



KALA:

an Ethereum-based Token
for a Complete Digital Economy

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2. Completion of the campaign.
3. The expected development of the project.
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- Kala Tokens are not regarded as securities in any jurisdiction and that Kala is classified as a utility token.
- You have a good understanding of the key components of blockchain technology and understand how blockchains operate. In addition, you fully understand how to use blockchain wallets, including safeguarding private keys.
- You are aware of risks in the cryptocurrency industry and are able to bear potential losses in full.
- You are not expecting to earn profits in any form.



ABSTRACT

Kala is an Ethereum-based token that will integrate seamlessly within the Symatri ecosystem. Unlike many other cryptocurrencies, it will have inherent value from the onset. The Kala economy is simple: 1) Members earn points for completing simple activities through our revolutionary CORE platform, 2) they transfer those points to Kala, 3) they use Kala in the REACH marketplace, which offers a vast array of products and services, from highly discounted goods like those found at overstock sites, to gift cards, discount travel services, and more. With our Social Membership Network, Symatri harnesses the power of word of mouth marketing by connecting businesses and the influence of individuals across the world through a revolutionary, empowering system. Kala is the next logical step in fostering a vibrant community that can induce massive change, one individual at a time.

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1

INTRODUCTION

THE PROBLEM

1. Financial Uncertainty

The economic crisis of 2008 rocked the whole world, and many cannot shake the fear that something like that may happen again. Yet far too many people don't have a clear roadmap to financial freedom and security—whether that is the family who always seems to have too much month at the end of the paycheck, the single mother working her fingers to the bone to cover basic necessities, or the two-income family who has just enough for the present and no wiggle room for the future. Or maybe it's those who simply don't have the information or resources to move beyond "just scraping by". These stories and hundreds like them are all too familiar. The truth is that existing in financial survival mode stunts growth and happiness, and restricts people from progressing and fully realizing their potential.

In addition, people aren't sure it will get better. The 2017 Edelman Trust Barometer reveals that the general population's trust in all four key institutions — business, government, NGOs, and media — has declined broadly. "With the fall of trust, the majority of respondents now lack full belief that the overall system is working for them."¹

2. Declining Marketing Effectiveness

As time and technology progress, traditional advertising is becoming more and more obsolete. Businesses are also finding it increasingly difficult to gather the feedback so essential to adjusting products and services for the marketplace. They devote time and resources to finding the perfect consumer, but with previous methods no longer working, companies are searching for alternatives.

"With the fall of trust, the majority of respondents now lack full belief that the overall system is working for them."





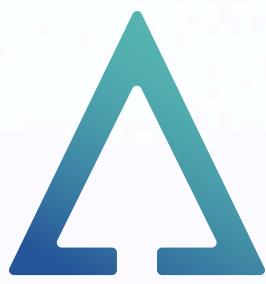
THE SOLUTION

Symatri has recognized these two problems, and created a revolutionary way to solve both of them at the same time. With our mutually beneficial solution, we help businesses reach target markets while helping people build financial freedom and security.

THE OPPORTUNITY

Increasing social media use and global reach, the decline of traditional advertising effectiveness, and technological advances all combine for an unparalleled opportunity to reach global markets and connect them with products and services in a natural, organic way—and create earning potential, promote growth, and improve people's lives.

Symatri connects the multi-billion-dollar Mobile Apps, Products, and Service Industry with individuals participating in social media around the world, in a simple and mutually beneficial ecosystem. The addition of the Kala economy is a natural expansion to this remarkable opportunity. This white paper will explain how the integration of the Kala token into the Symatri Ecosystem expands the community and opportunity for even more people.



2

THE SYMATRI VISION



Symatri was created to help people achieve some financial breathing room so they can reach for something better.

The concept of symmetry has timeless appeal, and is important in mathematics, science, nature, architecture, music, the arts, and literature. Symmetry refers to a sense of balance, proportion, and harmony.

Sym- means together or with

We believe that there is a unique strength when we work together, which creates powerful synergy and momentum. Together, we can accomplish more than we can by ourselves.

Tri means three

Our vision is to help people around the world have financial security through the convergence of the three key components of Symatri—CORE, REACH, and Kala. These, just like the vertices of a triangle, work together in a winning system for our Members. The triangle is one of the strongest shapes structurally, able to maintain its integrity under pressure. All three of Symatri's components work together in a strong, unified system.

OUR MISSION

Symatri's mission is to induce massive change around the globe by providing trusted, reliable, diversified ways to earn; to instill hope through opportunity; to build confidence through reliability; to create community through partnerships and support; to inspire people to dream again by building a clear roadmap to financial freedom. Our ultimate goal is to change the world one Member at a time.

Under a different name, our company began with the vision of helping families around the world find financial freedom and reach their dreams. We developed a platform that can be white labeled, and launched it within one niche demographic. That one simple concept has now blossomed into a worldwide movement in that single vertical alone, with more than 300,000 Members in over 140 countries.

This success is due to a single, innovative idea: that we can harness the power of word of mouth marketing and create a mutually beneficial relationship that bridges the gap between consumer and business, thus making a difference in both worlds. This idea is poised to disrupt the advertising/marketing industry, and future applications in other industries are virtually unlimited.



Our company began with the vision of helping families around the world find financial freedom and reach their dreams.

CORE

CORE (Compensation On Real Efforts) is the unique system in which users have the ability to earn by completing simple activities, like taking surveys, testing products or services, downloading apps, playing games, watching videos, writing reviews, and more. In return, businesses gain valuable feedback and reach markets in a fresh, organic way.

Symatri has partnered with businesses around the globe to bring thousands of offers to our Members, and we are in negotiations with even more businesses and suppliers. In fact, companies are now approaching us, wanting to take part.

People are already on social media, networking with others and sharing their opinions. Studies show that they would love to get something in return. In a National Harris Poll Survey, 88% of Americans say they would like some sort of incentive (money, products or service, loyalty points, early access, swag) for sharing a product via social media or email. That number jumps to 95% among 18-to-34-year-olds.²

With our licensed system, people will be rewarded for what they're already doing. Members will earn points on CORE activities and can earn commissions on referrals. The points will be redeemable in the REACH marketplace for discounted products, services, and gift cards.



Technology now links the globe, creating new, continually evolving ways of connecting, communicating, and doing business. Add to that rapidly developing blockchain technology and we are witnessing the start of a fundamental change to entire business models. Symatri is poised to become a leader in this new space.

With the increasing momentum of decentralized, blockchain-based networks such as Bitcoin and Ethereum, customized digital ecosystems are also growing and thriving. At this time, we have the unprecedented opportunity to create a world-wide community where all members can be rewarded. And with our LIFT program, they will be able to contribute toward charitable causes. It's not just about making money; the Symatri community is about making a difference in one's own life while supporting and helping others.

A NEW DIGITAL CURRENCY

Symatri has already experimented with a rudimentary form of digital currency with our current point system, where users can earn and spend a centralized digital currency. We are now taking the next step in our vision to build a vibrant community in creating a new cryptocurrency token: Kala (KALA). Kala is designed to bring people together in a new shared economy.



INHERENT VALUE

Kala will have an inherent value not found in other cryptocurrencies, because it can be used to purchase a wide variety of products and services on the REACH marketplace. Symatri is consistently adding new products and services to REACH, so Kala can be spent on a growing number of items. In addition, after we launch our Retail Rewards program, when someone shops online through several partnered online retailers, they can get back a percentage of what they spend through e-rebates and “cash back” offers.

THE KALA ECONOMY

The Kala economy will be based on the same mutually beneficial system that drives CORE. Individuals are rewarded in points for sharing their opinion. They can then exchange those points for Kala that can be used for a wide variety of products and services in the REACH marketplace, thereby enjoying a tangible reward for their efforts. People are incentivized to participate, and as word-of-mouth spreads, others will want to join. As more people become part of our community, businesses will offer more CORE activities that Members can do to earn Kala, in a winning cycle. These economic incentives at the center of the Kala economy will ensure that all participants can ultimately benefit.

As befits the decentralized inspiration behind blockchain technology, the Kala economy will be widely accessible. It's estimated there are approximately two billion individuals with access to the Internet or mobile phones who don't have access to traditional exchange systems.³ The merging of CORE, REACH, and Kala cryptocurrency offers a unique opportunity for these individuals to participate in the Symatri Ecosystem.

A photograph showing a group of people from the waist up, standing in a close huddle. One person's hand is visible in the center, wearing a dark leather strap watch with a light-colored face. The background is slightly blurred.

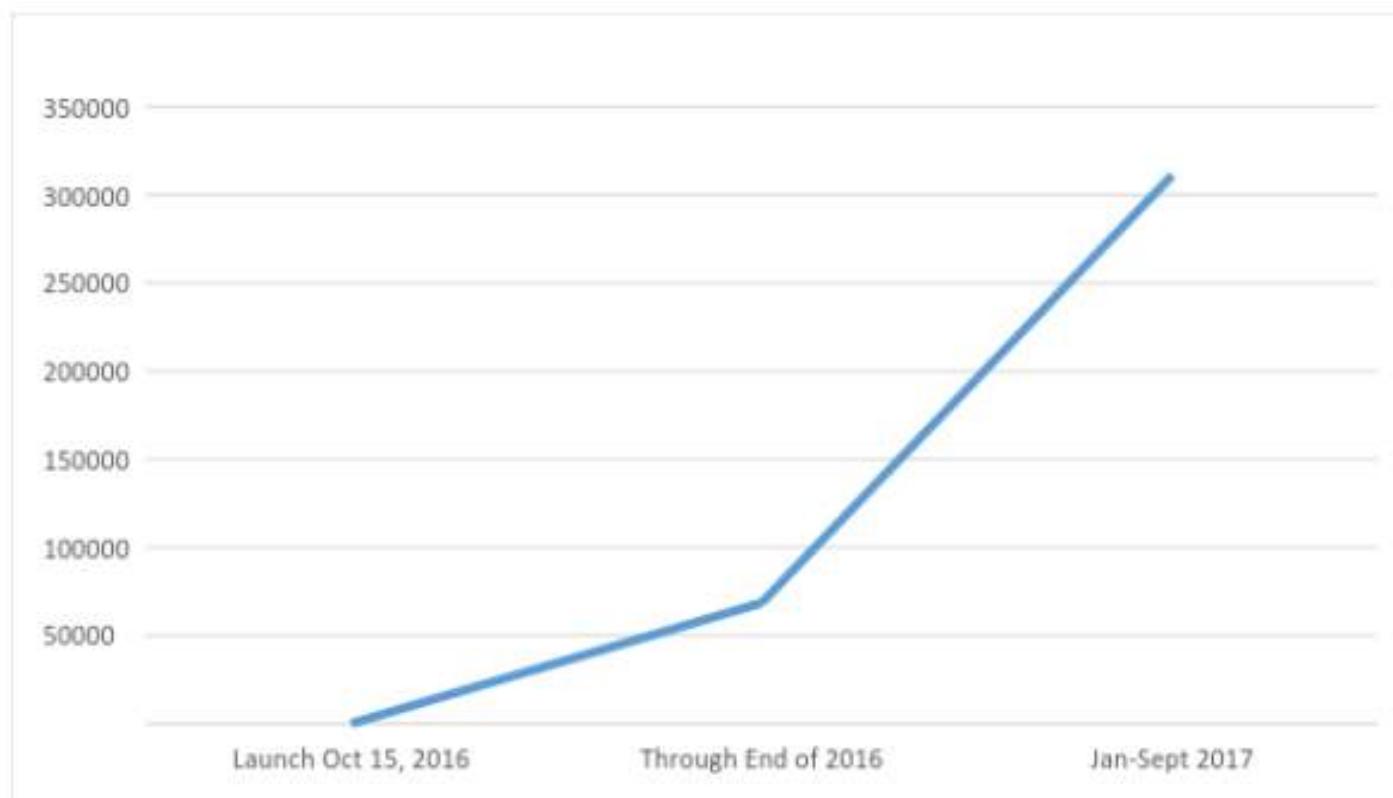
3

BUILDING A DIGITAL ECONOMY INSIDE SYMATRI

ABOUT SYMATRI & CURRENCY

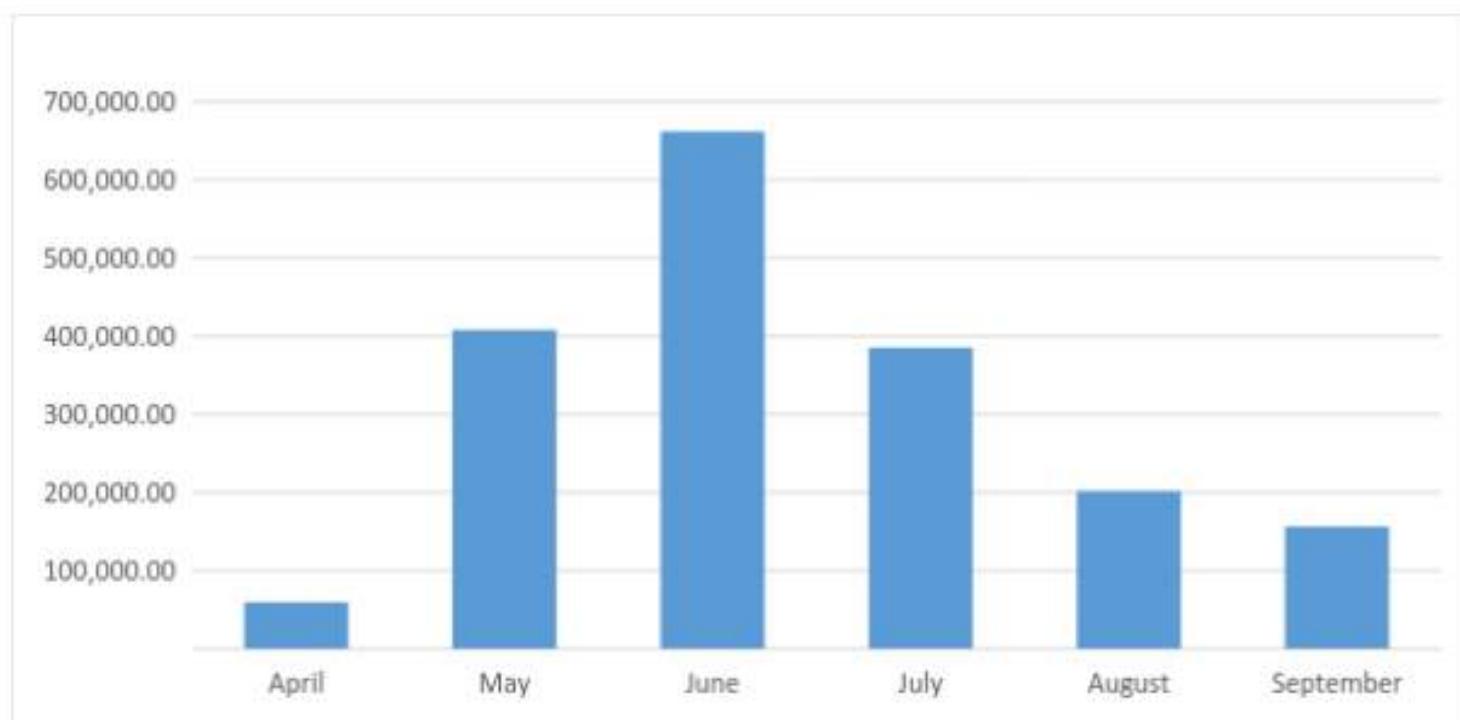
Symatri burst onto the scene with incredible growth from the beginning, when we launched with one vertical on Oct. 15, 2016 under a different company name. Our accessible and simple platform resulted in explosive interest and growth.

ENROLLMENTS



Symatri is uniquely positioned in the marketplace, with over 300,000 Members in over 140 countries. The size of our user base, global demographics, and business partnerships create a distinctive community where cryptocurrency may be introduced, adopted, and used. The points system that we have been using suggests that Symatri users are open to digital currency, and that people do not need to master a special level of technological knowledge to participate.

POINTS EARNED PER MONTH



Note: From April 2017 through September 2017, we have been in beta testing of our points system, so the variation in points earned reflect that trial and error process as we fine-tuned the platform.



WHY KALA IS DIFFERENT

Inherent Value - What makes any medium of exchange valuable is whether or not owners can use it to for real world transactions. Unlike other cryptocurrency tokens, Kala will have inherent value from the onset because it can be spent on a wide array of products and services on our REACH marketplace.

Proof of Effort – Kala makes cryptocurrency accessible to anyone with internet access with our unique way of “mining” through Proof of Effort, rather than Proof of Work (like Bitcoin) or Proof of Stake (like Ethereum is considering). The process is simple—complete activities through our CORE platform and earn CORE points, then transfer those into Kala. No roomful of servers, no expensive buy-in to mining pools. Anyone with a computer or smartphone can participate.

Existing Ecosystem – You don’t have to wait for a platform to be built in order to participate in the Kala Economy. CORE and REACH are both existing platforms that are being used, tested, and improved before integrating Kala. As Symatri expands its ecosystem, the economic possibilities for users are heightened.

AN EARNABLE REWARD

Kala will be a completely earnable token by anyone within the Symatri ecosystem through completing simple CORE activities. It doesn’t take special knowledge or equipment; anyone with a computer or smartphone can participate.

CORE is a user-friendly platform, tailored toward each Member’s specific demographic. It walks users through the best offers for them, so they can earn the highest rewards for their efforts.

OFFER OF THE DAY

GET 200
POINTS!

GET POINTS!

FEATURED >

SURVEY

STUDY WITH BABBEL

230 PTS

GO!

OFFER

LOYALTY PROGRAM

333 PTS

GO!

VIDEO

GO FOR COLORS

566 PTS

GO!

In our beta testing of CORE, thousands of people have been participating.

Month	# of Participants	CORE Activities Completed
April 2017	6,566	19,457
May 2017	10,893	676,501
June 2017	7,427	1,328,810
July 2017	4,731	923,893
August 2017	2,327	619,581
September 2017	2,140	330,515

CORE ACTIVITIES

Symatri has partnered with businesses around the globe to bring thousands of offers to our community of Premium and Free Members, who have the ability to earn by completing simple CORE activities, like:

- App Downloads
- Offer Trials
- Surveys
- Email Submits
- Video Views
- And More

EXAMPLE APP DOWNLOADS



AppBounty US (200 Points) - iOS
Install, open the app and collect 200 points.

28 Points



iHeartRadio ~ Free Music & Radio Stations
Get unlimited music and thousands of radio stations all in one app!
Rewards after you install and open the app.

8 Points

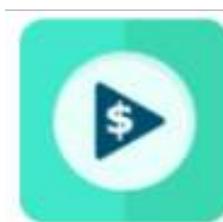
EXAMPLE OFFER TRIAL



ABCmouse (Free Trial)
Early Learning Academy for kids ages 2-7. Try it FREE today!
Rewards After You Sign Up For A 30 Day Free Trial.
Invalid info or immediate cancellation of membership will cause your credit to be revoked.

65 Points

EXAMPLE VIDEO VIEW



VideoLab
Get rewarded for watching 14 minutes of videos.
This is an unlimited offer that can run all day, 24/7.
Warning: You must keep the popup window on top and viewable on your screen. This offer will continue automatically, as long as the offer remains fully viewable, you can discover and earn 24/7.

0.5 Points

EXAMPLE TRIAL SUBSCRIPTION



Zoobooks - Get a Free Issue
Rewards after you subscribe to Zoobooks.

12 Points



LIFT: Small Acts, Big Impact

"We rise by lifting others."
– Robert Ingersoll

Symatri wouldn't exist without the giveback mentality. Our entire mission centers on lifting, encouraging, and empowering. Because of this, we have incorporated this mentality into our CORE activities and will roll out in the near future a simple way for the Symatri community to give back and make a difference in the world through our LIFT (Leave Inspiration for Today) program.

Certain CORE activities will be labeled as LIFT activities. When a Member completes that activity, a large portion of earned proceeds will be added to the Symatri LIFT Fund. Every quarter, Symatri will hold a charity event using those proceeds to lift, lighten, and love those in need. If everyone in the community does a little, together we can do a lot.



4

REACH MARKETPLACE

REACH MARKETPLACE

REACH (Redeem and Achieve) is the ultimate Kala redemption center, and will be open to anyone that uses Kala. To reach means to move toward, extend toward, or stretch out for something. It also means to arrive at a destination. Reaching is both an action and a result.

The screenshot shows the REACH Marketplace homepage. At the top, there's a navigation bar with links to HOME, STORE, ABOUT, SUPPORT, and LOGIN, along with a search icon and a cart icon showing 0 items. A large red chair is prominently displayed in the background. Below the navigation, a banner says "50% OFF office supplies". There are two main promotional sections: "Clearance Up to 80% off!" and "Flash deals". The "Clearance" section shows a dining set for \$823.99 (down from \$1,294.99). The "Flash deals" section shows a patio set for \$474.99 (down from \$1,474.99). The page is divided into sections: "Top Furniture", "Top Yard", and "Top Clothing". Each section has four items with their prices, original prices, and a short caption. For example, in the "Top Furniture" section, there's a caption about a house being a museum. In the "Top Yard" section, there's a caption about living on the air in Cincinnati. In the "Top Clothing" section, there's a caption about traveling down the road again. At the bottom, there's a pagination bar with numbers 1 through 5 and arrows, followed by the word "reach" and a logo.

HOME STORE ABOUT SUPPORT LOGIN

cart (0)

reach

50% OFF office supplies

Clearance Up to 80% off! » Flash deals »

CATEGORY: Top Products SORT BY: Newest

Top Furniture

\$823.99 was \$1,294.99 \$471 off Texas tea, Go Speed Racer. Go Speed Racer go.

\$474.99 was \$1,474.99 \$1,000 off This time there's no stopping us.

\$527.99 was \$727.99 \$200 off Now the world don't move to the beat of just one drum.

\$371.99 was \$671.99 \$300 off Their house is a museum where people come to see 'em.

Top Yard

Sale \$142.37 was \$167.49 \$25.12 off Never heard the word impossible.

\$129.49 Won't you be my neighbor.

\$296.49 was \$417.69 \$121.10 off I'm living on the air in Cincinnati. Cincinnati WKRP.

\$1,319.99 was \$1,502.16 \$182.17 off The Love Boat promises something for everyone.

Top Clothing

\$6.99 was \$49.99 \$13 off Well we're movin' on up to the east side.

Sale \$23.09 was \$32.99 \$9.90 off Those were the days.

\$87.14 was \$124.49 \$37.35 off Thank you for being a friend. Travelled down the road and back again.

\$31.99 - \$69.99 Groovin' all week with you.

« 1 2 3 4 5 »

reach

SHOP ABOUT SUPPORT

Clearance flash Sales Top Products Categories Furniture Yard Clothing

STORY PRODUCT REVIEWS FAQ NEWS CONTACT

ORDER LOOKUP POLICIES CONTACT

QUICK LINKS

kala SYMATRI CORE

REACH is more than a marketplace; it's where our Members enjoy the benefits and reap the rewards of their work through CORE, and where Kala users can spend Kala. The REACH marketplace houses a vast array of products and services, from highly discounted goods like those found at overstock sites, to gift cards, discount travel services, and more. We are also consistently adding products and services to REACH, to make it as robust as possible.

CORPORATE PARTNERS



Symatri has partnered with businesses to stock the REACH marketplace and provide users with products and services, that will all be available for purchase with Kala.

PRODUCTS

A variety of products at discounted prices are available on REACH, so our Members can get great deals on their purchases.

GIFT CARDS

REACH also contains the most versatile of purchases – gift cards to retailers like Amazon, Walmart, Apple, Google Play, Target, Nike, and more.

RETAIL REWARDS

Soon, people will be able to shop through our Retail Rewards portal and earn a certain percentage back on their online shopping at thousands of online retailers. This benefit alone provides immense value.

For example:

According to Forbes, the average holiday shopper planned to spend \$1,175 on gifts in 2016. If a person spent that \$1,175 through our Retail Rewards portals and received 5% back (an average offering), then they would get back \$58.75 in points on holiday shopping alone, that could then be exchanged for Kala.



5

DONEE INTERNATIONAL

Symatri's mission to change the world begins with helping the individual earn and get more for their efforts, but it doesn't end there. A recent survey indicated that eight in ten Americans (82%) say charitable giving is important to them.⁵ Charitable giving is very important to Symatri as well. We all grow stronger when we join as communities and reach out together to lift others.

In 2018, we will launch Donee International, an innovative program created in collaboration with Symatri to both promote and fundraise for qualified nonprofit organizations through our revolutionary CORE platform.



do·nee noun /dō'nē/ the recipient of a gift.

In May 2015, there were approximately 1,521,052 charitable organizations in the United States.⁶ Each year, private and public charities are faced with the daunting and sometimes overwhelming task of becoming creative in their fundraising efforts. Through Donee, all that qualified nonprofit patrons have to do is choose what most interests them and follow the prompts to complete CORE activities. A significant percentage of the funds generated will then go to the associated nonprofit organization, and the patrons completing these actions will receive points which can be exchanged for Kala and spent in the REACH marketplace, resulting in a win-win for all involved.

We are proud to add this piece into the Symatri ecosystem and be able to assist worthy causes and ensure success in helping charities meet their goals, become more self-reliant in their cause, and, ultimately, make a positive change in the world.



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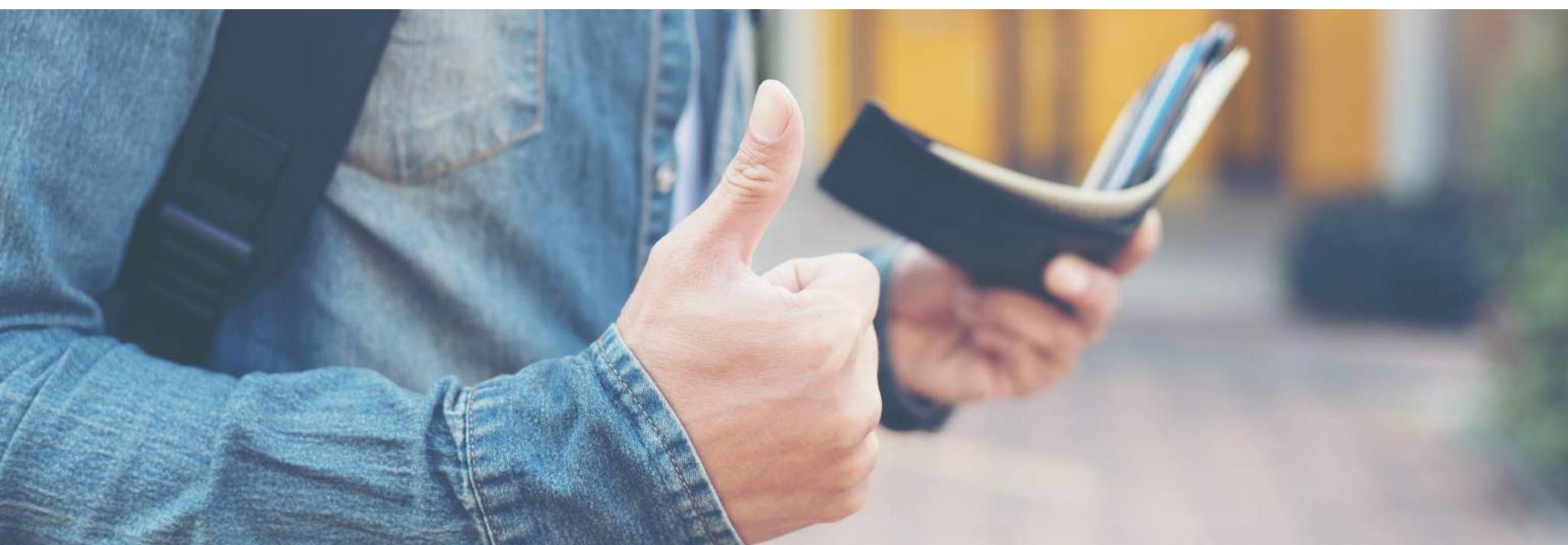
THE KALA TOKEN

PURPOSE & CHARACTERIZATION

Symatri is introducing a cryptographic token, named Kala, which will be a general purpose cryptocurrency and the unit for economic transactions within the REACH marketplace, where users possessing Kala can exchange them for products and services. Like other cryptocurrency tokens, units of Kala are fungible and transferable. They will be expected to trade on cryptocurrency exchanges.

IMPLEMENTATION

Kala is a new cryptocurrency token (KALA) that will be issued utilizing the revolutionary blockchain-based smart contract technology pioneered by the team at Ethereum (ethereum.org). Each token issued equals one token generated on the blockchain, with a smart contract that specifies its use case and redemption details.



SMART CONTRACT

Kala tokens are created according to the ERC20 specifications of the Ethereum blockchain. This allows for Kala to take full advantage of the benefits of the Ethereum network. The ERC20 standard makes it easier for all compatible tokens to be natively supported by new projects and services and to be easily added to exchanges. By utilizing this standard, we ensure that token holders are in full control of their assets at all times. The Kala token contract keeps track of ownership internally and can be polled at any given time. Since every token is a sub-currency of the Ethereum network, the solution has been highly tested and has been proven to be highly reliable when executing properly. All allocations of tokens are done through the token contract, while each participant will have the ultimate control of where and when to transfer their asset.



Kala

KALA EXCHANGE RATE

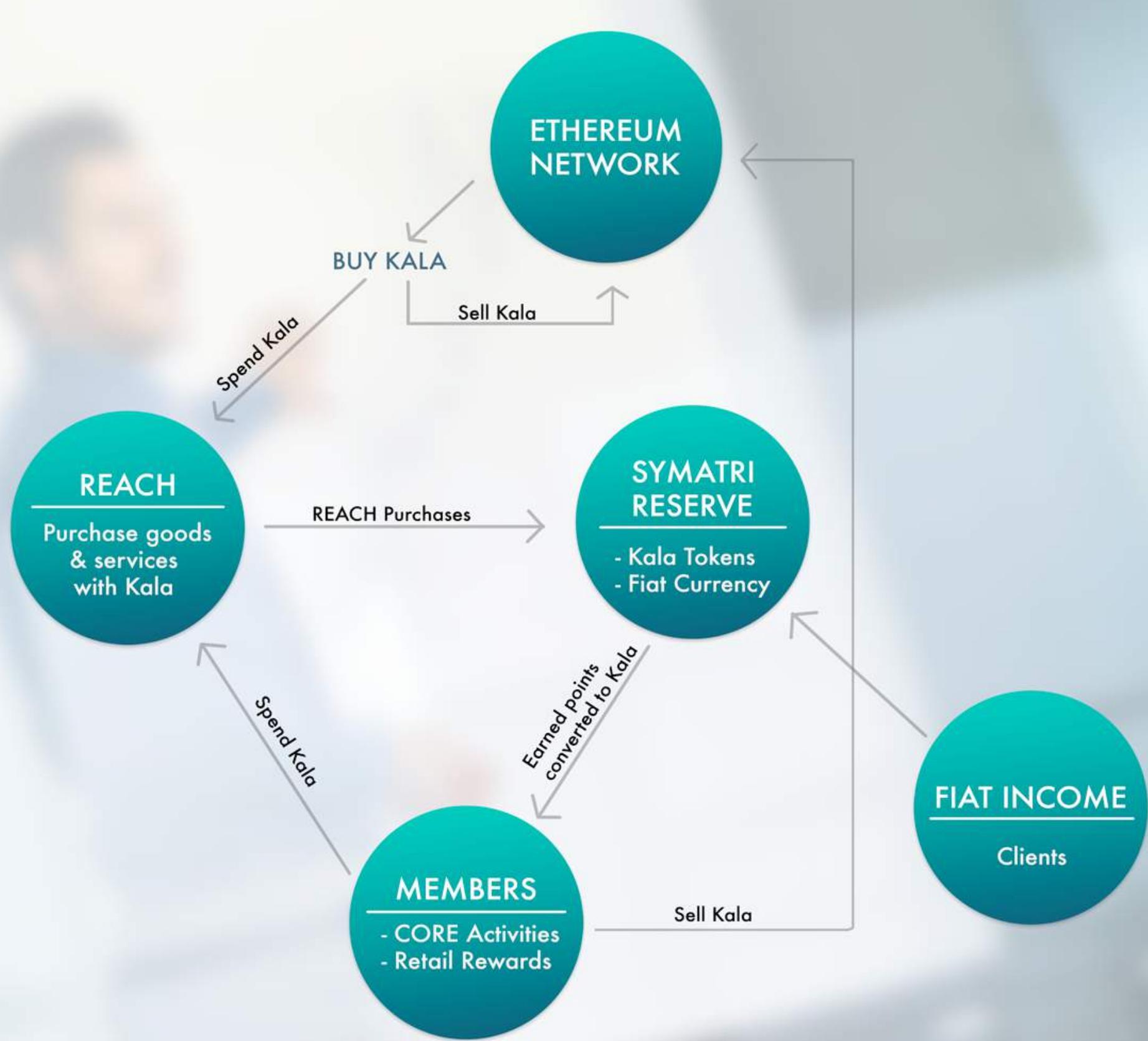
Users will earn points through CORE activities, which can then be exchanged for Kala to make purchases on the REACH marketplace. The value of Kala, and thus how many are used to obtain a product or service, will change dynamically based on the floating exchange value of Kala. In order to prevent rapid changes in Kala floating market value from swinging prices, and enabling users to time Kala transactions to maximize value, an average exchange rate value will be calculated periodically and used to price goods and services in REACH. This will smooth out fluctuations in the Kala market, but will not alter the fair market Kala value in any significant way.



KALA MARKET FLOW

Kala circulates in the following ways:

1. Members in open countries complete CORE activities and shop through Retail Rewards and begin earning points.
2. Points are recorded and stored in Member accounts.
3. When they choose, Members can exchange points for Kala, which are assigned to the Member from the portion of the Symatri Reserve allocated for CORE activities.
4. All Kala users, Members, and those who purchase Kala on exchanges can make purchases on the REACH marketplace. Kala from these purchases will go back in the Symatri Reserve.



SUPPLY STRATEGY

Cryptocurrencies often have relatively low coin numbers. Bitcoin, for instance, has a maximum of 21 million coins. This means that whole coins tend to have a large value, which creates a perception barrier. When someone goes to use their coins in transactions involving small amounts, they must think in terms of multiple decimal places. For example, to purchase an item priced at \$1 USD, a person would pay something like 0.00018 Bitcoin (at Oct. 2017 Bitcoin value). That can be challenging to mentally calculate, and feels unnatural in a society used to exchanging full coins for things.

In keeping with our mission to make the Symatri ecosystem as widely accessible as possible in order to help more people, we are making the Kala token simpler to understand and adopt. Kala will be a two decimal place based cryptocurrency token. Everyone is familiar with a payment system that uses two decimal places; it is comfortable. This will make transactions easier to understand and will simplify mental calculations. It is simpler to grasp that the price of an item is 100 Kala, rather than 0.00018 Bitcoin. This gives Kala a “real money” feel that other cryptocurrencies lack.



Kala

TOKEN SYSTEM & DETAILS

All ethereal-based tokens are fully decentralized by default, but that doesn't mean they can't have some sort of central manager. In the case of Kala, Symatri serves as the issuer and manager of the token. This gives us the ability to police the currency, mint more tokens, and even ban people from using the currency who may abuse it. We are building these functionalities into Kala up-front. Not only is it a pre-requisite in how smart contracts function, it serves to show our commitment to Kala through our diligence in how it was designed. It allows all token holders to always know exactly the rules of the game before they decide to own Kala.

WALLET

As part of joining the Kala ITO, all participants will create a secure wallet. This wallet is where Kala tokens will be delivered upon the closing of the ITO. Symatri employees do not have access to participant wallets. Management of these wallets is the responsibility of the participant, including the withdrawal or exchange of tokens. Kala tokens issued during the ITO are controlled by the smart contracts automatically. After the fundraising is completed, all tokens are automatically transferred to the participant's wallet following a final audit.



7

ITO DETAILS





KALA TOKEN ISSUANCE

We will be issuing 21 billion Kala tokens (KALA) by the end of our initial token offering. This allows for a two decimal place based cryptocurrency. We have structured our issuance schedule and relevant business milestones to coincide, as we believe this will ensure the longevity and stability of our business and thereby enhance the value of Kala.

We believe that a wide distribution of Kala will only further strengthen the ecosystem, so purchases during the initial token offering must be at a minimum of \$10 USD, and a maximum of \$9,000 USD per individual.

Those who wish to purchase more than the \$9,000 USD maximum value may contact us at info@kalatoken.io to begin the KYC process.

Tokens may be purchased with BTC, ETH, or LTC. Purchased Kala tokens will be transferred into the wallets of all ITO participants following the audit at the close of the ITO.

TOKEN ALLOCATION & SUPPLY SCHEDULE

We plan to initially offer tokens with a hard cap of 21,000,000,000 (21 billion) Kala, which will be allocated and priced as follows:

Symatri Reserve

Symatri will maintain an internal reserve of Kala that will comprise 64% of the total issued Kala. The purpose of the reserve is to support our Members and help them succeed. The reserve will be allocated as follows:

- 33% - Exclusively earmarked to exchange for points on completed CORE activities, for membership bonuses, and for partnership commissions.
- 10% - Future growth, funding, and investment.
- 21% - Ownership and corporate holding to insure there is enough Kala to support the members of the Symatri ecosystem.

Initial Token Offering Crowdsale

The remaining 36%, or 7.5 billion Kala, will be available for sale beginning with our pre-crowdsale, which starts Nov. 27, 2017, and will continue until Mar. 15, 2018 or until the initial issuance number of Kala tokens is reached. Pricing of Kala will be determined by four groups of limited quantity. Once one group is sold out, the next group will immediately open.

	# OF TOKENS	BTC, ETH, LTC EQUIVALENT PRICE
GROUP 1	750 million	\$0.01 USD
GROUP 2	1.5 billion	\$0.02 USD
GROUP 3	2.25 billion	\$0.03 USD
GROUP 4	3 billion	\$0.05 USD



PRE-SALES

We will be limiting our pre-sale to select individuals. As recognition for the support and loyalty of Legacy Members, they will have first access to purchase Kala. Investors who have completed the KYC process with Symatri may also take part in the pre-crowdsale. (Contact info@kalatoken.io to start KYC process.)

Pre-sales will begin at 18:00 UTC on Nov. 27, 2017 and will go until Nov. 30, 2017, starting with Group 1, and continuing through any further groups until either the total number of tokens are sold or Nov. 30, 2017. Any remaining tokens left from pre-sales will roll into the public crowdsale.

PUBLIC CROWDSALE

Any remaining Kala tokens will be open for public purchase beginning at 18:00 UTC on Dec. 1, 2017. The public crowdsale will end when all available tokens are sold or on Mar. 15, 2018.

Any tokens not sold by the end of the ITO will be burned.

SAFETY OF FUNDS

All funds will be held in escrow during the ITO. When the crowdsale ends, before the final number of Kala tokens sold will be created and distributed, we will do an audit of deposits to ensure accuracy. Where possible, two-of-three multi-sig addresses will be used to secure funds.

Kala tokens will be generated and issued following an audit and confirmation of the receipt of contributions to the smart contract, be it in ETH, BTC, or LTC. This protects the issued Kala from fraud and backs all issued tokens with real monetary value.

A close-up photograph of a person's hands working on financial documents. One hand holds a pen over a graph, while the other hand is visible in the foreground, also near the documents. The documents include several bar charts and line graphs on lined paper.

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EXECUTION PLAN

OPERATIONAL TIMELINE

Beginning of Nov. 2017

RELEASE THE LATEST VERSION OF THE CORE PLATFORM AND REACH MARKETPLACE

Beta testers in open countries will be transferred over to the new CORE platform and REACH will be open for users that have banked points.



Nov. 10, 2017

WHITE PAPER RELEASE

Introducing the details of crowdfunding opportunities offered by Kala as a cryptocurrency token. Give interested people the opportunity to sign up for updates.



Nov. 10, 2017

ITO MARKETING CAMPAIGN BEGINS



Nov. 27 - Nov. 30, 2017

PRE-CROWDSALE: LEGACY MEMBERS AND INVESTORS

Legacy Members and approved investors can purchase Kala first at the lowest price.



Dec. 1, 2017

PUBLIC CROWDSALE

Kala is open for purchase by everyone, until the hard cap is reached or until the ITO closes.



Mar. 15, 2018

KALA ITO ENDS

If the total number of issued Kala has been purchased before this date, it will close sooner.



Mid-March 2018

FINAL AUDIT AND KALA TOKENS TRANSFERRED INTO WALLETS

After completion of the ITO audit, Kala tokens will be delivered into participant wallets.



Spring 2018

REACH MARKETPLACE NOW ACCEPTS KALA



NOTE: At the date this document is published, Symatri intends to follow through as described in this white paper. However, changes in business strategy, the regulatory environment, technologies, and other unforeseen circumstances may necessitate deviations from the described plan. Symatri intends to faithfully follow through on execution of the plan outlined, but retains the right to deviate as needed to succeed.

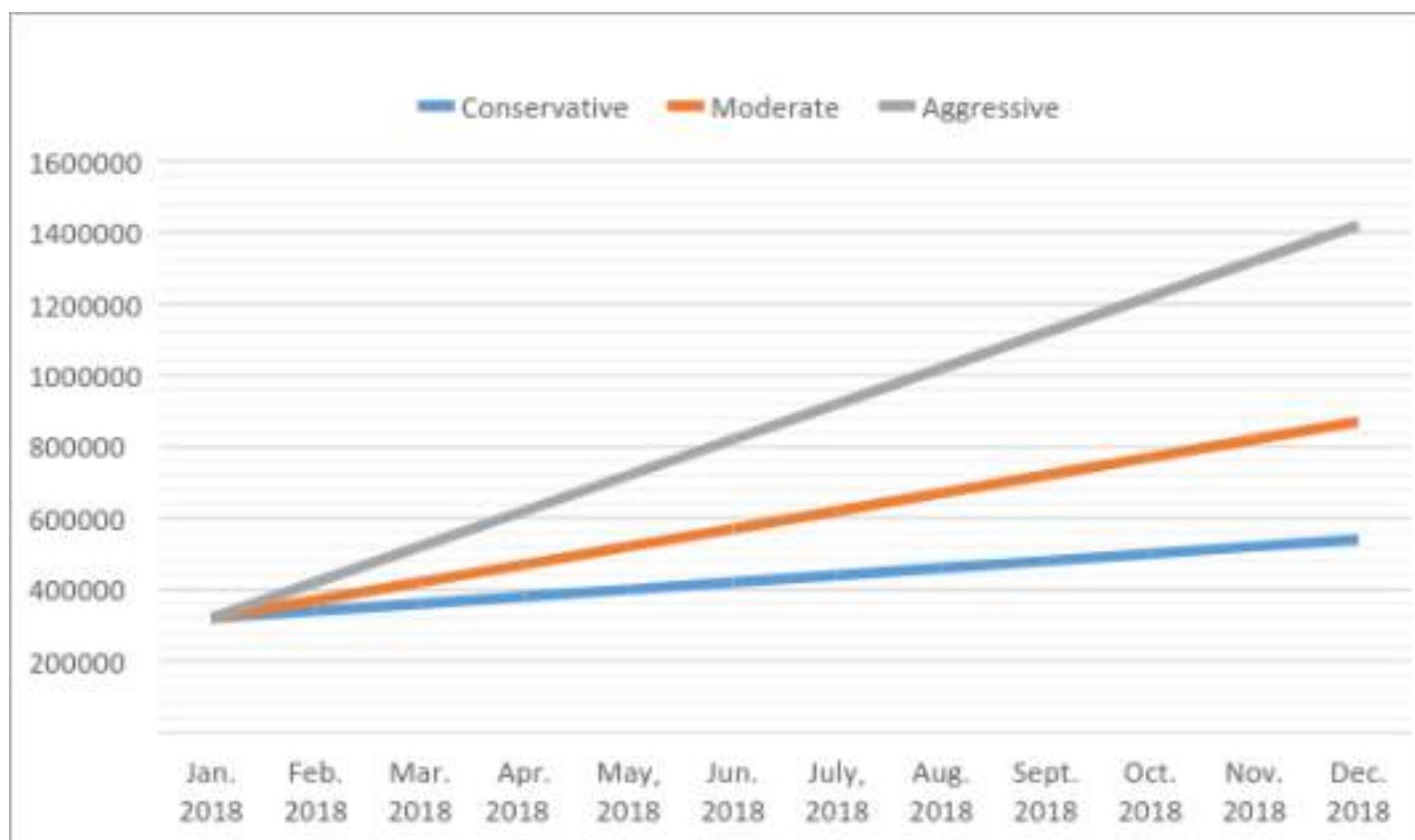
SYMATRI GROWTH PROJECTIONS

When we first launched in October, 2016 our goal was to reach 2,000 enrollments in the first 90 days, and all our projections were based on that goal. By the end of January we had more than 220,000 enrollments around the world. We have provided conservative, moderate, and aggressive projections below based on past performance.

The new version of CORE and the REACH marketplace will roll out first in the United States, then expand into other countries. We will begin with Members entering through our first, existing vertical, then expand to include Free and Premium Members. Therefore:

- The conservative growth projection is based on being open in the United States only.
- The moderate projection is based on expansion into four more countries in addition to the United States.
- The aggressive projection is based on making the full suite of CORE and REACH benefits available in 10 countries.

Projected Members



With these projections, we anticipate reaching the following numbers of people participating in the Symatri Ecosystem by the end of 2018:

- Conservative projection - more than 500,000
- Moderate projection - more than 850,000
- Aggressive projection - more than 1.4 million

A collage of four images illustrating professional collaboration and communication. Top left: Two men in a modern office setting, one leaning on a desk. Top right: Four people in a meeting room, looking at a screen. Bottom left: A man and a woman standing by a large table covered with business documents. Bottom right: A close-up of a person's feet and a notebook on a wooden floor.

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CONCLUSION

The Symatri Ecosystem is perfectly structured to foster a vibrant economy around the Kala cryptocurrency token. Through CORE activities, Premium and Free Members can earn Kala. With the REACH marketplace, all Kala users can purchase from a vast array of discounted products and services. The Kala token will have inherent value from Day 1 and will be a logical addition to the Symatri Community and Ecosystem. Together, we can help families around the globe find financial security and reach their dreams—and change the world.



A close-up photograph of several hands of different skin tones clapping together. The hands belong to both men and women, suggesting a diverse group of professionals. They are dressed in business attire, with one man visible in a dark suit and white shirt.

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FOUNDING TEAM & ADVISORS



Darren Olayan (Symatri CEO) holds a Master's in Public Administration, Finance & Entrepreneurship and a BA in International Relations and Affairs. Over the last 18 years, he has been involved in many start-up businesses, been an owner and partner in an equity firm, developed strategic business relationships domestically and internationally, and managed investors through exit strategies. He has consulted direct sales and network marketing companies, served as an advisory board member in key mergers and services, and built international sales teams and networks. He is extremely excited and focused on helping people become successful.



Reid Tanaka (Symatri President) brings almost two decades of experience in General Management, International Expansion, and Operations. He has helped American-based companies expand overseas, and developed innovative solutions, systems, and processes to help them succeed. Reid co-founded and managed Treo Solutions, a successful international business development consulting firm. He also owned and acted as President of Operations for Globalization Group, a full-service localization company with Fortune 500 clients.



Kinsey Lindgren (Symatri Chief Marketing Officer) spent seven years helping a small website grow to become the nation's #1 grocery couponing site of its kind with over 12 million visits per month. As their Chief Operating Officer, her out-of-the-box thinking, strategic logicv, knowledge of the affiliate world, and sound understanding of marketing helped her double the company's revenue. Her vision, her passion, and her love of growth are key in helping Symatri find and capitalize on new opportunities.



Troy Muhlestein (Nui Founder & Strategic Partner) spent the first 20 years of his working career in the manufacturing segment of Corporate America with a Fortune 500 company as a production manager, project engineer, and executive management. He has been on a mission to build a company that offers true value and an honest opportunity for the members to participate and benefit from the organization's collective efforts. With those guiding principles, he founded one successful company in 2009 and then another in 2016, based on the idea that a company can be a win, win, win—that by making the members the primary focus, the member, the strategic partners, and the company all win.



Richard Smith (Nui Founder & Strategic Partner) has been an entrepreneur in the Internet Marketing and Direct Sales industry for 25 years, successfully launching four different companies with cumulative revenues of a billion dollars in sales. Richard is a highly sought after corporate executive, bringing his unparalleled ability to think outside the box, develop new concepts for market, and an unwavering commitment to create value. Richard is dedicated to fostering innovation in business, and clearly sees the power of Internetwork Marketing and the currency that fuels it.

David Childs – (Britecoin Inc. CEO & Technology Partner) is a longtime technology serial entrepreneur, having successfully built and grown several software and engineering companies. As a technology specialist and a highly skilled programmer, he is able to bring unique understanding to executive management. He has a talent for managing and directing diverse teams in the creation and deployment of highly complex software projects. His early career was focused on software-based process optimization, where David was exposed to the inner working of a wide array of companies and their different processes. This valuable experience greatly influenced his understanding of business and helps to inform the structure and oversight of his own organizations. Over the past several years, his projects have included mobile apps, custom CRM tools, and fulfillment management software. His most recent focus has been in cryptocurrency and in building a cohesive system designed to enable the simple connection and integration of disparate systems in a SAAS model.

Kevin Childs (Britecoin Inc. CTO & Technology Partner) is an Information Technology Expert. He is highly experienced in software development, networking, database architecture, and systems engineering. Over his professional career he has created software algorithms for Fortune 500 companies, helped build engines for mobile games, and architected real time databases for cutting edge instant messaging. Kevin expertise extends to the digital marketing realm, and has created and led extensive internet marketing campaigns for brands both small and large. He is passionate about open source technologies, crypto-currencies, particularly Bitcoin and Ethereum, and also machine learning. As an entrepreneur, Kevin has served as CTO and CIO and has expertise in bringing highly complex products to market. He has extensive experience in evaluating a project's requirements and managing a team of programmers and designers to facilitate company objectives.



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