



WHITE PAPER

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1. DISCLAIMER OF LEGAL LIABILITY

The purpose of this white paper is the need to provide with information about LeadRex (the platform of Lead Generation, the technologies used and the primary location of the tokens) for all potential project token holders. The following information is not a public offer or leadership to participate in the ICO procedure. This white paper does not constitute an offer to buy or sell securities and does not contain any legal, tax, investment or any other proposals for carrying out business activities.

LDX tokens are not classified as securities, as token holders do not receive rights to dividends from the total income of the company for a specified reporting period. Based on this approval, all operations with the LDX token are not subject to restrictions in accordance with the law on securities, in the jurisdiction to which the potential holder belongs.

The list of countries where LDX tokens are not offered or distributed, and any business activities of the LDX campaign are not carried out:

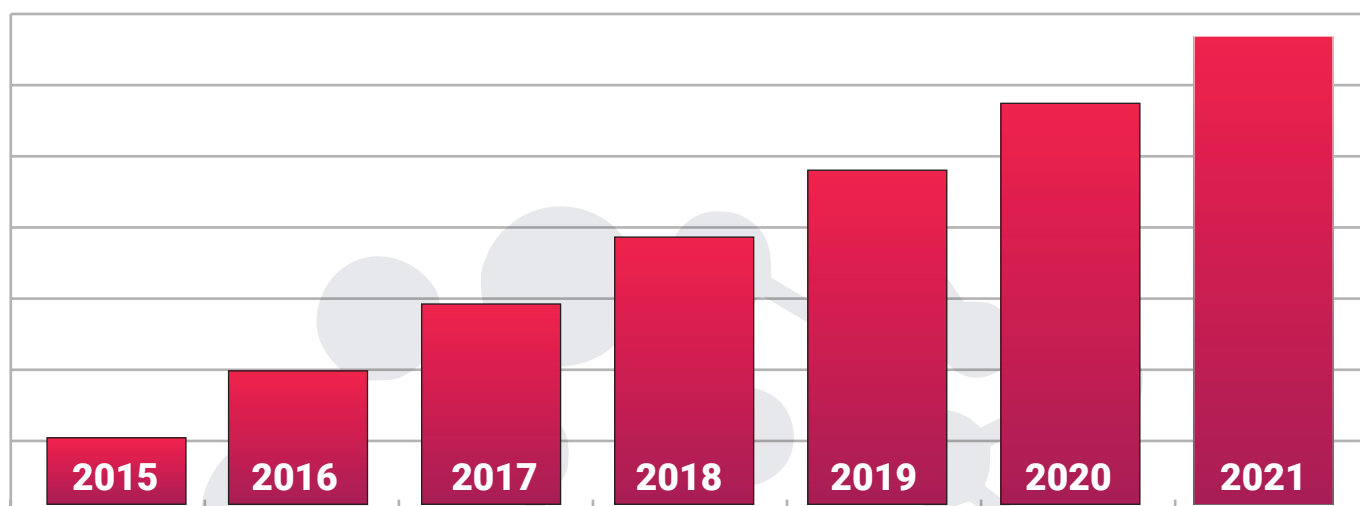
- *Singapore;*
- *Other countries and territories where transactions using or with respect to tokens are illegal or require licensing.*

Valuation and regulations described in this document are purely forward-looking statements obtained in the process of [sociological research](#) and the study of public information. It is impossible to exclude risks and uncertainties, because of which the actual results may differ significantly from the estimates and results expressed in the forward-looking statements.

This document in English is the main source of official information about the project. All information contained in the document in English, will be translated into other languages. In the case of conflicts or inconsistencies between translations, the provisions of the document in English are of great force.

2. DEMAND RESEARCH

There has been an increase in demand for attracting the target audience from online advertising over the past few years. The total cost of Internet advertising is growing every year by 15-20% and has already exceeded the cost of TV marketing in 2017. Researchers predict an increase in spending on digital marketing, which will be almost \$300 billion until 2020.



Today, Internet marketing has become the most powerful tool for promoting products and services. Besides, this industry is one of the innovative, which uses creative technologies and the latest methods of implementation.

The process of buying goods has changed and now companies must adjust to the current realities, applying in the promotion of the product more and more advanced technologies and automation. Companies that do not want to lose customers are forced to start using new advertising tools, which will increase the reach of the target audience and get a higher ROI.

One of the main drivers of the growth of online advertising is the mobile advertising. Its share was about 54% of total online advertising in 2017. In this regard, there is an increased demand for chat bots from companies. Researches show us that foreign companies already use or plan to start using chat bots soon, and by 2020 the share of companies using chat bots will be more than 80%. Representatives of companies believe that using this technology will facilitate interaction with customers and will bring service to a new level.

3. MARKET PROBLEMS OF LEAD GENERATION

The problem of Lead Generation is relevant for almost any advertising campaign. Not every organization can afford to pay for services in a marketing or marketing agency, and without a professional approach, there is a big risk to spend your advertising budget and not get the expected result. We tried to identify the most important problems of the market of Lead Generation:



THE LACK OF PRICING TRANSPARENCY.

Turning to the marketing agency a business owner does not always understand what services are included in the base price. It is possible that during the promotion of the product, the final cost of services can be increased.



HIGH COST OF ATTRACTING CUSTOMERS.

Most often, the business owner is hard to describe the portrait of the target audience, which is interested in the product being promoted. In the absence of the skills of conducting advertising campaigns, there are risks spending the budget for nothing and not achieve the desired result.



ABSENCE OF A UNIFIED MANAGEMENT MECHANISM.

Currently, there are many tools for advertising campaigns that work separately from each other. This complicates the management process, from start up to collection of information on conversion and received ROI.



DIFFICULTY IN REACHING THE TARGET CUSTOMER.

Working with beginning marketers, business owner may not get the desired result because of the specifics of the product or the complexity of choosing the target audience.



INCREASE IN OPERATING COSTS.

A large number of intermediaries between the target client and business inevitably leads to an increase in operating costs. Due to the large number of intermediaries, it is difficult for business owners to calculate the actual costs of attracting traffic and the target customer.



LARGE AMOUNT OF FRAUD.

The lack of transparency between the business and the target client stimulates an increase in fraud (counterfeit applications). This problem is especially important if the payment for the promotion of a product is based on the number of applications left or forms completed on the site.



OUTDATED AND UNCOMFORTABLE INTERFACES.

A user who has no experience with the office of any advertising campaign, spends a lot of time studying the interface and uncomfortable teaching aids. Very often such services are created for specialists with experience in this field, neglecting of users who have a great desire to manage their advertising themselves. In addition, the selected service may not have the necessary functionality - the lack of integration modules, the complication of analyzing the information received because of weak and non-transparent analytics.



ABSENCE OF THE CURRENT BASE OF LEADS.

Maintaining the current state of the lead database is a very difficult task due to the lack of a single point of entry information and a large time-consuming for its analysis. The staff of marketers could do this kind of work, but after the completion the database will lose its relevance.

The LeadRex platform solves all the above problems and offers only innovative products that together will help achieve the desired results and bring your business income to a new level.

4. TARGET AUDIENCE OF LEADREX PLATFORM

LeadRex platform capabilities designed for audiences of varying degrees of involvement. Owners of small businesses with a specific product, heads of advertising departments in large corporations, private internet marketers and professional marketing agencies will be comfortable with our platform, which is promoting their new brand through contextual advertising.

A small business owner may not have enough budget to attract a marketing agency. Since most businessmen are not qualified experts in internet marketing, it is necessary to obtain maximum results with minimum operating costs. Typically, this group of potential users of the LeadRex platform also doesn't have a selling site and a description of its target audience. With many components and platform modules (see 5.1 Technological particularity of the platform) small business owner will be able to significantly reduce their costs and start an advertising campaign. So, thanks to the flexible tariff plans will not have to overpay for unused features of the platform.

An employee of the advertising department will be able to attract new clients without cooperation with third-party marketing agencies and specialists. Thanks to the component of selecting the target audience based on artificial intelligence, the designer selling adaptive landings and the centralized management office of advertising campaigns, the costs of promoting the product will be much lower.

Marketing agency using innovative technologies based on artificial intelligence and automation of the selection process of the target audience will be able to increase the number of its customers for the same labor costs and without compromising service quality. Thanks to the many components and modules of the LeadRex platform, the marketing agency will be able to offer its customers additional services, transparent reporting and the ability to track the advertising campaign in real time. In our opinion, this will significantly increase the level of trust between the client and the marketing agency.

Internet marketer is often a freelancer, who promotes several advertising campaigns simultaneously. It is very important for him to have a high degree of automation and centralized management of all advertising campaigns. This will significantly reduce the time spent and at the same time lead to an increase in the number of advertising campaigns without loss of quality.

The possibilities and scope of the LeadRex platform are so great that it is almost impossible to list all the target customers and the scope of application when launching an advertising campaign.

All components of the platform are developed considering the high level of automation. This means that LeadRex will be able to take over some of the functions of the advertising manager or completely replace it.

5. DESCRIPTION OF THE PLATFORM AND THE MAJOR COMPONENTS

LeadRex Lead Generation platform is a complex self-learning platform based on artificial intelligence, which soon will be the first innovative product aimed at increasing the conversion of advertising campaigns and reducing operating costs.

The basis of the platform is artificial intelligence, which is necessary for the analysis and selection of the target audience. The user will be able to convert them to customers who are ready to purchase a product or service.

Anyone who does not know in the field of Internet marketing will be able to launch his advertising campaign and manage it centrally from the client cabinet of LeadRex.

The platform is developed in accordance with the principles of scalability and decentralization, based on the technologies Ethereum and Enecuum.



[Ethereum](#) has all the necessary functionality that the LeadRex project team may need to implement multi-functional smart contracts with complex logic.



[Enecuum](#) can provide the necessary speed of recording information and its storage in a form convenient for us.

Each Blockchain will work apart. This is to fully ensure the stability and self-sufficiency of the platform. Besides the data obtained will always be reliable and unchanged, and the operations performed are transparent.

The core of the platform integrates all the components necessary for launching and running the campaign, which can be used simultaneously or connected of necessity:



Marketplace will be able to offer premium solutions from third-party developers and LeadRex teams for the constructor of selling pages, banners and chat bots.



Constructor of selling pages with a set of ready-made templates from professional UX-designers and marketers. If desired, each user of the platform will be able to create his own template using a bank of ready-made building blocks and technology “drag-n-drop”. Each landing will turn out to be unique and can change the result of issuing to the requests of a client.



Constructor of banners with a set of ready-made templates from professional marketers. If desired, each user of the platform will be able to create his own banner using a bank of ready-made building blocks and technology “drag-n-drop”.



Constructor of chat-bots with sets of ready-made templates from professional marketers. If desired, each user of the platform will be able to create his own chat-bot using a bank of ready-made building blocks and technology “drag-n-drop”, and the visual constructor will be executed as a “mind map”. It is not necessary to be able to prescribe the algorithm of the chat-bot operation, it is enough to know what actions it should perform and in what order.



The targeted advertising module in social networks will help you set up a campaign thanks to a bank of advertising posts and a handy editor with real-time results displayed.



The contextual advertising module with a set of ad templates from professional marketers. If desired, each user of the platform will be able to create his own ad or template, according to which it will be created. A convenient editor will be also available to view the result in real time.



The analytics module is the link for all modules of the system. Each user of the platform will be able to generate statistics about each launched advertising campaign or the operation of a separate module. All information will be available in real time. Based on the results of the generated statistics, optimization options will be offered.



CRM-system in real time collects customer database and their history of actions. The analytical base for buyers of all service users is formed from the collected data, which allows more efficient selling of related services or goods.



Artificial intelligence in real time analyzes a lot of advertising channels and end-to-end analytical database of customers, assembled and structured by categories CRM-system. It forms a retargeting base for generating additional sales by offering discounts through the display of banners, ads or personalized offers.



The API provides two-way integration of the LeadRex platform with other services.



Integration modules allow you to connect to the platform any site for analysis of user behavior and the formation of personalized proposals based on its interests.



Multifunctional smart contracts provide transparency of the reporting system for depositors and they are responsible for the formation of an analytical database.

The final goal of the platform development is maximum automation at every stage of the service operation and regular development of the platform in accordance with the road map.

It is important to note that at any stage of the platform development the list of possible modules can be adjusted to a greater or lesser extent without sacrificing the functional features of the kernel. This choice will be based on marketing activities or the needs of the platform users.

5.1 TECHNOLOGICAL PARTICULARITY OF THE PLATFORM

The LeadRex Lead Generation Platform is a system that consists of many components that form a single ecosystem. The platform is based on analytical information collected and analyzed by artificial intelligence, a high degree of automation and a clear interface.

5.1.1 MARKETPLACE OF READY-MADE TEMPLATES

To work with the LeadRex platform, the user does not need to be a professional designer or marketer. To maximize the effect of the advertising campaign, a tool will be introduced - the marketplace of ready-made solutions.

Ready-made solutions can be developed by both the LeadRex team and third-party specialists. It is assumed that the user of the platform will be able to redeem the solution he likes or purchase a copy. Purchased ready solutions can be used only when creating an advertising campaign in the LeadRex platform and cannot be exported.

5.1.2 SELLING PAGES CONSTRUCTOR

To minimize the cost of launching an advertising campaign, any user of the platform can create his own unique selling page thanks to a set of ready-made blocks, their customization and the ability to embed their own code.

The interface of the designer of the selling page will support the technology of “drag-n-drop”. This means that the user does not have to own web design skills or programming languages. It is enough to choose a ready block, place it in the right place of the page and make the necessary changes in the settings.

The main feature of the constructor of selling pages is the adaptation of text and graphic information to the needs of a potential client.

5.1.3. BANNERS CONSTRUCTOR

Banner constructor involves creating a banner from the finished items available in the image bank, and the fonts. The component provides for the creation of a banner of any popular or user-required platform format.

The interface of the banner designer will support the technology of “drag-n-drop”. This means that the user of the platform does not have to own the design skills. It is enough to choose a ready background from the bank of images, change the image due to the built-in editor and choose the place for placing the text.

The main feature of banner constructor is the adaptation of text and graphic information to the needs of a potential client.

5.1.4. CHAT BOT’S CONSTRUCTOR

With a simple constructor chat bots from LeadRex platform, anyone can create their own interactive assistant. This will reduce the burden on operators and increase the volume of processed requests.

You don't need knowledge of programming languages to create a chat-bot. The module supports "drag-n-drop" technology and a visual constructor in the form of mind map, to create dialogs from the base of ready-made blocks. It will also be possible to describe the dialogues on their own negotiation scripts with subsequent export to a convenient mind map.

The chat bots operator will have a single window for all information channels. For more productive work, you can create template answers. The flexible administration system allows you to delimit access rights depending on the role you are taking.

The user of the platform will have the opportunity to create a chat-bot and integrate it with popular social networks and messengers due to integration components.

After a certain amount of time, thanks to the introduction of artificial intelligence into the designer, the created chat-bot will be able to conduct an informed dialogue with the client and, in case of a disputable situation, redirect the dialogue to the operator.

5.1.5. TARGETED ADVERTISING MODULE

The targeted advertising module allows you to centrally manage advertising campaigns from LeadRex platform office. The user will be able to set up the advertising campaign broadcasting only in accordance with the settings made or use a ready-made leads base of the LeadRex platform.

For automated management and evaluation of the profitability of launched advertising campaigns, use the analytics module (see section 5.1.7 Analytics module).

5.1.6. CONTEXTUAL ADVERTISING MODULE

The contextual advertising module allows you to centrally manage advertising campaigns from LeadRex platform office. The user will be able to set up the advertising campaign broadcasting only in accordance with the settings made or use a ready-made leads base of the LeadRex platform.

For automated management and evaluation of the profitability of launched advertising campaigns, use the analytics module (see section 5.1.7 Analytics module).

5.1.7. ANALYTICS MODULE

The analytics module automatically captures any change in the launched advertising campaign (impressions, clicks or achievement of customized goals). The management of the launched advertising campaign takes place based on the received information in an automatic mode.

The user can make his own settings in the analytics module or use the settings of the LeadRex platform. In accordance with the settings used, the launched advertising campaign can be automatically stopped if it becomes unprofitable or does not reach the set goals.

5.1.8. CRM-SYSTEM

For the convenience of management and classification of received leads, the platform user will be able to use the built-in CRM system. The interface components provide for setting rights on the access levels that the user can determine.

For ease of administration and obtain reports on committed actions provided for the logging system, to export in a structured way.

CRM-system allows you to access a common leads base and obtain information about potential customer. The operator of the CRM-system will see all the possible information that the client previously provided about himself and the percentage of redemption of the ordered services and goods.

If necessary, each user of the platform will be able to connect his own IP-telephony.

5.1.9. API INTEGRATIONS

If a third-party service, or advertising platform will need to integrate their solutions with LeadRex platform, the event data can be made at the expense of API integration. These can be CPA-networks, large trading networks or functional, which is necessary for the user of the platform.

5.1.10. INTEGRATION SITES MODULES

Thanks to integration modules, any user of the platform will be able to integrate his site with LeadRex platform to analyze customer preferences and subsequent formation of relevant offers through customized advertising campaign or own advertising tools.

5.1.11 ARTIFICIAL INTELLIGENCE

The most important technological feature of the LeadRex platform is artificial intelligence. This innovative product is an integral part of the platform and each module.

After launching the platform, artificial intelligence will accumulate the necessary amount of analytical data in the training mode for one year to begin to more accurately predict the actions of potential customers. After training, artificial intelligence will be able to predict the desires of customers with a high probability and at the expense of it will help to increase sales of platform users.

At all stages of the work of artificial intelligence, due to its ability to process huge amounts of data, a base of potential customers will be formed in categories, which will ensure the convenience of launching advertising campaigns and quick selection of the target audience.

All collected analytical information is stored in Blockchain in coded form to ensure the safety of the collected data. In addition, Blockchain will assume the role of a component that provides a high level of transparency between the platform, the user and the lead.

5.2 BLOCKCHAIN ROLE IN THE PLATFORM

Many business owners experience many problems in an objective assessment of the reliability of information provided by marketing agencies. LeadRex Lead Generation platform due to the implementation of Blockchain technologies solves one of the main problems - the lack of transparency between the business owner / platform user and the client / lead.

The platform includes such important components as CRM-system, reporting and analytics, artificial intelligence and investor's office with detailed reports about the distribution of collected funds during the ICO. Thanks to Blockchain technologies, we can achieve 100% transparency in perfect operations (both the platform team and the user of the ongoing advertising campaign).

After the lid is fixed with platform tools, the information about it is immediately recorded in Blockchain and remains unchanged for the end user.

- The reporting and analytics system always reflects only up-to-date information.
- The CMR system, referring to the database of fixed leads, receives honest information without the intervention of a third party.
- Any possibility of the third party's impact on the information collected by artificial intelligence is excluded.
- All implemented costs for the development and development of the platform are recorded in the internal reporting system and are available in the investor's cabinet in an unchanged form.

Building a platform on the principle of decentralization can ensure the security of stored data. Users can not be afraid that the information they work with can be stolen. All information will be stored in the encoded in separate branches Blockchain Enecuum. All this will allow artificial intelligence to build more complex models of behavior of potential customers and make more accurate conclusions.

5.3 HOW THE PLATFORM WORKS

The LeadRex Leader Development Platform is designed to automate as much as possible all the processes for creating and launching advertising campaigns. The platform has a friendly and intuitive interface, which is supported by an understandable system of interactive tips for easier study of the service.

To start using the service, each user must be registered in the personal account or the agent's office - depends on who launches the advertising campaign (for security purposes, 2fa authorization will be used). After registration, you must provide the most detailed information about the company profile.



FOR THE USER

Provide the most detailed information about the company profile.



FOR THE AGENT

Create a new user for your customer and provide the most detailed information about his company.

After providing information about the company's profile, the user can start creating an advertising campaign depending on the selected sales channel, using one of the presented tools or all at once:

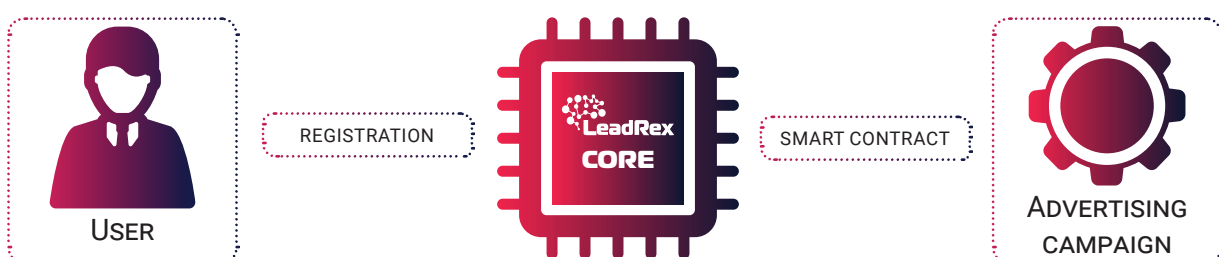
- **Landing page**
- **Contextual advertising**
- **Advertising in social networks**
- **Media advertising**
- **Banner advertising**
- **Construction of the chat bot**

During the launch of the service, the user can choose for which audience to advertise his product - the customer base, collected by the LeadRex platform, own client base or depending on the selected settings.

After the launch of the advertising campaign, the user of the platform through the personal cabinet monitors the effectiveness of the launched advertising campaign and, if desired, disables or includes new components.

If the platform captures the lead, information about it is entered in the CRM-system and the general database of customers with a mark of the category in which the user advertised his product.

We would like to note that payment for services can be made at any stage and is not mandatory for studying the platform's capabilities and designed graphical interfaces.



5.4 ADVANTAGES OF THE LEADREX PLATFORM

Having carried out a comparative analysis of the LeadRex Lead Generation platform and competitive products, we were able to derive a comparative table that fully reflects the strengths of our platform.

	LeadRex	socialmedia. market	HOQU	Papyrus	bps	pingvalue	Mass Network	Qchain
Landing constructor	✓	×	×	×	×	×	×	×
Banners constructor	✓	✓	✓	✓	×	×	×	×
Chat bot's constructor	✓	×	×	×	×	×	×	×
Targeted advertising	✓	✓	✓	✓	✓	✓	×	×
Contextual advertising	✓	×	✓	✓	×	✓	×	×
Media advertising	✓	✓	✓	✓	×	✓	×	✓
Statistics and analytics	✓	✓	✓	✓	✓	✓	✓	✓
CRM-system	✓	✓	×	✓	✓	✓	×	×
Artificial Intelligence	✓	×	×	×	×	×	×	×

In addition, the LeadRex platform has other equally important advantages:



THE PRINCIPLE OF "ONE WINDOW»

In comparison with competitors, we adhere to the principle of "one window", which eliminates any need to use a variety of stand-alone services. All components of the system will be available from the private office at any time of the day.



ACCESSIBILITY FOR SMALL AND MEDIUM BUSINESSES

Flexible tariff plans will allow small and medium-sized businesses to launch their own advertising campaign without attracting expensive specialists or marketing agencies.



FINANCIAL ANALYTICS

At any time in real time, the user can form a slice of analytics based on the data of the internal CRM system, the costs of the advertising campaign and get the possible profit values.



EXACT TARGETING

Thanks to artificial intelligence and a regularly updated client base, the platform user can always find his target customer without long testing of advertising channels and unnecessary costs.



OPPORTUNITY TO EARN AND USE THE SERVICE FOR FREE

Thanks to the planned referral campaign, any user can earn, helping us to promote the platform. We are 100% sure of our product and therefore the payment for the first month of using the service by a new customer, attracted by an affiliate link or coupon, will be credited to the account of the partner user. Variants of use - the ability to pay for the service or make a withdrawal of earned funds on your own payment data.



NO NEED FOR SPECIAL SKILLS

Interfaces of all system components will be developed in accordance with the latest trends in UX-design. We create an extremely easy-to-use platform for users who do not have experience in launching and managing advertising campaigns.



INTERACTIVE SYSTEM OF TIPS AND ADVICES

Huge manuals in the past! Our interactive system of tips and advices will help you set up an advertising campaign of any complexity in the shortest possible time.

In addition, we plan to conduct webinars and training courses on launching advertising campaigns and selecting the target audience. This will help solve one of the main problems - the lack of experience in conducting events in the field of Internet marketing.

The LeadRex platform will be a convenient tool for the user, help you find your client and reduce the operating costs for launching and conducting advertising campaigns.

6. ECONOMICS OF THE LEADREX PLATFORM AND THE LDX TOKEN

After studying a lot of possible options for implementing our project, we concluded that the LeadRex platform will use only one type of tokens, utility, in its ecosystem. Release of LDX tokens is caused by the need to competently organize the domestic economy of the LeadRex platform due to the possibility to reduce the need for user interaction with fiat currencies to a minimum.

The LeadRex platform will offer convenient and modern tools for advertising campaigns, higher priority support, early access to innovations and discounts to all holders of LDX tokens. Also, LDX token will become the internal currency of the platform for payment of ready solutions from the marketplace, and this will help to generate demand for it.

6.1 EARNINGS OF THE LEADREX PLATFORM

In the future, LeadRex is a SaaS platform, which will be able to receive revenue from the subscriber fee (the line of tariff plans). The final cost of the service will be fixed in USD and tied to the average market rate of the LDX token. You can see the prospective KPI platform in more detail by following the [link](#).

We are considering the option that all the available features of the platform may not be necessary for the user. That's why the final cost of access to components will be calculated based of the user's needs.

HOW DOES IT WORK?

A platform user needs a component to create selling pages, so it is more profitable for him to pay at the "Option 1" tariff. Another user needs components for creating chat bots and selling pages, in which case it is necessary to pay access at the tariff "Option 2" minus unused funds from the tariff "Option 1".

6.2 PROPOSED TARIFF PLANS

OPTION 1

\$35/mo

- ✓ Landing page builder
- ✓ Creator of banners
- ✓ API
- 1 Free templates
- ✓ Round-the-clock support
- 1 Number of domains
- ✓ Unlimited the advertising campaigns
- ✗ Chat-bots constructor
- ✗ Targeted advertising module
- ✗ CRM – system
- ✗ Free webinars
- ✗ Contextual advertising module
- ✗ Statistics and analytics module
- ✗ Artificial Intelligence
- ✗ Integration modules
- ✗ Personal manager

OPTION 2

\$50/mo

- ✓ Landing page builder
- ✓ Creator of banners
- ✓ API
- 1 Free templates
- ✓ Round-the-clock support
- 5 Number of domains
- ✓ Unlimited the advertising campaigns
- ✓ Chat-bots constructor
- ✓ Targeted advertising module
- ✓ CRM – system
- ✓ Free webinars
- ✗ Contextual advertising module
- ✗ Statistics and analytics module
- ✗ Artificial Intelligence
- ✗ Integration modules
- ✗ Personal manager

OPTION 3

\$80/mo

- ✓ Landing page builder
- ✓ Creator of banners
- ✓ API
- 2 Free templates
- ✓ Round-the-clock support
- ✓ Unlimited the domains
- ✓ Unlimited the advertising campaigns
- ✓ Chat-bots constructor
- ✓ Targeted advertising module
- ✓ CRM – system
- ✓ Free webinars
- ✓ Contextual advertising module
- ✓ Statistics and analytics module
- ✓ Artificial Intelligence
- ✓ Integration modules
- ✗ Personal manager

OPTION 4

\$600/year

- ✓ Designer of landing pages
- ✓ Creator of banners
- ✓ API
- 2 Free templates
- ✓ Round-the-clock support

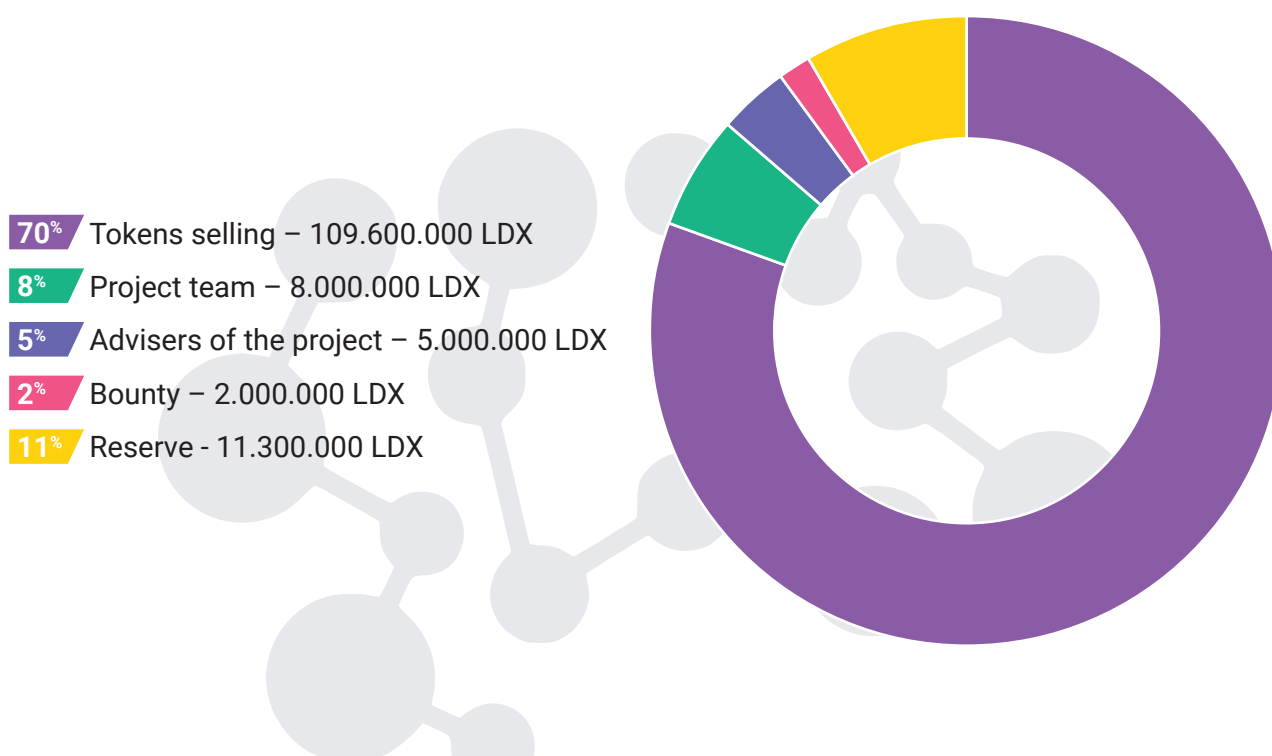
- ✓ Unlimited the domains
- ✓ Unlimited the advertising campaigns
- ✓ Chat-bots constructor
- ✓ Targeted advertising module
- ✓ CRM – system
- ✓ Free webinars

- ✓ Contextual advertising module
- ✓ Statistics and analytics module
- ✓ Artificial Intelligence
- ✓ Integration modules
- ✓ Personal manager

7. SALE AND DISTRIBUTION OF LDX TOKENS

LDX token compatible with ERC20 and is intended to finance the development of LeadRex platform and marketing activities before the project reaches the stage of self-sufficiency.

It is planned to release 135.900.000 LDX, which will be distributed as follows:



ATTENTION!

Under the terms of the smart contract, the project team tokens will be frozen for 6 months from the date of completion of the ICO. The distribution of tokens will be performed for 6 months in equal parts. All unsold tokens will be burned after the completion of the ICO.

7.1 STAGES OF ICO

PRE-SALE

At the Pre-Sale stage, it will be available for purchase with 18.600.000 LDX bonuses. Pre-Sale runs from 21/05/2018 to 11/06/2018 or before reaching Hard Cap.

When Soft Cap is reached, this amount is non-combustible. If Soft Cap is not reached, all contributions made in this round will be refunded, minus the transfer fee. All unsold tokens in this round will be burned after the completion of the ICO.

Start date: 21.05.2018

End date: 11.06.2018

1 ETH = 16200 LDX

Soft Cap: 250 ETH

Hard Cap: 770 ETH

Minimum deposit amount: 0.1 ETH

BONUSES FOR THE SIZE OF THE CONTRIBUTION

1 ETH	4 ETH	8 ETH	15 ETH
15%	20%	25%	30%

PRE-ICO

At the stage of Pre-ICO will be available for purchase, considering bonuses 21.000.000 LDX. Pre-ICO runs from 12/06/2018 to 03/07/2018 or before reaching Hard Cap.

When Soft Cap is reached, this amount is non-combustible. If Soft Cap is not reached, all contributions made in this round will be refunded, minus the transfer fee. All unsold tokens in this round will be burned after the completion of the ICO.

Start date: 12.06.2018

End date: 03.07.2018

1 ETH = 13000 LDX

Soft Cap: 770 ETH

Hard Cap: 1230 ETH

Minimum deposit amount: 0.1 ETH

BONUSES FOR THE SIZE OF THE CONTRIBUTION

1 ETH	4 ETH	8 ETH	15 ETH
10%	15%	20%	25%

1ST ROUND OF ICO

At the stage of 1st round will be available for purchase, considering bonuses 19.000.000 LDX.
1st round runs from 04/07/2018 to 25/07/2018 or before reaching Hard Cap.

When Soft Cap is reached, this amount is non-combustible. If Soft Cap is not reached, all contributions made in this round will be refunded, minus the transfer fee. All unsold tokens in this round will be burned after the completion of the ICO.

Start date: 04.07.2018

End date: 25.07.2018

1 ETH = 8200 LDX

Soft Cap: 1230 ETH

Hard Cap: 1850 ETH

Minimum deposit amount: 0.05 ETH

BONUSES FOR THE SIZE OF THE CONTRIBUTION

1 ETH	4 ETH	8 ETH	15 ETH
5%	10%	15%	20%

2ND ROUND OF ICO

At the stage of 2nd round will be available for purchase, considering bonuses 25.000.000 LDX.
2nd round runs from 26/07/2018 to 16/08/2018 or before reaching Hard Cap.

When Soft Cap is reached, this amount is non-combustible. If Soft Cap is not reached, all contributions made in this round will be refunded, minus the transfer fee. All unsold tokens in this round will be burned after the completion of the ICO.

Start date: 26.07.2018

End date: 16.08.2018

1 ETH = 4333 LDX

Soft Cap: 1850 ETH

Hard Cap: 4620 ETH

Minimum deposit amount: 0.05 ETH

BONUSES FOR THE SIZE OF THE CONTRIBUTION

1 ETH	4 ETH	8 ETH	15 ETH
5%	10%	15%	20%



3D ROUND OF ICO

At the stage of 3d round will be available for purchase, considering bonuses 26.000.000 LDX.

3d round runs from 17/08/2018 to 07/09/2018 or before reaching Hard Cap.

When Soft Cap is reached, this amount is non-combustible. If Soft Cap is not reached, all contributions made in this round will be refunded, minus the transfer fee. All unsold tokens in this round will be burned after the completion of the ICO.

Start date: 17.08.2018

End date: 07.09.2018

1 ETH = 2000 LDX

Soft Cap: 4620 ETH

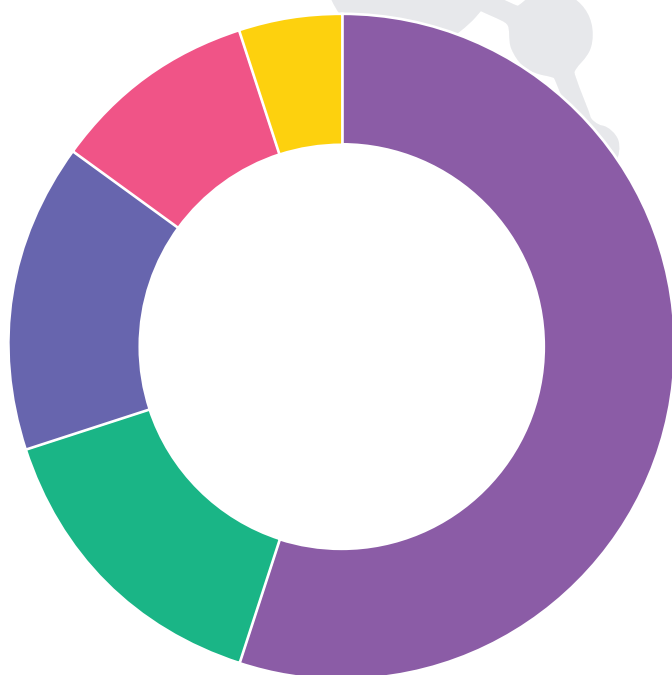
Hard Cap: 10700 ETH

Minimum deposit amount: 0.05 ETH

BONUSES FOR THE SIZE OF THE CONTRIBUTION

1 ETH	4 ETH	8 ETH	15 ETH
5%	10%	15%	20%

8. DISTRIBUTION OF PURSE IN THE ICO PROCESS



55% DEVELOPMENT - 55%

- The core of the platform
- A set of components
- Integration Services
- Reporting system
- Internal escrow system

15% MARKETING - 15%

- Support conferences and events to attract attention to the platform
- The holding of trainings
- Internet Marketing
- Establishing contacts with marketing agencies

15% TEAM EXPANSION - 15%

- Recruitment of support staff

10% LEGAL COSTS - 10%

5% AFFILIATE PROGRAM - 5%

- Affiliate program for finding bugs in the platform

8.1 INTERNAL SYSTEM OF SMART ESCROW

To ensure safety and exceptions misuse of the collected funds, we are developing an internal escrow system. This system will allow transactions only after confirmation of the operation from two co-founders to 10 ETH per day or three co-founders to confirm up to 15 ETH per day. If there is a need to confirm a larger amount, legal organization is involved as an independent party.

TO CONFIRM THE OPERATION BEFORE 10 ETH

Alexander Mamasidikov - Founder, CEO LeadRex

Anton Skripka - COO LeadREX

TO CONFIRM THE OPERATION BEFORE 15 ETH

Alexander Mamasidikov - Founder, CEO LeadRex

Anton Skripka - COO LeadREX

Oleg Tarasov - CCO LeadREX

TO CONFIRM THE OPERATION MORE THAN 15 ETH

Alexander Mamasidikov - Founder, CEO LeadRex

Anton Skripka - COO LeadREX

Oleg Tarasov - CCO LeadREX

Legal organization

Transaction due to a smart contract is automatically recorded in the internal reporting system based on Blockchain Ethereum after the operation. Such a confirmation scheme can guarantee an additional level of security for the funds that are available to the LeadRex team.

Safeguarding private keys needed to confirm the operation will be achieved by storing them at three project participants (1 key for 1 participant):

Alexander Mamasidikov - Founder, CEO LeadRex

Anton Skripka - COO LeadREX

Oleg Tarasov - CCO LeadREX

HOW DOES IT WORK?

The first and second co-founders decided to invest additional funds in the research of artificial intelligence technologies. If the costs exceed 10 ETH, then they refer to the third co-founder with a detailed description of the need for additional investment. The third co-founder studies the information provided and decides to confirm this expenditure or refuse. Three co-founders together turn to the fourth independent person providing legal support services in case the necessary investments exceed 15 ETH.

8.2. INTERNAL REPORTING SYSTEM FOR DEPOSITORS

To increase the level of trust and transparency between the LeadRex team and investors, it is planned to design and develop an internal reporting system using blockchain technologies and smart contracts.

After completion of the ICO and launch of the platform, each investor will be able to pass authorization in the investor's office and generate a report on the parameters of interest, and blockchain will exclude the possibility of data falsification.

EXAMPLE OF REPORTING FORM FOR DEPOSITORS:

Total amount on balance: 25 000 ETH

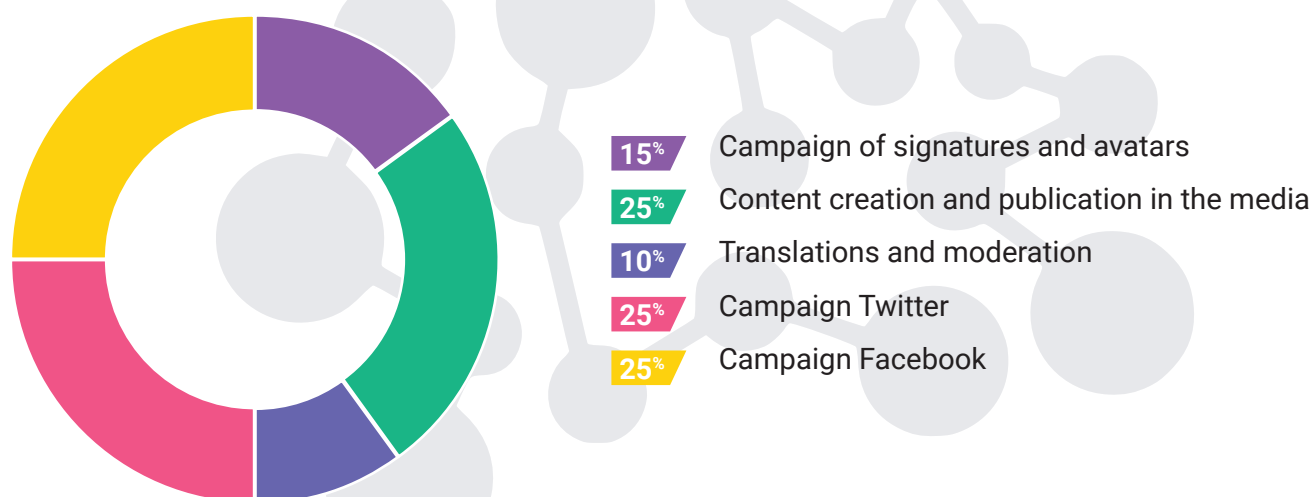
№	Date	Item of expenditure	Amount			Primary document (check, invoice, act)	Grounds (contract, order)	Responsible person	Note
			USD	ETH	ETH course				

HOW DOES IT WORK?

The investor decided that the product development is too slow and wants to check the company for honesty. To do this, he passes authorization in his personal account and generates a report for the required period. The generated report will reflect the total costs with the distribution by expense items and in accordance with the road map.

9. BOUNTY PROGRAM

The bounty campaign is allocated 2 million LDX tokens from the total issue of tokens to support all stages of the sale and promotion of the project, which will be distributed as follows:



Bonuses are provided for participants Bounty campaign, they will be paid within 30 days after completion of the main stages of the ICO.

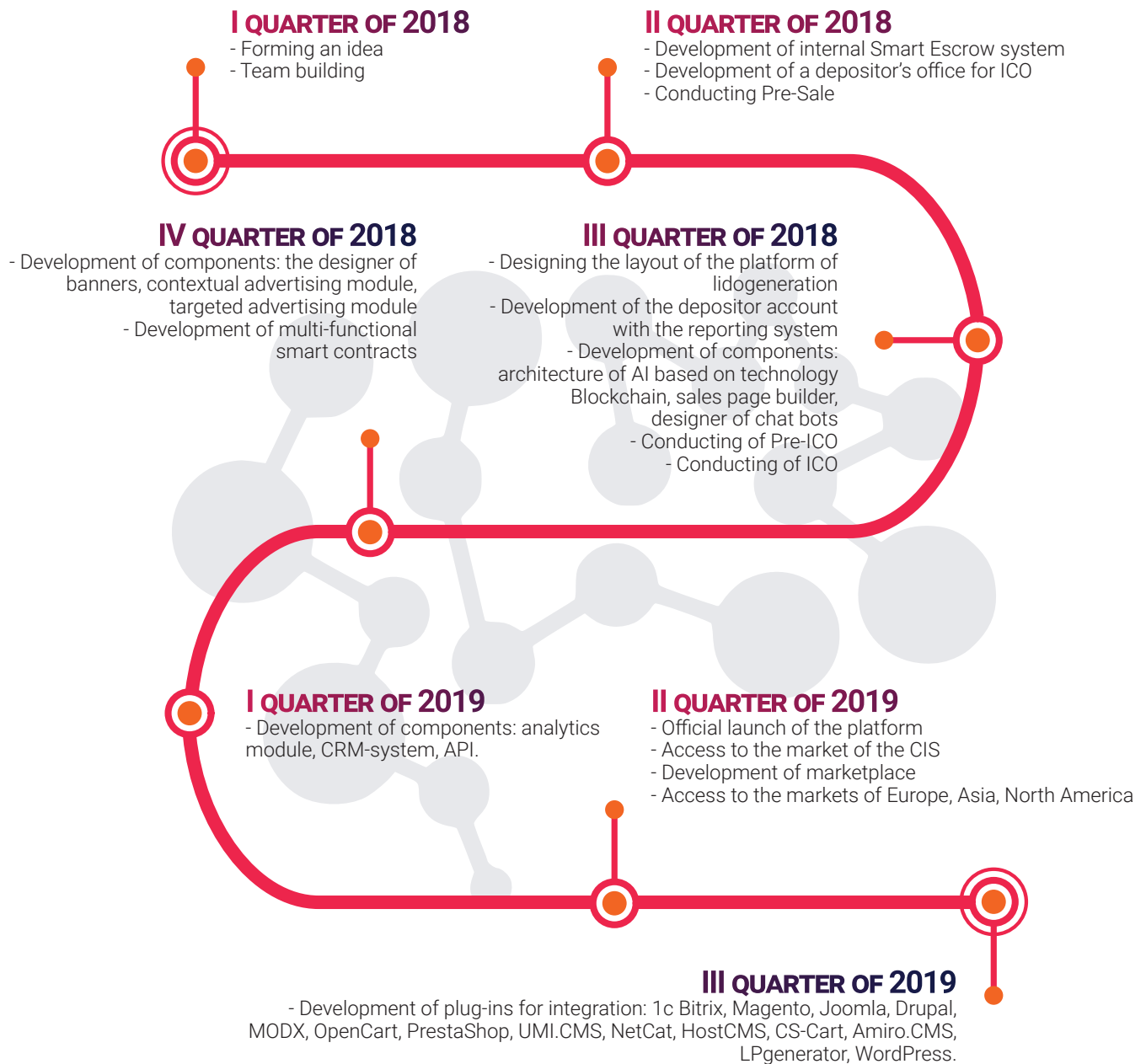
10. REFERRAL PROGRAM

Our smart contract provides a referral program. User #1, who has been verified in the depositor's account, receives a unique referral link.

If User # 2 goes through the referral link of User # 1, will be registered, successfully passed verification and will get LDX tokens, User # 1 will receive 5% of the purchased number of tokens.

All referral payments will be made within 30 days after completion of the main stages of the ICO for 3 months in equal parts.

11. ROADMAP



12. RISKS

The purchase of LeadRex tokens has a high degree of risk. Before purchasing the LeadRex tokens, we strongly recommend that you carefully study the possible risks described in this document. If any of these risks arise during development or during the start of the platform operation, this can significantly affect the service and the value of LeadRex tokens.

The list of risks presented below is incomplete, since it is impossible to foresee all cases of problems in the implementation of ideas. Therefore, we strongly recommend that you familiarize yourself with all the risks and consult their experts and consultants to purchase tokens LeadRex.

Slow development or complete absence of LeadRex tokens market development. Since public auction for the sale of LeadRex tokens has not yet been conducted, their sale may not lead to the formation of an active market, so their value can fluctuate markedly. Holders may be faced with the inability to sell tokens LeadRex or use them in any other way.

Risks associated with highly speculative trading price. Estimation of the cost of tokens is extremely speculative, since LeadRex tokens do not give the holder any ownership rights to the company's assets because they are not backed by any tangible assets. LeadRex Company assumes no responsibility for the market value of LeadRex tokens, their liquidity, their marketability, and their lack of access to any possible market for LeadRex tokens.

LeadRex tokens may be irrecoverable. Except as otherwise expressly provided by applicable law. LeadRex Company is not obligated to return funds spent on LeadRex tokens to their respective owners.

LeadRex will not make any statements and give promises about the future effectiveness or price of LeadRex tokens. The company also cannot guarantee that the LeadRex tokens will have any value at a time.

All disputes about the return of funds spent on the purchase of LeadRex tokens will be considered based on foreign laws and rules of business turnover, which may be different from the legislation of the owner of LeadRex tokens. Because of this, the return of funds will be impossible.

13. THE KYC PROCEDURE

LDX tokens cannot be offered, sold or resold by owners to citizens or legal entities located in the country or in a certain territory of the entity where operations with tokens fall under a complete ban or restriction by current legislation or business rules.

We do not allow the participation of these persons and can refuse to request the purchase of LDX tokens at any time at their own discretion (in cases where the buyer provided incomplete, inaccurate, distorted or misleading information, or if the potential acquirer is included in the group of persons for whom there are restrictions).

14. LEADREX TEAM



ALEXANDER MAMASIDIKOV

Founder LeadREX

[Linkedin](#)

Over 9 years of work as a desk supervisor and as a business development consultant, he has implemented more than 60 projects in various business areas. He helped to realize the ideas as completely from scratch, and to breathe new life into the already existing “choking” projects. You can always get acquainted with his full biography by clicking on the link.



ANTON SKRIPKA

COO LeadREX

[Linkedin](#)

Member of the team with 12 years of experience in IT. Has experience working in large companies for the post of IT department chief, timlide and project manager. He is a highly qualified specialist in the field of implementing enterprise-level information systems, automating and optimizing business processes. During his career, he successfully implemented more than 50 information systems. In addition, he is a specialist in the field of traffic arbitration with 4 years of experience.



OLEG TARASOV

CCO LeadREX

[Linkedin](#)

Specialist in the field of organization and conduct of events. He has extensive experience of speaking at conferences on the topic Blockchain and crypto-currency. He is well acquainted with the psychology of the masses. Co-founder of a group of companies (Transport, trade in building materials, foreign trade activities).



IGOR KORSAKOV

CTO LeadREX

[Linkedin](#)

During his work activity he passed the way from a technical support staff, a system administrator and an ordinary programmer to a leading programmer and IT project manager. Professional level includes Python, JavaScript, PHP, Ruby, HTML5, CSS3, Jade, CoffeeScript, Stylus, MongoDB, MySQL, PostgreSQL, Linux Servers, Ubuntu, Debian.



ALEXANDER BABUSHKIN

SMO LeadRex

[Linkedin](#), [Facebook](#)

The founder of the ex-CPA team "iSarafanMarketing". For 2016-2017, GEO: the whole world ~ 8.9 million clicks only through targeted ads on Facebook, Instagram, VK.com. 2017g - Until now - Present Founder and project manager in Steel SMM. Agency of boutique type. Concierge service and promotion of personal brand for politicians, businessmen, bloggers.



AZIZ YUSUPOV

Art-director

[Linkedin](#), [BeHance](#)

More than 200 successfully implemented projects for 10 years of work, which successfully function and bring revenue. He has extensive experience in optimizing business processes, creating a working business model, developing solutions to increase the client base. Finds creative marketing solutions and enhances brand recognition.



KONSTANTIN SKULKIN

Support Specialist LeadREX

[Linkedin](#)

Club member: Golden Island, Support of Russia. Participant of the round table World Trade Center Moscow 2017. Specializes in organizing the team, creating and developing projects right up to the payback, with the subsequent multiplying of working capital.



ABDULNESIR TURSUNOV

Business Development LeadRex

[Linkedin](#)

Trablshutter, business consultant, specialist in organizing and supporting ties with English-speaking countries. He participated in several international projects. Adviser on marketing and branding.



DENI SKRINNIKOV

PR-manager

[Linkedin](#)

Certified expert in the field of economic security, competitive intelligence and management of IT projects. Active member of the PECUNIO project team (Pecunio Blockchain Technologies FZE, OAE), shareholder and representative of the SIMEX investment platform in Belarus (Simex Inc.,



EVGENY EFIMOV

Community manager LeadRex

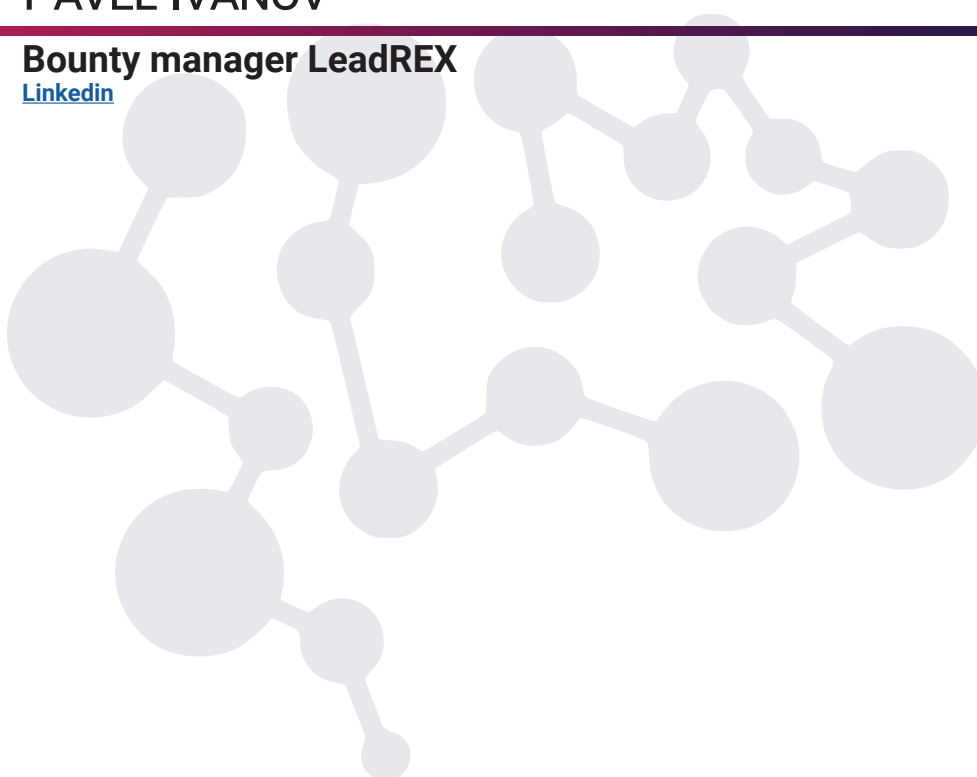
[Linkedin](#)



PAVEL IVANOV

Bounty manager LeadREX

[Linkedin](#)



15. ADVISERS OF THE PROJECT



MOFASSAIR HOSSAIN

[Linkedin](#)

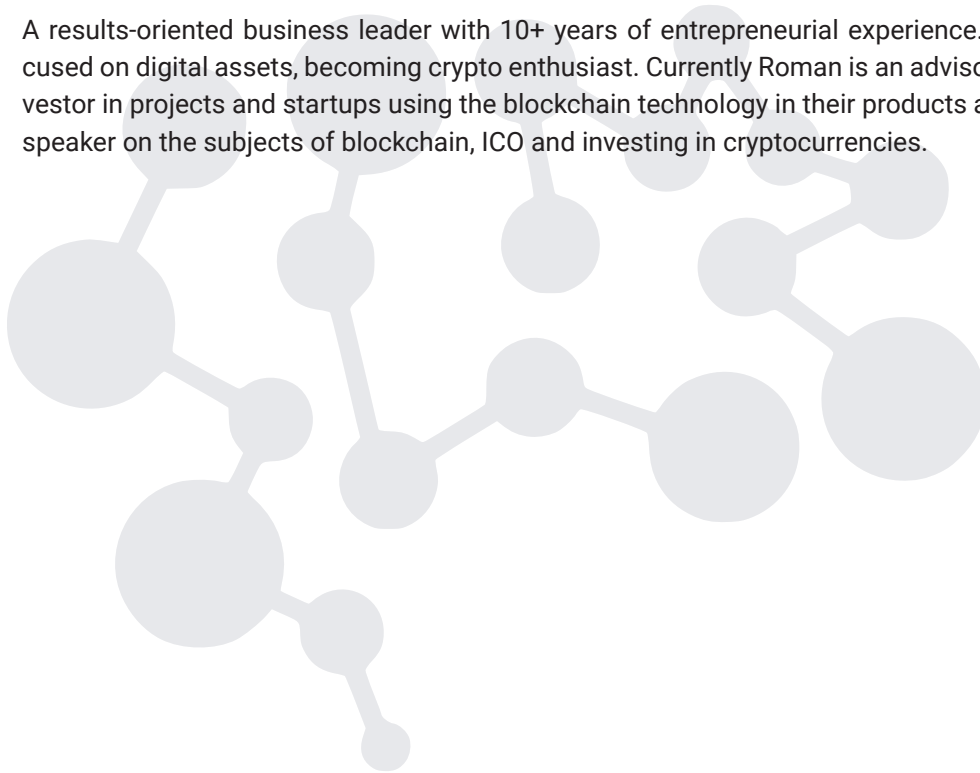
CEO and founder of Perhalic. Is a Certified Accounting Manager (CIMA), as well as investor and adviser 11+ ICO in the field of Blockchain. One of the best consultants in PR and Marketing at ICO Bench and top-30 list Blockchain. Works as Humaniq Ambassador and DasCoin attorney. His areas of expertise - to do successful marketing ICO, as well as to help the team in the creation of its Advisory Board.



ROMAN KARIMOV

[Linkedin](#)

A results-oriented business leader with 10+ years of entrepreneurial experience. Since 2016 focused on digital assets, becoming crypto enthusiast. Currently Roman is an advisor and private investor in projects and startups using the blockchain technology in their products as well as public speaker on the subjects of blockchain, ICO and investing in cryptocurrencies.



16. PARTNERS OF THE PROJECT



Loft Chain



17. INFORMATION ABOUT THE COMPANY

LeadRex Corporation, DE ID No. 6859262

Mailing address: 108 WEST 13TH STREET, WILMINGTON, DELAWARE 19801

-  <https://icis.corp.delaware.gov/Ecorp/EntitySearch/NameSearch.aspx>
-  <http://leadrex.io>
-  <https://t.me/leadrexrus>
-  <https://t.me/leadrexeng>
- Telegram bounty:
-  <https://t.me/leadrex bounty rus>
-  <https://t.me/leadrex bounty eng>
-  <https://twitter.com/leadrex>
-  <https://medium.com/@leadrex>
-  <https://www.reddit.com/r/LeadRex>
-  <https://www.facebook.com/LeadRexAi>
- Google +:
-  <https://plus.google.com/u/5/communities/104812642288165785028>
-  <https://plus.google.com/u/5/105353523815320727692>
-  <https://www.linkedin.com/company/leadrex>
- Links to information sources:
-  http://www.dentsuaegisnetwork.com/media/dentsuaegisnetwork-newsdetaila/2017/2017_06_15?Global-ad-spend-to-hit-5634-billion-in-2017-with-digital-driving-growth
-  <https://dazeinfo.com/2016/12/15/chatbot-market-potential-adoption-2020-report/>