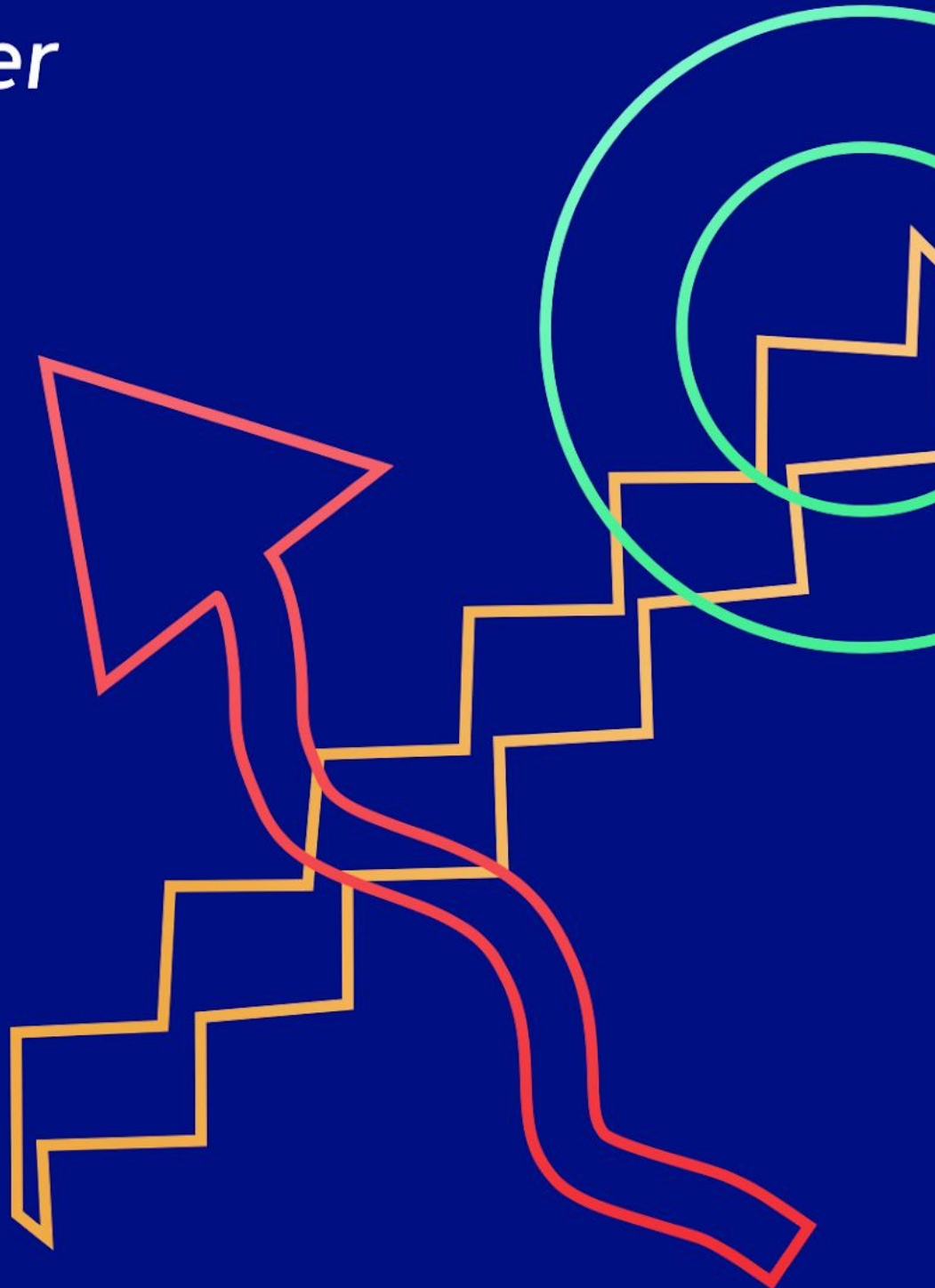




# Leap With Alice<sup>TM</sup>

## *whitepaper*



V1.12  
May, 2018

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



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## NOTICE

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 ETH for LWA. The function of the LWA token is to represent future equity of Leap With Alice.

### **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.



## 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The outdated infrastructure of today's educational landscape has failed to introduce new and exciting technologies into the classroom.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 proper tools to reach their maximum potential. It has become devastatingly normal for students 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 but solutions have been scarce.

Leap With Alice provides a **free** augmented reality creation suite, allowing educators to reimagine how students learn. This **free** creation suite ('Alice Labs'), hands the power to the educator, allowing them to transform the classroom from a passive work environment into an immersive learning experience. 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 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.

The technology capable of creating the classroom of the future is readily available. Shattering the basic routine of classroom activity, educators have the resources to transform each day into an interactive learning experience. Leap With Alice represents a free educational tool, consisting of a P2P 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.

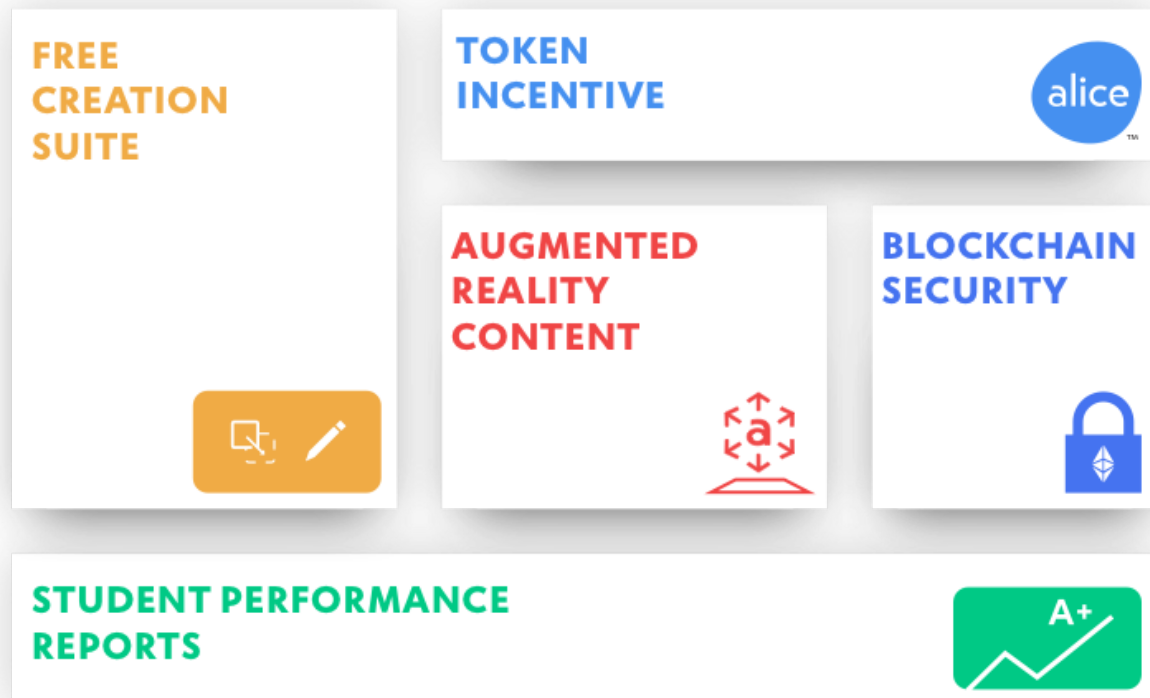


## 2.0 Our Vision

*“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 a **free** innovative educational tool. Every student has the personalized resources they need to actualize their true potential, lighting the spark that ignites a monumental shift in learning. 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 the 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 time or resources to individualize their efforts.

### 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 guide 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 means to determine the quality.



## **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 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.

### **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 Leap With Alice 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**

Aiming to reconcile the major issues that plague existing educational marketplaces, Leap With Alice will implement multiple layers of quality control. Leveraging the capabilities of AI and 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, Special Education, Mathematics, Science, Social Studies, and Literacy.

The Educational Board will serve as the final voice in curating content within the Alice Exchange. Only after receiving the seal of approval, content is listed on the exchange. Providing even further assurance of originality and quality, users are incentivized to rate and review content within the exchange.

## **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, one-third of these devices issued by school districts. 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 The Alice Exchange

The Alice Exchange creates an ecosystem where educators can take control of their passion. Reaching 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 utility 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, bringing the entire class together for an immersive learning experience. The time and effort used to create 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.

### ALICE Token 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, buyers may leave feedback for the seller about that transaction. 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 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 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 educational 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, 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 ALICE tokens 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 submits it into the Alice Exchange, 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 “Alice Lens” Demo App, available on iOS and Android. With the demo, users 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. Engaging the Alice Lens 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 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 noticeable 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 Labs, 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 Business Dev. Officer



**Marc McDonald**  
Chief Product Officer



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



**Kenneth Medel**  
Chief Marketing Officer



**Jayne Clare**  
Director of Education



**Brad Waid**  
Director of UX/Acquisition



**Domingo Rodriguez**  
Multimedia Specialist

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

**Alfonso Morales** - COO & Founder

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

**Caleb Crow** - CBDO & Co-Founder

**Marc McDonald** - CPO & Co-Founder

**Zack Pierola** - CCO & Co-Founder

**Kenneth Medel** - CMO & Co-Founder

**Jayne Clare** - Director of Education

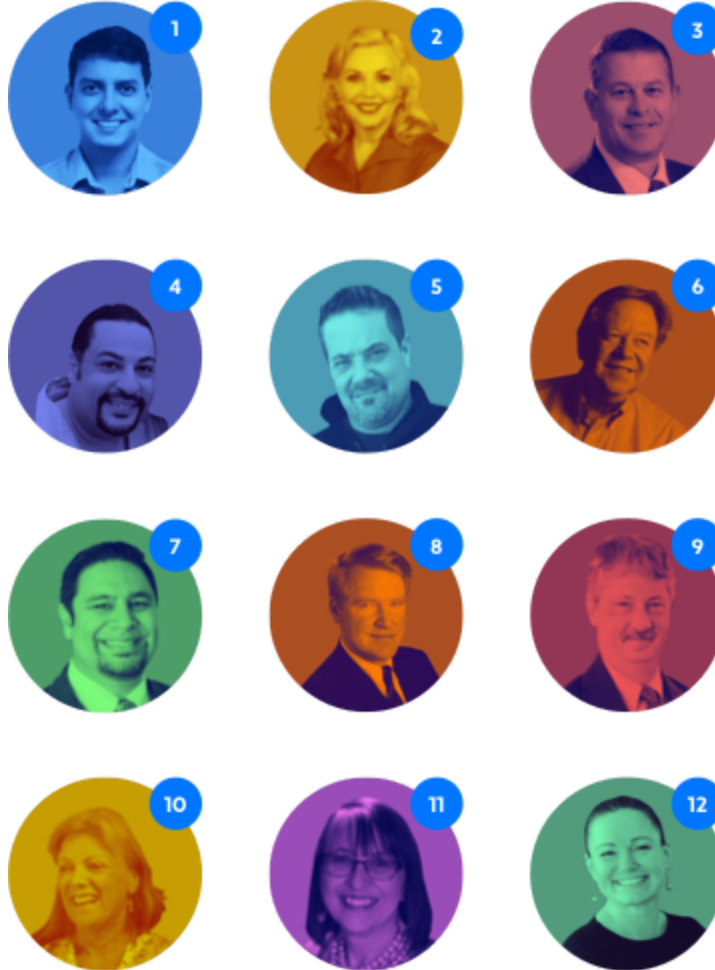
**Brad Waid** - Director of UX/Acquisition

**Domingo Rodriguez** - Multimedia Specialist





## Advisory Board



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. **Justin Scott** - ML/AI/UI/UX Specialist
6. **Alan Shafer** - Business 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](#)

Leap With Alice has partnered with UCF to conduct impactful 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 truly engaged classrooms

### [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.

### [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.

### 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 Leap With Alice Global Initiative Fund will bring this tool to every corner of the globe, along with the resources needed to access it.

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 Dual Token Structure**

Adapting to the evolving landscape of the cryptocurrency space, Leap With Alice will offer two tokens. The ALICE token serves as the native currency for the Alice Exchange, providing users a larger percentage of sales vs. fiat, while acting as an incentive for the creation and curation of content. The LWA token is designed to represent a tokenized security, where the ownership grants the anticipation of future profits in the form of dividends, revenue share and/or price appreciation. The LWA token will be available as a mechanism to raise funds to further the development of the platform. Once Leap With Alice is fully functional, the ALICE token will become available to the general public.

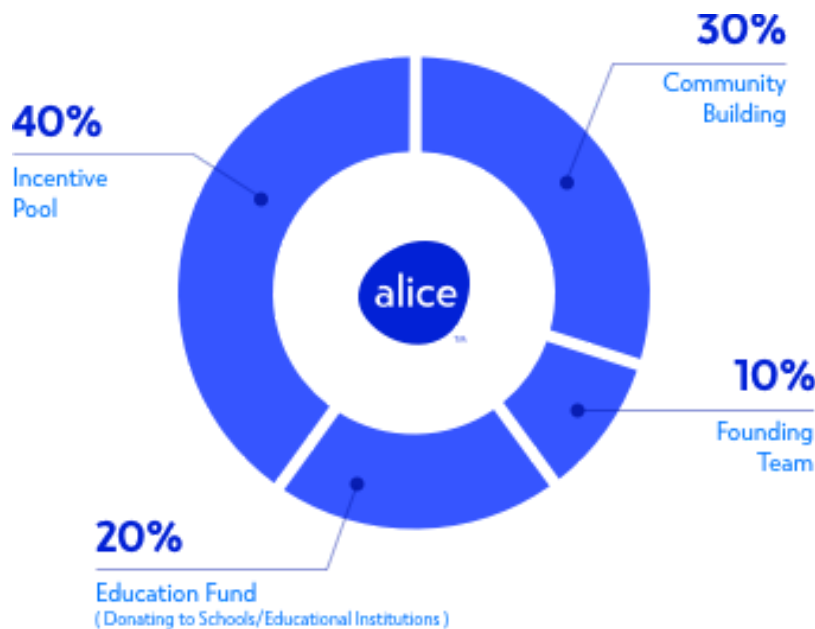
Market analysts project the existing global equity market to begin shifting towards tokenized securities to the tune of 25% within five years, roughly a \$20 Trillion value. Leap With Alice is leveraging the ability to engage a community of educators by providing a the ALICE utility token, while providing investors the opportunity to help reimagine education through the LWA security token. The LWA token will entitle owners to non-voting equity shares of Leap With Alice. This structure provides a unique balance of participation in community growth and an equity ownership stake in Leap With Alice as a company.



## The ALICE Utility Token

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. The Ethereum blockchain secures each transaction, allowing users to safely buy and sell in the Alice Exchange - all while building a transparent and reliable reputation for users. Transactions in the Alice Exchange are conducted using the ALICE token. However, users will be able to convert ALICE into other forms of currency.

- Fractionally Divisible
- Fungible and Transferable
- Minimizes transaction fees
- Returns a higher percentage of sales, compared to Fiat
- Facilitates the execution of smart contract
- Represents transferable value for buying/selling on the Alice Exchange
- Incentivizes quality contributions throughout the experience.
- Fixed supply (4,000,000,000)





## **Founders: 10%**

The founding members of Leap With Alice will retain a minimal portion of the ALICE tokens. Abiding by a limited schedule of release, retaining these tokens represents “skin in the game” for the Leap With Alice team, ensuring a continued commitment to the growth of the project.

## **Incentive Pool: 40%**

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: 30%**

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.

## **Educational Fund: 20%**

The mission of Leap With Alice is centered around the idea of giving back to the education community. From a technology perspective, Leap With Alice provides free software to enrich the classroom. Taking this initiative further, Leap With Alice aims to provide easy access to content provided via the Alice Exchange by supplying a variety of educational institutions with ALICE token.



## 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 issued on the Ethereum Blockchain. This includes protocols designed to guarantee the transfer of securities, and is fully compliant with AML and SEC regulations.





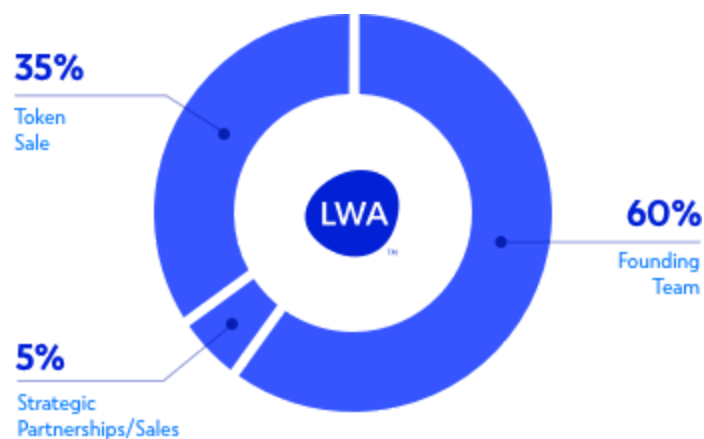
## The LWA Security Token & Sale

**Maximum of 35,000,000 in Convertible Promissory Note**

**Company** Leap With Alice, LLC.

**Description of Business** Leap With Alice is a free educational tool that allows educators to enhance everyday lesson plans with augmented reality. This content will be exchanged via the Alice Exchange, utilizing the ALICE token.

**Type of Security Offered** Convertible Promissory Notes



The securities of the proposed offering will not be registered under the Securities Act of 1933, as amended and will be issued in reliance upon an exemption from registration. The sale, transfer, hypothecation, pledge or other disposition of the securities (or any portion or interest in them) may not be made in the absence of an effective registration statement under the Act or an opinion of counsel satisfactory in form and substance to the company and its counsel, that such registration is not required.

Neither the Securities and Exchange Commission nor any state securities commission has approved or disapproved the offer and sale of these securities, nor have they determined if any information provided is truthful or otherwise accurate in any



respect. Any representation to the contrary is a criminal offense. We are not making an offer to sell these securities in any jurisdiction where the offer or sale is not permitted.

An investment in the Units is a speculative investment and involves significant risks, and should be made only by persons or entities that can afford the loss of their entire investment. The following considerations do not constitute a complete discussion of the risks relating to the Company. An accurate appraisal of the risks of an investment in the Units can only be gained through an investor's own due diligence.

## **Investment Process**

Using custom technology created by the Miami Crypto Exchange, Leap With Alice integrates the convenience of Security Tokens while enforcing the strict regulatory governance of the SEC. This technology allows for a streamlined investment process with industry leading standards of security.

### **Registration of Investors**

The registration process will take KYC and AML procedures for investors, plus security questions for the investors, to determine whether or not they qualify to invest (according to the offering or offering exemptions).

### **API for Token Distribution**

Once approved, the qualifier will have the ability to invest using the approved means for investing in each offering. Depending on the case, an example will appear showing the information needed to make the investment by the user.

### **Creation of Wallets for Investors**

The system will create ETH addresses to deploy tokens for each investor. These tokens will not be able to transfer in or out of the Token Investor Site unless it complies with federal or state laws.

### **Smart Contract for LWA**

The Smart Contract will create and distribute tokens to the Leap With Alice company wallet. Next, our API will transfer the tokens to the designated investors once



the investor is approved and the investment received by approved means, based on the offering.

## Token Distribution Process

### 1. Registration

User will enter our sign up process where KYC and other procedures will verify eligibility of prospective investor according to the offering.

### 2. Approved Investor

User is verified and approved by the Compliance Department and can now invest.

### 3. Start a new investment

The user will have the opportunity to buy Units of Ownership Interest that will be represented in ERC20 Tokens (LWA). Once the transaction is received, a Financial and Compliance officer will verify the transaction.

### 4. Approved Investment

At the conclusion of sale rounds, tokens will be released to the investor's account. Each user will be able to see our cap table, the authorized tokens or amount of tokens he or she has, and the price of each token.

<b>The LWA Token is...</b> <b>An ERC-20 Security Token</b>	<b>Fixed Supply</b> <b>100,000,000 LWA</b>	<b>Token Distribution Rate</b> <b>1 ETH = 760 LWA</b>	
	<b>Private Pre-Sale</b>  <b>Q2 2018 - Q3 2018</b>  <b>Discounts: 5 Rounds</b> <b>50% - 30% off</b>  <b>Minimum Contribution</b> <b>0.1 ETH</b>	<b>Public Sale</b>  <b>Q4 2018 - Q1 2019</b>  <b>Discounts: 2 Rounds</b> <b>20%-10% off</b>  <b>Minimum Contribution</b> <b>0.1 ETH</b>	<b>Soft Cap</b>  <b>\$15,000,000</b>
			<b>Hard Cap</b>  <b>\$30,000,000</b>

**The LWA Token Sale ends when the first of two milestones are met:**

- Hard cap is reached
- Hard End Date: TBA - Announced prior to the start of the Security Token Offering

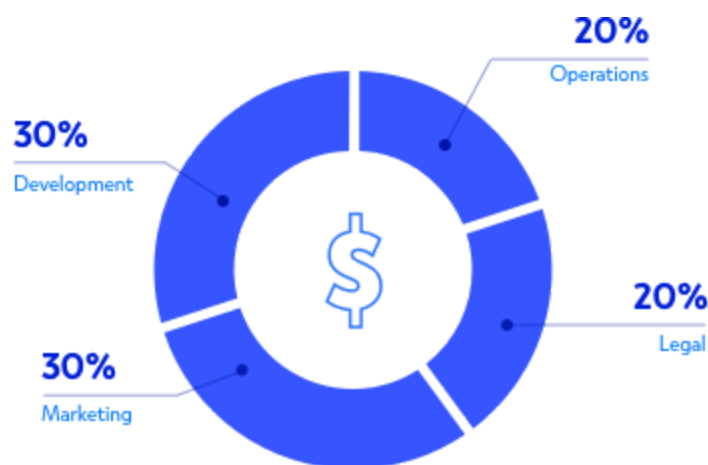


## Contribution Details

Contributors may convert promissory notes into shares of preferred stock upon completion of the token sale. Contributors will also be given the option to convert all of the amounts outstanding under the note into the future utility token, "ALICE", at a discount. A convertible note offers you the right to receive shares in Leap With Alice, LLC.

Contributors may elect to convert all outstanding amounts owed under the convertible note into the right to receive ALICE tokens, utility tokens used within the Leap With Alice platform; however, such platform and utility token do not presently exist. The outstanding amounts will be converted at the purchase price offered in the initial token sale, discounted according to the rates below. Contributors electing to receive the right to future tokens at the time of an equity financing will receive ALICE tokens upon the public launch of the Alice Exchange.

## 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 Leap With Alice 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 the evolving regulatory landscape.. Due to the desired outreach of our platform (worldwide), we need a legal team to handle the international laws and regulations throughout the countries Leap With 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, Leap With Alice 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 its 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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