Summer 2018.

### National Science Foundation Innovation Corps

The National Science Foundation (NSF) I-Corps program prepares scientists and engineers to extend their focus beyond the university laboratory. NSF I-Corps accelerates the economic and societal benefits of NSF-funded basic-research projects that are ready to move toward commercialization. Through I-Corps, NSF grantees learn to identify valuable product opportunities that can emerge from academic research, and gain skills in entrepreneurship through training in customer discovery and guidance from established entrepreneurs. Leap With Alice completed the lifetime certification in 2017.

### Full Sail University

Full Sail University is nationally accredited by the Accrediting Commission of Career Schools and Colleges (ACCSC) to award associate degrees, bachelor's degrees, and master's degrees in audio, film, design, computer animation, business, and other fields. The school offers 50 degree programs and 2 graduate certificates. It has approximately 8900 undergraduate and 170 postgrad students. In 2017, Leap With



Alice established its credentials with Full Sail University to leverage and utilize its student/alumni network. This creates a potential intern and talent source.

### 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.

### Starter Studios Accelerator Program

Starter Studio is an accelerator program for technology related startups in the earliest stages of development. As a non-profit, Starter Studio takes absolutely no equity in the companies that enter the program, allowing entrepreneurs to focus on their goals. The Accelerator program prepares startups for hurdles involved with new companies. Leap With Alice completed the program in 2017 with distinctions.



## 9.0 Road Map



### January 2017 - Present

In January of 2017, Leap With Alice was born and hit the ground running. The University of Central Florida Reading Clinic used Leap With Alice to study the effects of AR on engagement in the classroom. To cap off the first year, Leap With Alice was awarded a \$10,000 donation from the OTAB fund to further pursue the project.

**Q1 2017:** Leap With Alice was created with the vision of bringing technology into the classroom, cultivating an environment that allows every student to excel.

**Q2 2017:** The University of Central Florida Reading Clinic uses Leap With Alice to study



the effects of AR on engagement in the classroom.

**Q4 2017:** \$10,000 donation from the OTAB fund.

**Q2 2018:** The Leap With Alice Demo App was released on iOS and Android, showcasing the capabilities of the ALICE lens and the impact of augmented education.

**Q2 2018:** Official partnership with the University of Central Florida announced.

## Looking Forward

Leap With Alice will continue to create strategic partnerships with various learning institutions, paving the way for Leap With Alice to engage classrooms, worldwide. As an early use case, the Oviedo Montessori School will play a role in the development of enhanced lesson plans. In early 2020, the Leap With Alice platform will provide complete functionality for all users to augment generic lesson plans, as well as a decentralized P2P market for exchanging original content. Expanding Leap With Alice's reach beyond developed nations, the LWA Global Initiative Fund will bring this tool to every corner of the globe, along with the resources needed to access it.

**Q2 2018:** Pre-ICO Launch

**Q3 2018:** Second Research Study with UCF, AR in the Classroom

**Q4 2018:** ICO Launch

**Q4 2018:** Leap With Alice Lesson Creation Platform Beta

**Q1 2019:** ICO Ends

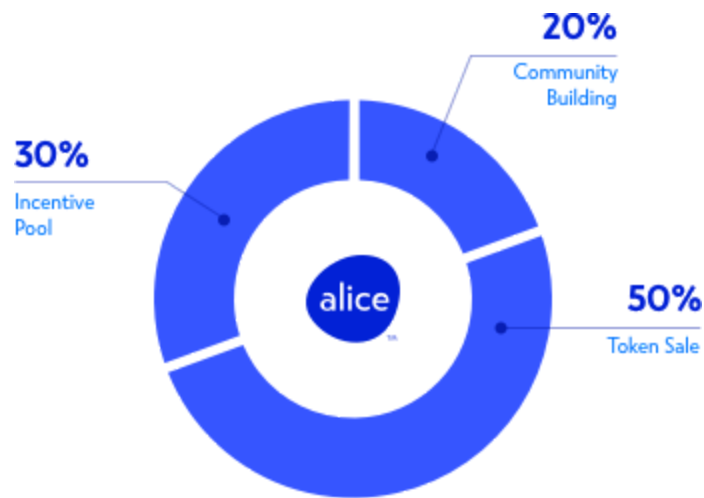
**Q3 2019:** Leap With Alice Exchange Beta

**Q2 2020:** Full Platform Release

Long term, Leap With Alice will expand its reach from developed nations to those that are lacking the tools to engage the platform. The Leap With Alice Global Initiative Fund will bring our tool to every corner of the globe; further building partnerships on the way to make Leap With Alice the new AR Educational standard for learning, worldwide.



## 10.0 Initial Token Distribution



### Founders: 0%

With a vision of changing the way we approach education, the Leap With Alice Founding Team has identified the importance of genuine intention, reflected through transparency. As a step towards establishing trust in the education community, the tokens reserved for the Founding Team have been reallocated - establishing “Community Building” initiatives. ALICE tokens will be distributed directly to those that make the most impact in the Leap With Alice community, the educators. No member of the Founding Team of Leap With Alice will receive ALICE tokens from the token generation event.

### Incentive Pool: 30%

Leap With Alice has reserved 30% of ALICE tokens, setting the foundation for the incentive pool. The ALICE token is designed to reward users that drive attention to quality content. This can stem from a user curating content (“liking” a creation, sharing content, submitting a thoughtful review) or creating original content. Leap With Alice provides a variety of opportunities to earn Extra Credit, in the form of ALICE tokens.

### Community Building: 20%

In an effort to ensure that the ALICE tokens reach those best suited to use them,



we have reserved 20% of ALICE tokens to strategically distribute throughout the education community. Taking this step will jumpstart the Leap With Alice community, granting educators free and frictionless entry into the future of education.

## Token Launch: 50%

Half of ALICE tokens will be distributed directly to qualified contributors, abiding by jurisdictional guidelines. From Q2 2018 until Q1 2019, various rounds (Presale, Pre-ICO, and ICO) will make up the ALICE Token Launch. Specific dates will be detailed via [LeapWithAlice.io](http://LeapWithAlice.io).

<b>The ALICE Token is...</b>  <b>An ERC-20 Utility Token</b>	<b>Fixed Supply</b>  <b>4,000,000,000 ALICE</b>		
<b>Pre-Sale Period</b>  <b>Q2 2018</b>	<b>Pre-ICO</b>  <b>Q2 2018 - Q3 2018</b>  Token Distribution Rate <b>1 ETH = 10,000 ALICE</b>  Minimum Contribution <b>1 ETH</b>	<b>ICO</b>  <b>Q4 2018 - Q1 2019</b>  Token Distribution Rate <b>1 ETH = 5,000 ALICE</b>  Minimum Contribution <b>0.1 ETH</b>	<b>Soft Cap</b>  <b>\$15,000,000</b>  <b>Hard Cap</b>  <b>\$30,000,000</b>

## Contribution Details

Only Ethereum is accepted during this fundraiser. Contributions are aggregated in a multi-signature escrow wallet with the balance fully transparent on the Ethereum blockchain. The official ETH Address will be posted on [LeapWithAlice.io](http://LeapWithAlice.io) before the pre-ICO begins. Only send contributions directly from an Ethereum Wallet, never any



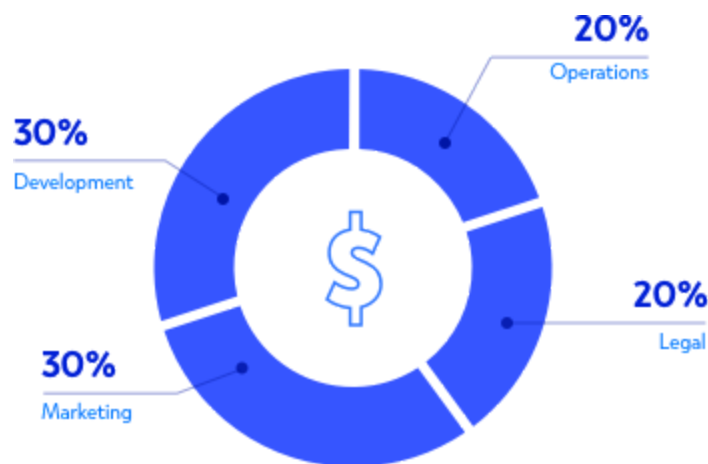


exchange or third party. When contributing ETH, ensure proper arrangement of characters for the ICO address, otherwise the ETH contribution will be invalid and ALICE tokens will not be received. The prices are fixed in Ethereum only. USD value may fluctuate during the Token Launch which results in different ratios between USD and ALICE tokens, but never in any change in ETH.

## Remaining Coins

If our hard cap is not reached during the Token Launch, the remaining ALICE tokens will be allocated to the Incentive Pool, further driving the growth of Leap With Alice.

## 11.0 Disbursement of Funding



### Operations: 20%

Twenty percent of contributions fund Leap With Alice operations. Launching on a global scale, our team will need the support to expand across all borders. Our accountants will grow to provide authorization of resources to improve transparency and longevity. Business consultants will foster the adoption of new ideas and best practices. Game strategists, business strategists, developers, and communications experts will integrate Leap With Alice on a global level.



## **Marketing: 30%**

Thirty percent of contributions will accelerate our promotional efforts - introducing Leap With Alice to every classroom, encouraging global adoption through the use the ALICE Exchange, and leveraging free enhancement tools for the passionate educator. Marketing will play a vital role in the quest to put those tools in to the right hands.

## **Development: 30%**

Thirty percent of contributions fund development of the LWA platform. This brings each piece of the puzzle together (Exchange, Lab, Lens, & Classroom), forming a fully functional tool that allows teachers to revolutionize education. Our future goals include:

- Provide curriculum specific content for private institutions
- Launch the Leap With Alice Global Initiative
- Researching the implementation of AI and Voice Recognition

## **Legal: 20%**

Twenty percent of funds raised go towards legal efforts to assist with navigating regulations where needed. Due to the desired outreach of our platform (worldwide), we need a legal team to handle the international laws and regulations throughout the countries ALICE impacts globally. Our legal team's focus is on advocacy and lobbying to promote worldwide access.



## 12.0 Summary

Leap With Alice focuses on utilizing emerging technologies to orchestrate a revolution in an outdated education system. Leveraging these innovations, LWA harnesses the powers of interaction and incentivization. Leap With Alice incentivizes the 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.

While acting as the native currency, the ALICE token creates a community where both teachers and students are rewarded for their hard work - all while taking quality and engagement to an entirely new level. Thanks to this rapidly growing technology, the global educational ecosystem has the potential to evolve like never before.

Educators do not have the time or resources required to engage students on a personal level. Unique abilities, such as dyslexia, remain unharnessed and often ignored. On a larger scope, average classrooms lack meaningful engagement from the students. Despite access to smart devices, the tools that drive positive interaction are misused. Unfortunately, even with such clarity of the issues surrounding education, we have failed to equip teachers with basic resources. Leap With Alice has the tool and is handing it directly to those best suited to wield their power, passionate educators. The tool has arrived. Progress is imminent. The time to take “A Leap In Creative Education (ALICE),” is now.

*“Education is the passport to the future,  
for tomorrow belongs to those who prepare for it today.”*  
*-Malcolm X*

## Augment. Learn. Exchange.



## 13.0 References

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