



ALEEF COIN **WHITE PAPER** **JUNE 2018**

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1.0 Legal and Disclaimer

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2.0 About ALEEF Group of Companies

Aleef Group of companies is a 2 decades old group of companies the group has footprints in Dubai & India into several lucrative businesses with a vision of growth of society and catering to basic needs at an affordable price. The group is presently in multiple businesses mainly import & export, Healthcare, Real estate, organic foods, and education. The group believes in where Honesty is the only policy.

The group donates to the social cause every month to a registered trust.

Under Import export division Aleef group is exporting commodities and pulses to many different countries like Bangladesh, Srilanka, Maldives Islands, and UAE.

Under Real Estate division Aleef Group is providing for all asset classes of Indian real estate like housing, commercial – office space and retail and hospitality. In recent years, the growth has spread out to Tier-II and III cities as well. Aleef Group is having high growth in services as well as the manufacturing sector has resulted in high demand for commercial and industrial real estate. Further, the economic growth has trickled down to the large Indian middle class increasing affordability and affluence. Improving living standards are driving the demand for better quality housing and urban infrastructure.

Under organic food division: Aleef group also has Certified Organic food division to supply the complete range of Organic food products like Grocery, spices, cereals, legumes, edible oils, seeds, and superfoods which are exported to over 25 countries since 2010. The company does private labeling also for over 15 companies and products are sold both offline & online stores.

Under Education division, Aleef Group has educational schools for the less privileged up to K 12 both for girls and boys at a very nominal cost. The group plans to expand its services to Graduation and post-graduation also very soon.

Under Software division Aleef group has the team of very dedicated engineers to cater to most domains like ERP, CRM, WEB-BASED TECHNOLOGIES, and APP DEVELOPMENT and recently in Blockchain. The group has the in-house facility for customized Enterprise solutions, integration, and AMC on a global basis.

2.1 About Dubai

This is the city that has it all. And easily accessible from just above anywhere in the world, Dubai boasts pristine beaches, rich Arabian heritage and five-star luxury living. High-end shopping, dining and entertainment are complemented by year-round sunshine and a safe family-friendly environment.

In Addition, with such ease of doing business, a stable economy and tax-free status, it's no wonder Dubai is one of the world's favorite destinations.

- **Strategic Location** – Dubai sits at the crossroads of Europe, Asia and Africa.
- **Safe and very sound** – The UAE is the second safest place in the world in which to live. *(Source: World Economic Forum's Global Competitiveness index 2017-2018)*
- **Stable Currency** – The UAE dirham being pegged to the long-established and globally recognized US dollar means the value of the currency has enjoyed balance and growth, as well as stability to the import and export trade.

- **Highly liquid property market** – Logistically, it's very easy and relatively inexpensive to invest in property in Dubai, whilst the following points ensure the property market remains highly liquid:
 - Some of the highest rental yields in the world
 - Strong capital appreciation
 - Readily-available financing options
 - Zero income Tax

AED 121 BILLION
The combined value of Expo 2020-related development projects in the UAE so far*



25 MILLION VISITORS
expected

70% VISITORS
from overseas

As the site for Expo 2020, Dubai South will bring its unrivalled connectivity, superb logistics and world-class infrastructure into global focus. This ground-breaking new master development will give further

credence to Dubai's leading position as a logistics and trading hub, poised to deliver a World Expo that will inspire all who experience it, and leave a valuable legacy too.

500,000
Jobs are estimated to be created in and around the region to service the expo over the next 6 years

- **Getting great returns** – In 2017, Dubai saw USD\$ 77.55 billion worth of real estate transactions across 69,000 transactions.

2.2 Team Profile

- **Mr. Ilyas Ahmed (MANAGING DIRECTOR & PROJECT HEAD)** is a UAE based, graduate with over 20 years of business experience. He looks after the export division of the group. He is a great visionary and philanthropist and started taking a keen interest in crypto investments in 2017. He has great plans to raise funds for development of the society from all angles by providing affordable housing, steady income for less privileged, education and healthcare and is the backbone of the company.
- **Mr. Mohammad Nasser Sultan (BUSINESS HEAD)** is a UAE based IT engineer he has an experience of 18 years he has exposure to several IT domains and networks. He has also done his advanced course in blockchain technology.
- **Mr. Ibrahim K (BUSINESS DEVELOPMENT DIRECTOR)** is a UAE based, has over 22 years of business experience in real estate, project development, joint venture property development and giving affordable housing. He looks after the property and real estate division of the group.

- **Mr. Samrat (OPERATIONS HEAD)** is an entrepreneur by blood with key exposures in the field of Operations. He has experience in several IT domains over a career spanning over a decade with specific focus on Food tech in the last 4 years. He is currently applying his efforts in the revolutionary technology of Blockchain with investments in unique cryptocurrencies. He is presently the Director of Operations for an Indian based export house and is the founder of a brand which is into delivery Organic and Healthy meals. He maintains strategic relations with HNI's from all over the world with targeted interests in Humanitarian Projects, in the fields of Food, Water & Renewable energies, with the specific goal of uplifting societies as a whole.
- **Mr. T. Nagaraj (TECHNICAL DIRECTOR & ADVISOR)** is M. Tech from NITK with Certifications in International Technology Management from Digital/Compaq varsity/IIMB and auditor in ISO 9000 and Baldrige Quality Examiner. He has total work experience of 25+ years in MNC companies. Last position as G.M. Plant operations at DEC, Compaq Equipment Corporation, and HP. From the year 2001, he is a Technology Entrepreneur having floated/operated several High-Tech IT companies, currently founder C.T.O. of a USA based IT company ATGlobal and handling Cryptocurrency, IOT, Cyber Security, Mobility, Big Data, Cloud computing, Deep Learning and complete automation.
- **Dr. Sumeet Sharma (MARKETING COORDINATOR)** is a Chemical Engineer Gold medalist from Mumbai University and has done his Master's in Business Management & corporate governance from University of Illinois, Urbana Champaign and Doctorate in NLP. He is MD & CEO of ISLEWORTH Group of companies in charge of Organic food products exports since 2010. He is also ISO 9000 & 19011 lead auditor and Master Black Belt in six sigma. He is a corporate trainer, author of 15 books, mentor, and strategist for last 22 years and has over 42 years of business experience. He is into cryptocurrency last 2 years and also Diploma holder in cryptocurrency analysis and investments from UIUC. He also consults on investment in cryptocurrency and ICO. He conducts several awareness programs on cryptocurrency & blockchain.

3.0 History of Payments and World Economy

Ever since evolution, humans have been involved in changing the way of how an economy works. Change in the economy occurs continuously over a period of time and the involvement of human in it. For million years on earth, mode of payments has been evolved from bartering essential food items like wheat and meat to gold and several other precious metals. Trade played an important role in the history of payments and how it worked.

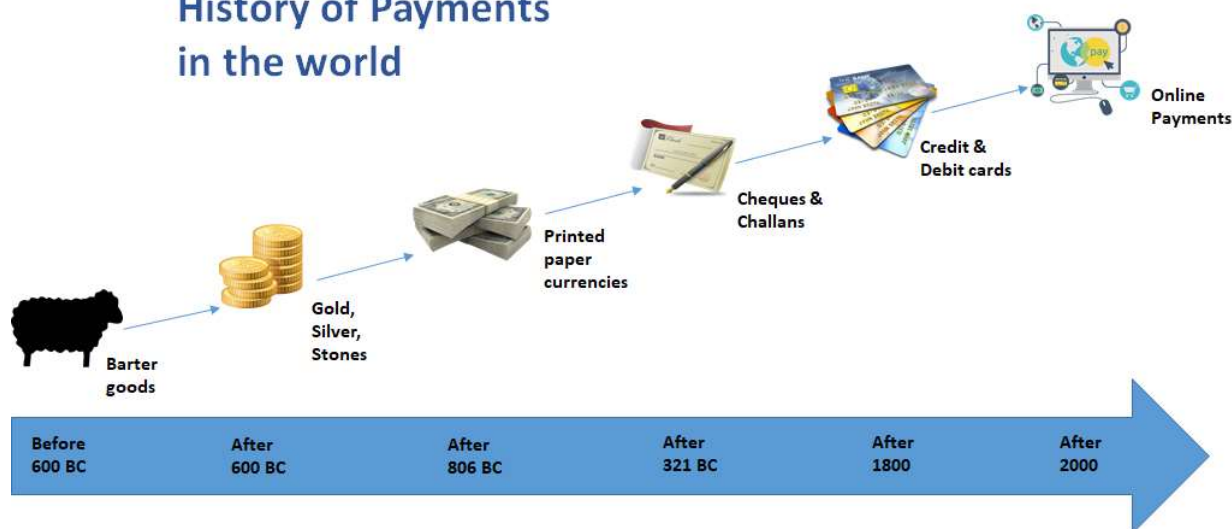
Until Iron Age and for an extended period of time, bartering was the major way to exchange goods and services for people because it gave them the sophistication to get what they wanted. For example, someone who has amass of horses can exchange it to buy milk or labors and vice versa. But that sort of bartering didn't go well since it did not provide the equivalent value of the traded items.

Thus ancient civilizations like Greek, Persia, Indus, Maya and various others used beads and shells as coins and then Gold and Silver as the payment mode for trading purposes. These precious metals were much

easier for calculating the value of the goods and also portable to carry around during sea voyage. There were other materials like leather and diamonds were used as payment modes for a while in few regions of the world.

Asian civilization such as Chinese, Tibetans, Persians, Indus and others started using Gold as the standard currency for trading for a long time.

History of Payments in the world



Gold coins were first struck on the order of King Croesus from Turkey around 550 BC. They circulated as currency in many countries before the introduction of paper money. Once the paper money was introduced, currencies still maintained an explicit link to gold (the paper being exchangeable for gold on demand). Gold coins were minted by kingdoms, the value of the coins had been universal, but with different seals.

For many years, Gold was the main mode of payment, until Paper money was introduced and printed. Modern governments started printing paper money based on their trading value and exchange. Thus economics and commerce took a center stage to understand these processes and educate the stakeholders of it.

These paper money were printed by the governments and the value has been regulated by central banks. The value of these currencies is mostly depended upon the regulators, trading and exchange. Thus the control of this currencies are mostly centralized and can be manipulated according to the convenience of these regulators. Thus economy and trading can be saturated. Inflation is a result of these and the society at large and the traders had to suffer due to that.

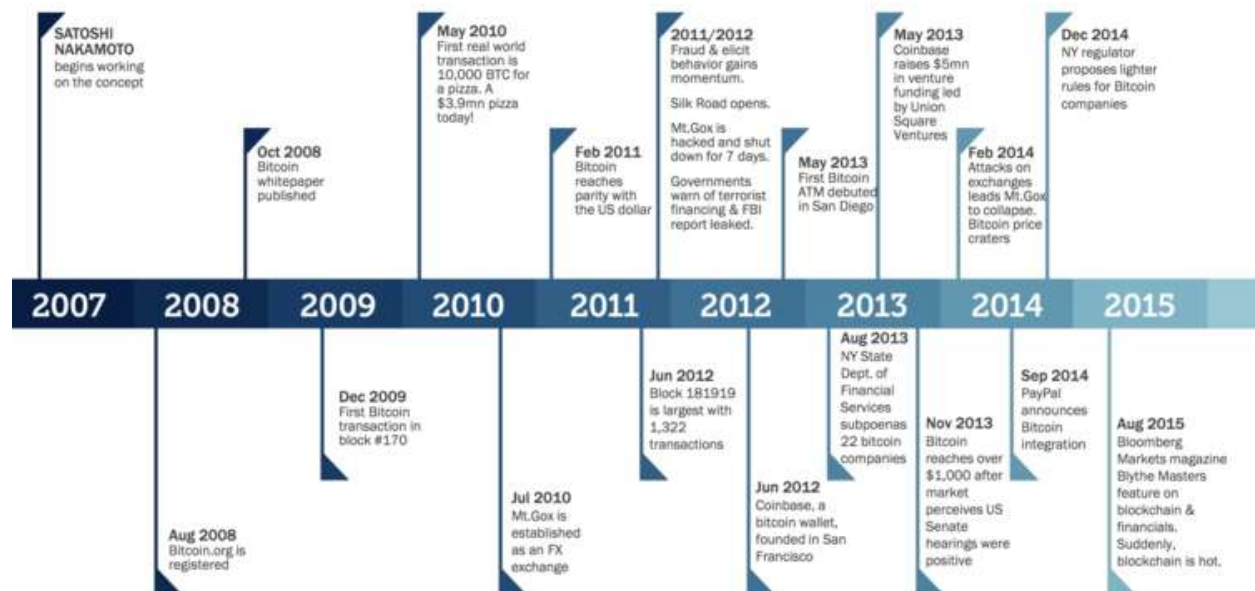
That's when a decentralized cryptocurrency such as Bitcoin was introduced right after the recession that took global economy to a standstill. In January 2009, the bitcoin network came into existence after Satoshi Nakamoto mined the first ever block on the chain.

4.0 Cryptocurrency, the need of the hour

A cryptocurrency (or crypto currency) is a digital asset designed to work as a medium of exchange that uses cryptography to secure its transactions, to control the creation of additional units, and to verify the transfer of assets.

Few people know, but cryptocurrencies emerged as a side product of another invention. Satoshi Nakamoto, the unknown inventor of Bitcoin, the first and still most important cryptocurrency, never intended to invent a currency.

In his announcement of Bitcoin in late 2008, Satoshi said he developed “A Peer-to-Peer Electronic Cash System.” His goal was to invent something; many people failed to create before digital cash.



The single most important part of Satoshi’s invention was that he found a way to build a decentralized digital cash system. In the nineties, there have been many attempts to create digital money, but they all failed. “After more than a decade of failed Trusted Third Party based system, they see it as a lost cause. I hope they can make the distinction, that this is the first time I know that we’re trying a non-trust based system.” – Satoshi Nakamoto in an E-Mail to Dustin Trammell

After seeing all the centralized attempts fail, Satoshi tried to build a digital cash system without a central entity. Like a Peer-to-Peer network for file sharing. This decision became the birth of cryptocurrency. They are the missing piece Satoshi found to realize digital cash. The reason why is a bit technical and complex, but if you get it, you’ll know more about cryptocurrencies than most people do. So, let’s try to make it as easy as possible:

To realize digital cash you need a payment network with accounts, balances, and transaction. That’s easy to understand. One major problem every payment network has to solve is to prevent the so-called double spending: to prevent that one entity spends the same amount twice. Usually, this is done by a central server who keeps the record of the balances.

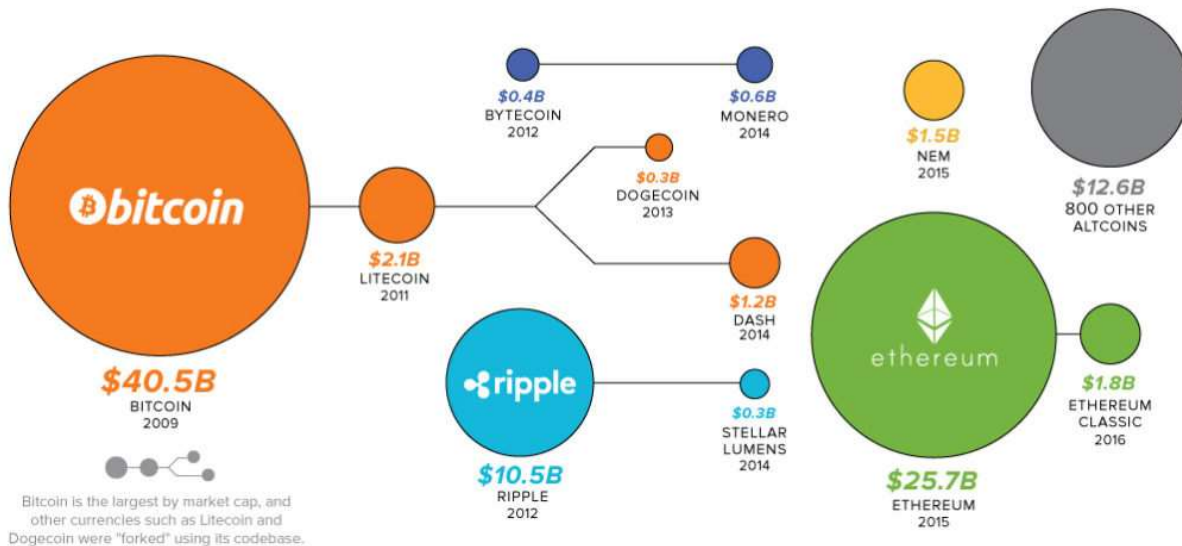
In a decentralized network, you don't have this server. So you need every single entity of the network to do this job. Every peer in the network needs to have a list of all transactions to check if future transactions are valid or an attempt to double spend.

If the peers of the network disagree about only one single, minor balance, everything is broken. They need an absolute consensus. Usually, you take, again, a central authority to declare the correct state of balances. But how can you achieve consensus without a central authority?

Nobody did know until Satoshi emerged out of nowhere. In fact, nobody believed it was even possible.

Satoshi proved it was. His major innovation was to achieve consensus without a central authority. Cryptocurrencies are a part of this solution – the part that made the solution thrilling, fascinating and helped it to roll over the world.

THE CRYPTOCURRENCY UNIVERSE



Economy fluctuation pretends to exist even today with major impact on all the markets with raise and fall in selling cost. This phenomenon affects the market in a dissimilar manner since most trading assets are bought through debt.

Despite continuous economic fluctuation Cryptocurrency can create a contemporary platform in the market. It gives an option to bypass the middleman and connect traders and investors with a real-time experience with significant instant transactions.

Multiple ways that you can benefit from Cryptocurrency include,

- No more fraudulent activity - Highly secured digital IDs are created using blockchain's digital ledger which is used for indeed transfers
- Investments enabled - Instead of preserving bigger part of upfront funds while acquiring an asset, investors can sell parts of their tokens

Complete Transparency - Goodbye to extended discussions with financial institutions and lawyers. With blockchain involved in digital coin, every verification is decentralized and transparent.

The Czech Republic-based firm, one of the largest Bitcoin ATM manufacturers in the world, General Bytes has revealed the installation of ten new cryptocurrency ATMs spread out across the Prague Metro. The subway gets more than 1.6 million people in daily foot traffic and is one of the busiest metro systems in Europe. The General Bytes machines are located at Můstek, Nádraží Veleslavín, Dejvická, Florenc, Černý Most, Zličín, Pankrác, Flora, Skalka, and Hlavní Nádraží. Moreover, General Bytes provides a detailed map and description of each location on the website.

General Bytes Has Manufactured 27% of the World's Bitcoin ATMs

The Czech government is relatively friendly towards cryptocurrencies and politicians haven't regulated virtual currencies or defined them as a currency or commodity like other nation states. However, the subject is being discussed among tax officials and the Czech National Bank wrote a paper last year called "Don't be Afraid of Bitcoin." Last year the well-known online retailer, Alza, added cryptocurrency payments and installed two Bitcoin ATMs in the company's showroom. (Source: <https://news.bitcoin.com/prague-subway-system-now-has-ten-new-bitcoin-atms/>)

5.0 Introduction of ALEEF Coin

ALEEF Coin is a new cryptocurrency based on the Ethereum Blockchain that will be distributed through our channel partners and made available to everyone, anytime, anywhere. This is the core of our business, and market development will be at the center of our strategy.

ALEEF Coin is the First cryptocurrency to revolutionize the payments and investments industry, synergies between the reach of investors and the fast, borderless nature of Blockchain technology. ALEEF Coin is a cryptocurrency, a digital asset designed to work as a medium of exchange alternative for all payments and investments. This whitepaper and the below contents will explain how ALEEF coin intend to create this alternative system for their investors.

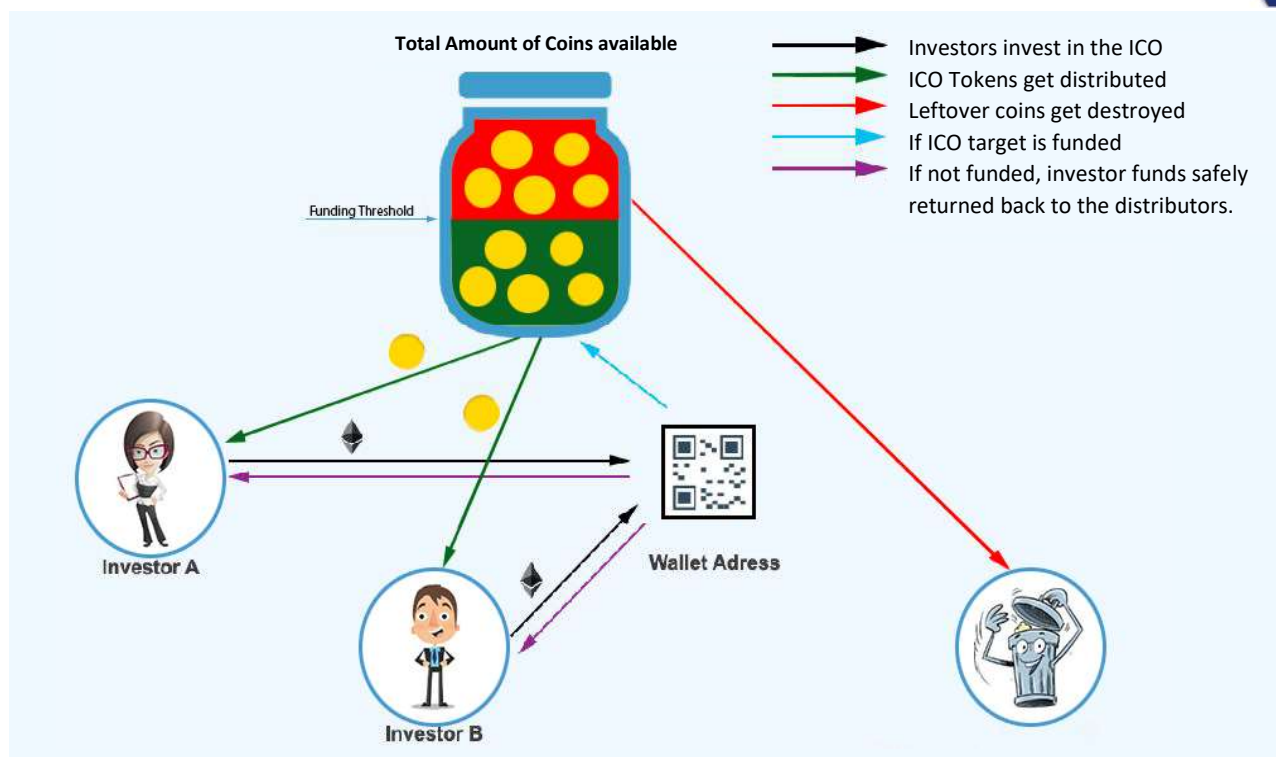
6.0 Initial Coin Offerings of ALEEF Coin

Like an initial public offering (IPO) of stock, from which its name is derived, an ICO is a way that cryptocurrency startups -- and even established manufacturing companies -- can raise money. With a somewhat circular approach to economics, crypto companies fund their enterprises by selling their own cryptocurrency, often accepting payment in other forms of cryptocurrency (most often bitcoin or Ethereum).

This is radically different from the highly standardized, lawyer-heavy orchestrations of a traditional corporate IPO. With an IPO of company stock, investors exchange money for equity and voting rights in an established corporation. In the US, the process is underwritten by an investment bank and tightly regulated by the Securities and Exchange Commission.

In the freewheeling world of crypto, however, there's none of this. No investment bank. Rarely equity or voting rights. Very minimal regulatory oversight (though the SEC's new task force will likely change that). And, in many cases, no corporate track record or even product. What's not to like?

Proponents argue that ICOs accelerate and democratize the venture capital process. Skeptics point out that the whole thing is crazy. Depending on your opinion of cryptocurrency, and whether it's a viable form of payment or investment, ICOs may look like an ingenious tool or transparent scam. Either way, they're a thing; according to Forbes, these types of offerings raised more than \$4 billion in 2017.



ALEEF Coin built the safest ICO fundraising platform that allows backers and project creators both to benefit the most from the crypto-revolution. Not just with the help of industry insiders, but rather with the help of any user.

6.1 ALEEF Coin ICO Parameters

Coin Name	ALEEF Coin
Coin Symbol	ALEEF
Coin Standard Type	ERC20
Total number of mined coins for distribution	300 Million
Total mined coins available during Pre-ICO and ICO launch	247 Million
PRE ICO @ 0.25\$ with 50% free coins	38m +15.4m free = 53.4m.
PRE ICO	5th July 2018 to 18th August 2018
ICO	19th August 2018 to 22nd October 2018
Coin value starts at	1 ALEEF
Minimum cap per day for user purchase	-No-
Maximum cap per day for user purchase	-No-

6.2 ALEEF Coin Value Slab

	PRE ICO	NO. OF DAYS	COIN DISTRIBUTION	FREE COIN	TOTAL	% OF FREE COIN	1 ALEEF = USD
1	05/07/2018 - 18/08/2018	45 DAYS	38 Million	15.4 Million	53.4 Million	50%	0.25\$

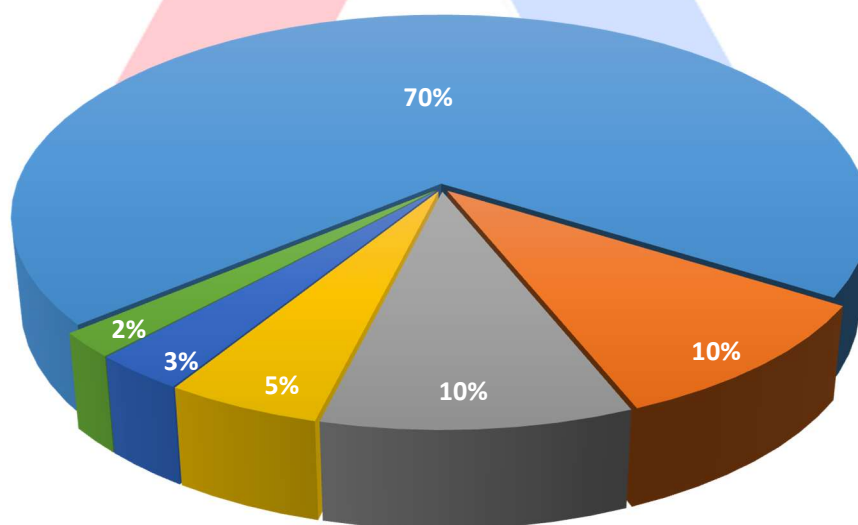
	ICO						
1	19/08/2018 – 07/09/2018	20 DAYS	35 Million	14 Million	49 Million	40%	0.50\$
2	08/09/2018 – 22/09/2018	15 DAYS	30 Million	9 Million	39 Million	30%	0.70\$
3	23/09/2018 – 04/10/2018	12 DAYS	25 Million	6.25 Million	31.25 Million	25%	0.90\$
4	05/10/2018 – 14/10/2018	10 DAYS	20 Million	4 Million	24 Million	20%	1.00\$
5	15/10/2018 – 22/10/2018	08 DAYS	10 Million	1 Million	11 Million	10%	1.10\$

TOTAL [PRE ICO + ICO]	110 DAYS	158 Million	49.65 Million	207.65 Million	
			FOR REFERRAL BONUS	39.35 Million	

6.3 ALEEF Coin ICO Funding

Funds raised during the ICO will be used solely for the development of the ALEEF Group. The following distribution of funds is preliminary and can be subject to change.

- **Hard Cap – 300 Million ALEEF Coins,**
- **Soft Cap – 5 Million ALEEF Coins,**
- **Balance 53 Million ALEEF Coins will be used for Real Estate Project Development**



- ICO - Investments
- Marketing & Sales
- Operations
- Technical Development
- Aalef Coin Fund
- Legal and Compliance

Investments – 70%

Investments will involve the crowdfunding and investments in various services and branches of ALEEF group of companies starting from Real Estate to Education to Small-scale trade as described in this document in section 5.

Technical Development – 10%

Core development will involve the development of the technology as described in this document. This includes the integration of VPN protocols, smart contract systems, supporting security protocols and services, end-user applications... etc.

Marketing and Sales – 10%

Marketing costs will be used for partnership development and direct consumer marketing. Sales costs will largely be incurred through direct B2B sales.

ALEEF Coin Fund – 5%

This allotted fund will go various Non-profit organization which is providing welfare and education services for poor and underprivileged children in India. ALEEF group of companies will tender a notice and identify these organization and distribute the funds accordingly.

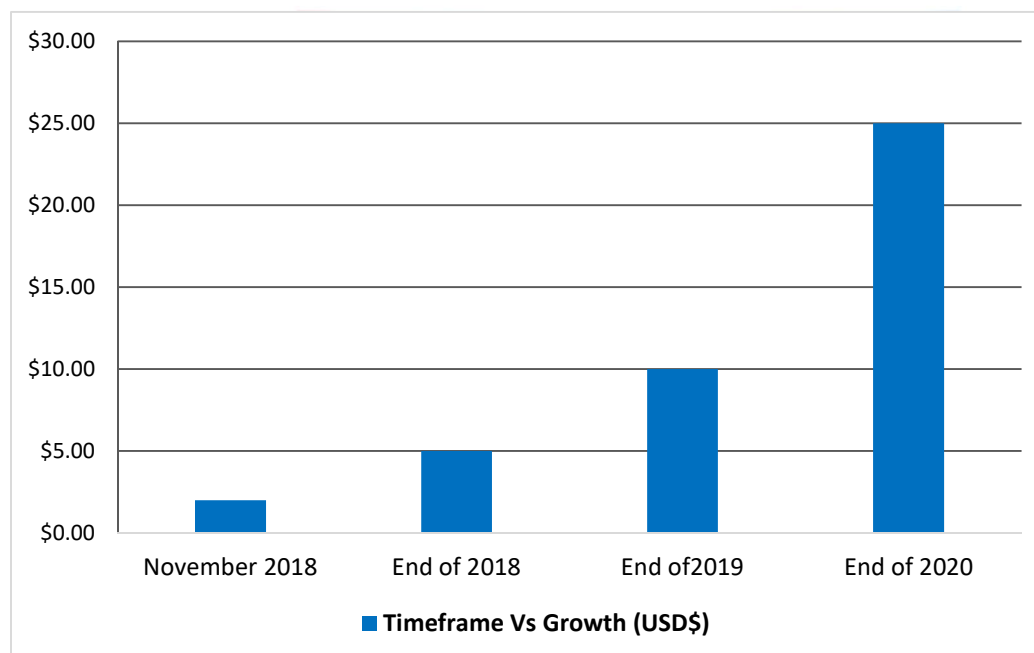
Operational – 3%

This covers the necessary costs incurred for a functional system. This includes hosting and infrastructure costs, staffing, outsourcing, management and other related expenses.

Legal and Compliance – 2%

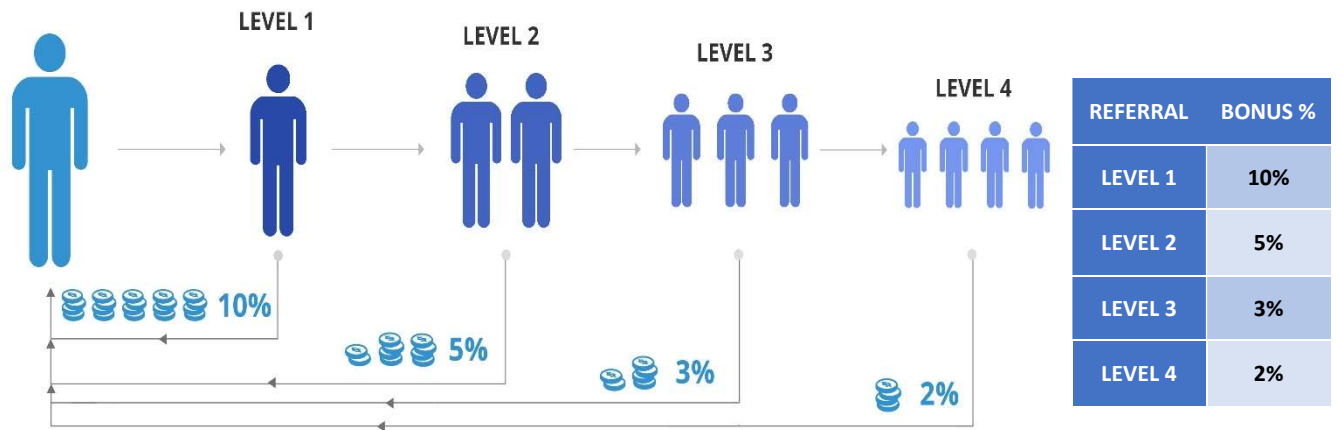
There are legal costs associated with privacy protection and registrations with regulators. The legal costs might vary from region to region.

6.4 ALEEF Coin Value Prediction

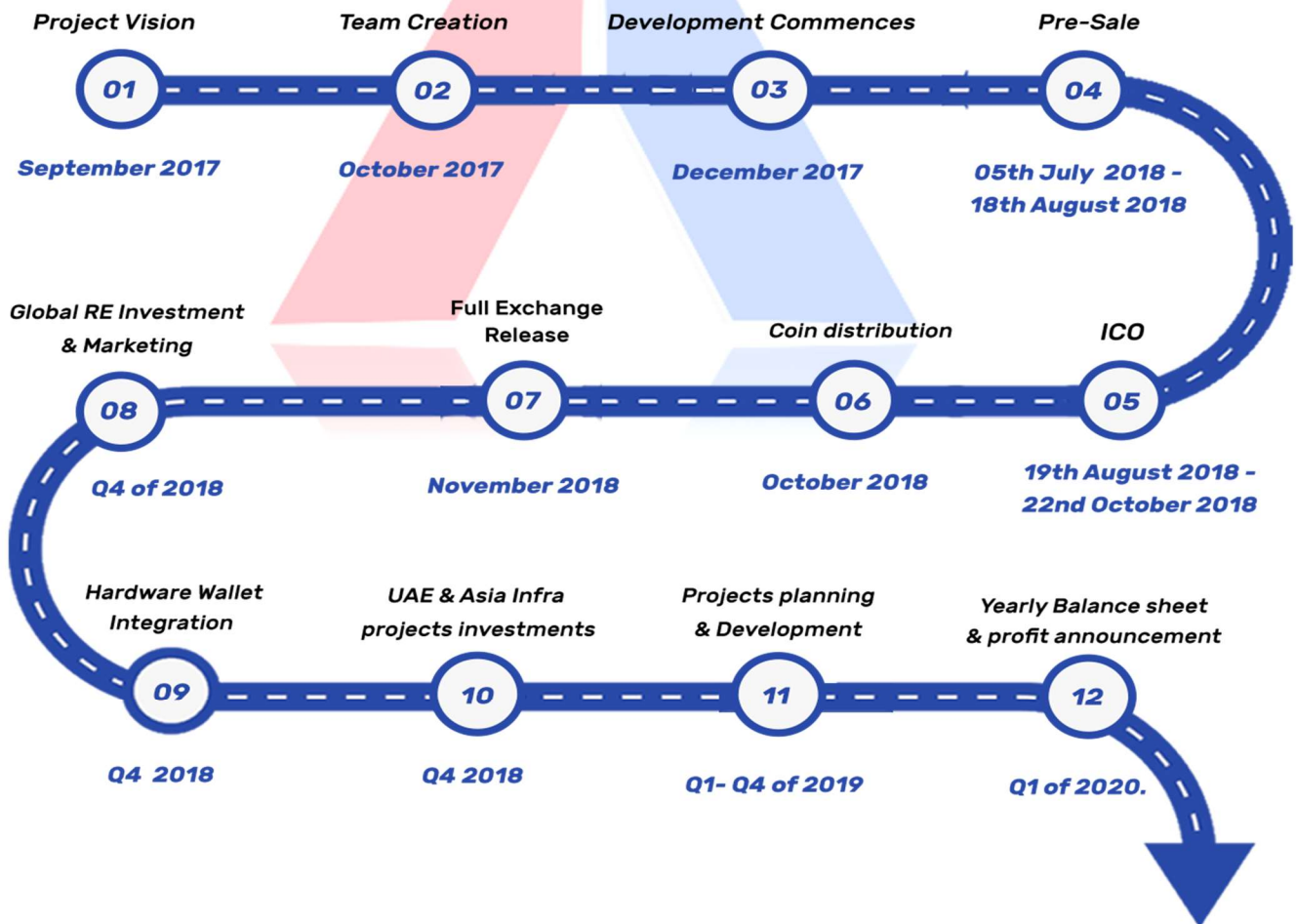


Value Prediction	
Timeframe	USD
November 2018	\$2
End of 2018	\$5
End of 2019	\$10
End of 2020	\$25

6.5 ALEEF Coin Referral Bonus



6.6 ALEEF Coin Roadmap



7.0 What are ALEEF Coin objectives?

Currently, our powerful platform enables selling and buying of cryptocurrencies using bank transfers, and will soon make selling and be buying an easy process all over.

ALEEF COIN ensures the security of users' funds via cold storage and has very strict rules when selecting sellers, providing buyers with the confidence they want in real estate. During the first phase of the rollout, ALEEF COIN is integrated with the existing platform of Ethereum, which has been proven to be a reliable and stable base. ALEEF Coin will be listed in popular exchanges like Nexchange, Spectrocoin, Bitit for trading purposes

We plan to evaluate migrating the code base to the Ethereum platform since the Ethereum platform is maturing faster. We believe that ALEEF COIN can benefit from the many features Ethereum can offer. Our ultimate objective is to create an exchange for the people owned by the people, which also provides profit to the people; because we believe our profit is our investor's profit too.

Your invested money will not be depended upon state regulators, which are volatile and affects your investments. With no middle agents, we help you save your investments.

8.0 ALEEF Coin Smart Contract

ALEEF Coin smart contracts are computer protocols in the Ethereum Blockchain that facilitate, verify, negotiate and conclude contracts between individuals and their contracting party.

Smart contracts are based on digital coding in Blockchain, which is the technology that empowers bitcoin and other cryptocurrencies along with smart contracts. The most popular of the cryptocurrencies associated with smart contracts is Ethereum. Ethereum allows developers to write their own smart contract, called "autonomous agents" in the founding white paper for this cryptocurrency. These autonomous agents include the various tasks that will be assigned and how each party will implement what needs to be done. Payments are stipulated based on the fulfillment of select, quantifiable objectives.

The smart contract could continue to track variables like arrival date and time, fees attached for tolls and duties paid, and any other modifications to the contract. A host of data inputs make for better contracts and are no problem for machines to process rapidly. Instead of costly litigation to solve problems, a smart contract stops execution — i.e. someone doesn't get paid if pre-determined conditions are not met.

Ethereum is a cryptocurrency that holds the No. 2 place in market value behind bitcoin. A recently released competitor to Ethereum is EOS, designed to further enhance smart contracts. Smart contracts are also called self-executing contracts. They take the place of traditional agreements by being able to self-execute and self-enforced. Self-execution is the reason we see strong benefits of smart contracts.

All smart contracts are connected to one "super smart contract"(SSC) but don't lose their individual rights. If a smart contract cannot be fulfilled due to performance impossibility (death), then the SSC saves the patients' rights!

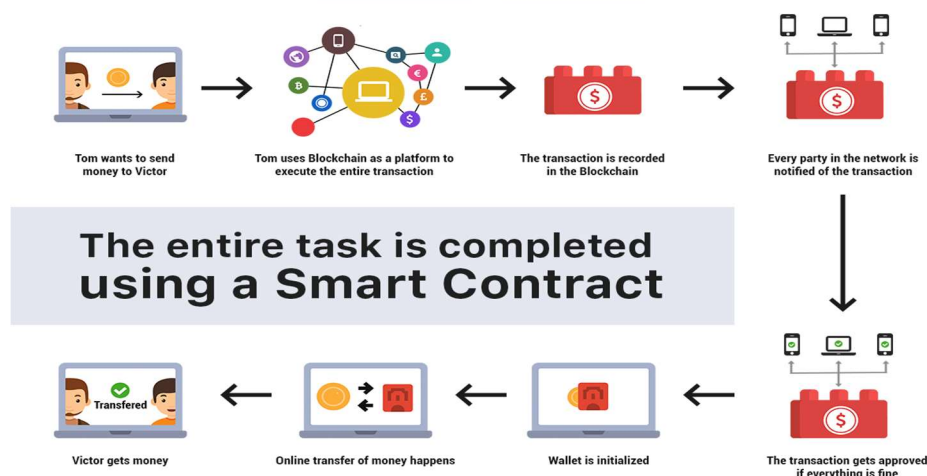
Thanks to the trustworthy nature of smart contracts, many of the industry problems can be mitigated or extinguished.

9.0 ALEEF Coin Payments

ALEEF Coin is the only cryptocurrency created for the market. Currently, Payment transactions are the most toxic and delayed process in the market which cause a major setback in a fast-growing world due to multiple regulations, plenty of middlemen, lack of trust, secured process and paperwork. Thus ALEEF Coin will enable the market and its customers a secure payment platform where transactions and purchases can happen on a trusted network like Ethereum with multiple layers of a verification process.

ALEEF Coin will offer a secure, completely encrypted, two factor authenticated login mobile wallet to its users for payment transactions. It provides the users the easier way of payment transaction by integrating with a secured payment gateway to convert their fiat currencies such as United Arab Emirates Dirham, India Rupees, US Dollars, etc., into ALEEF Coin. Multiple layered secure transactions are provided to convert Bitcoin and ETHER into an ALEEF Coin.

With standard security procedures (especially online) only requiring a simple username and password it has become increasingly easy for criminals (either in organized gangs or working alone) to gain access to a user's private data such as personal and financial details and then use that information to commit fraudulent acts, generally of a financial nature.



ALEEF Coin Mobile Wallet enables Two Factor Authentication, also known as 2FA, two-step verification or TFA (as an acronym), is an extra layer of security that is known, the most commonly used as "multi-factor authentication" that requires not only a password and username but also something that only, and only, that user has on them, i.e. a piece of information only they should know or have immediately to hand - such as a physical token.

It works like an Escrow account for payment transactions for property purchases. Without a complete verification, confirmation and approval from the Blockchain network, ALEEF Coin will not permit any payment transaction to take place. Contracts will be implemented and seen to that the terms of buyers and sellers have been validated, processed and completed, to go to the next level of payment transactions.

10.0 ALEEF Coin – Blockchain and supply

Technically speaking, ALEEF Coin is a smart contract on the Ethereum blockchain. Like Bitcoin, Ethereum is a distributed public blockchain network. Although there are some significant technical differences between the two, the most important distinction to note is that Bitcoin and Ethereum differ substantially in purpose and capability. Bitcoin offers one particular application of blockchain technology, a peer to peer electronic cash system that enables online Bitcoin payments. While the Bitcoin blockchain is used to track ownership of digital currency (bitcoins), the Ethereum blockchain focuses on running the programming code of any decentralized application.

In the Ethereum blockchain, instead of mining for bitcoin, miners work to earn Ether, a type of crypto token that fuels the network. Beyond a tradeable cryptocurrency, Ether is also used by application developers to pay for transaction fees and services on the Ethereum network.

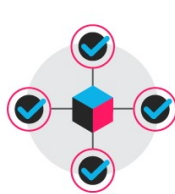
Ethereum's core innovation, the Ethereum Virtual Machine (EVM) is a Turing complete software that runs on the Ethereum network. It enables anyone to run any program, regardless of the programming language given enough time and memory. The Ethereum Virtual Machine makes the process of creating blockchain applications much easier and efficient than ever before. Instead of having to build an entirely original blockchain for each new application, Ethereum enables the development of potentially thousands of different applications all on one platform.

Ethereum enables developers to build and deploy decentralized applications. A decentralized application or Dapp serve some particular purpose to its users. Bitcoin, for example, is a Dapp that provides its users with a peer to peer electronic cash system that enables online Bitcoin payments. Because decentralized applications are made up of code that runs on a blockchain network, they are not controlled by any individual or central entity.



Benefits of Decentralized networks

With no central point of failure and secured using cryptography, applications are well protected against hacking attacks and fraudulent activities.

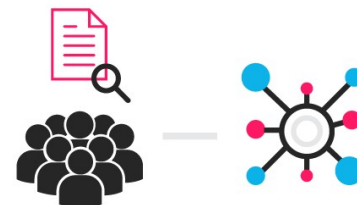


Advantages:

- ✓ Immutability
- ✓ Corruption & tamper
- ✓ Secure

The Blockchain

Blockchain technology is like the internet in that it has a built-in robustness. By storing blocks of information that are identical across its network, the blockchain cannot:



ENTER ETHEREUM

The Ethereum makes the process of creating blockchain applications much easier and efficient than ever before. Instead of having to build an entirely original blockchain for each new application, Ethereum enables the development of potentially thousands of different applications all on one platform.

Any services that are centralized can be decentralized using Ethereum. Think about all the intermediary services that exist across hundreds of different industries. From obvious services like loans provided by

banks to intermediary services rarely thought about by most people like title registries, voting systems, regulatory compliance and much more.

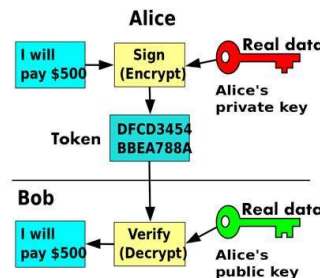
Because decentralized applications run on the blockchain, they benefit from all of its properties.

- Immutability – A third party cannot make any changes to data.
- Corruption & tamper proof – Apps are based on a network formed by the principle of consensus, making censorship impossible.
- Secure – With no central point of failure and secured using cryptography, applications are well protected against hacking attacks and fraudulent activities.
- Zero downtime – Apps never go down and can never be switched off.

We decided to favor an ERC20 Token over bootstrapping our own blockchain because of the trust that already exists with Ethereum. ERC20 is a technical standard used for smart contracts on the Ethereum blockchain for implementing tokens. ERC stands for Ethereum Request for Comment, and 20 is the number that was assigned to this request.

1. The term token is used in a very general sense to describe any digital asset (where Bitcoin is a token and Ether is a token).
2. The term token is used to describe a unit of value (I have X Bitcoin tokens). Here it refers to the fact that cryptocurrencies, like the U.S. dollar, are value tokens / currency tokens/token money (they represent value, but aren't themselves of any inherent value)
3. The term token refers to the fact that the creation, transfer, and storage of cryptocurrencies use strings of data called tokens (tokenization is a type of encryption). In this sense, tokens are created and sent through the internet when transactions are created and exist as entries on a given coin's blockchain/ledger.

REAL DATA
NOT SHARED **Encryption** **TOKEN**
NOT SHARED **SHARED**



We do however understand that Ethereum comes with known challenges. In general, though, we feel that the pros of leveraging the existing Ethereum blockchain outweigh the cons. Using Ethereum leverages the collective security of all tokens using Ethereum, and makes it easy to connect to cryptocurrency exchanges and make ALEEF Coin available everywhere.

In considering supply, we prioritized the fact that ALEEF Coin is focused on solving the problem of global financial inclusion. We consider it important to set a currency denomination that will be usable in the developing world. Most cryptocurrency denominations have focused on value perception. ALEEF Coin will define a relatively large total supply of 300 million coins, will have as many decimal subdivisions as Bitcoin or Ethereum.

11.0 The ALEEF Coin building blocks

How the ALEEF Coin Mining Process Work?

After the miners identify the transactions as legitimate, the nodes are spread out into a network similar to a Peer-2-Peer file sharing network. For each of these confirmed transactions a miner creates, a node has to add it (the legitimate transaction) to its database, where it is then made part of the Blockchain.

The total ALEEF Coin i.e. 300 million ALEEF Coin has already been mined, to supply in the marketplace.

As ALEEF Coin will be built on top of Ethereum Blockchain which will create it as mined coins, its default mining algorithm called ETHash will be used for mining processes. Ethereum miners will be the default miners for ALEEF coin and mining reward will be paid in Ethers automatically by the system by the Ethereum network. Every transaction of ALEEF coin will be verified by the Ethereum miners. 300 million ALEEF coins has been minted as mineable coins and will be distributed for trading and investment purposes. Stakeholders of ALEEF coin will have a control over the mining and distribution phases of ALEEF coin as per the table is shown in section 6.1 and 6.2.

How does ALEEF Coin works?

The ALEEF Coin platform accepts ALEEF Coins for all types of investments. Customers can buy ALEEF Coin using Ethers. Users will get a mobile wallet for easier transactions of ALEEF Coin thus sending and receiving our cryptocurrency is just a click away. The User can buy or sell the ALEEF Coin on popular exchanges like Nexchange, Spectrocoin, and Bitit. Listing on these exchanges will be done once ICO has been launched as per the industry norms.

12.0 Competitor Analysis

The benefits of cryptocurrencies are many. But the biggest advantage comes from the fact that these currencies, by their nature, are secured and are easy to transact.

While the US accounts for 55% of bitcoin and blockchain deal share, other global players are entering the sector in increasing numbers. One of the key features of bitcoin and blockchain is that the technology allows people to transact more easily and safely across borders, without the need for currency conversion or other middlemen. In keeping with the global utility of the cryptocurrency, we are seeing increased interest abroad in bitcoin and blockchain tech.

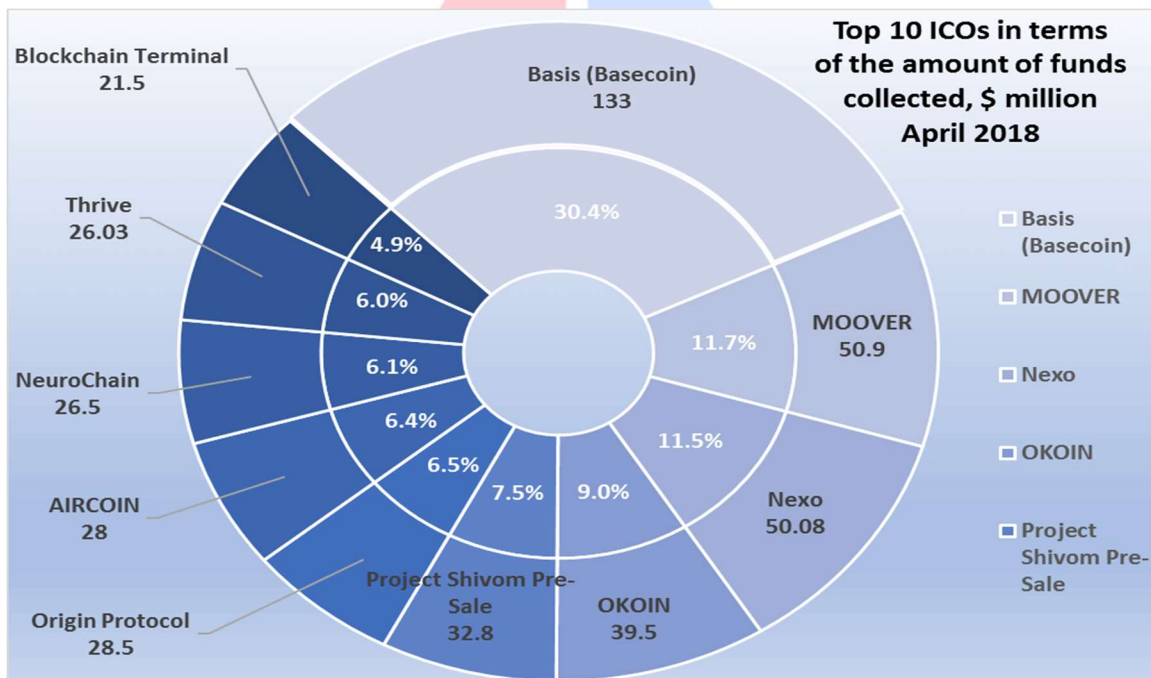
Bitcoin and blockchain companies from 43 countries have received \$1.55B in equity funding since 2012 through 02/14/17. The US dominates in terms of both deals and dollars, with US-based bitcoin and blockchain startups bringing in \$1B across approximately 270 rounds since 2012, and accounting for 55% of total deals to the sector. Looking beyond the US, the UK accounts for 6% of total deals over the same

period, Singapore for 3%, Japan, South Korea, and China for 2% each, and the remaining 37 countries for 29% combined.

At the end of 2016, the government in Dubai announced an ambitious strategy that seeks to convert all of the Emirate's municipal documents to a platform based on blockchain technology by 2020. According to a statement from Crown Prince Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, the Dubai government estimates its blockchain strategy has the potential to generate 25.1 million hours of economic productivity each year in savings while reducing CO2 emissions.

Today countries like India are trying to regulate the cash economy and move the country toward digitalization. But while the efforts are noble, the fact is that digitization is now totally dependent on cell-phones. Today, there are around 300 million smartphones in the country and the number will double to 700 million by 2020.

According to the Morgan Stanley report – 'The Next India- India's digital leap', there is scope for visible shifts in economic activity starting in 2018 eventually leading to India being a) the third-largest economy in the world with a GDP of US\$6 trillion, b) among the top five equity markets in the world with a market capitalization of US\$6.1 trillion and c) the country with the third-largest listed financial services sector in the world with a market cap of US\$1.8 trillion by 2027.



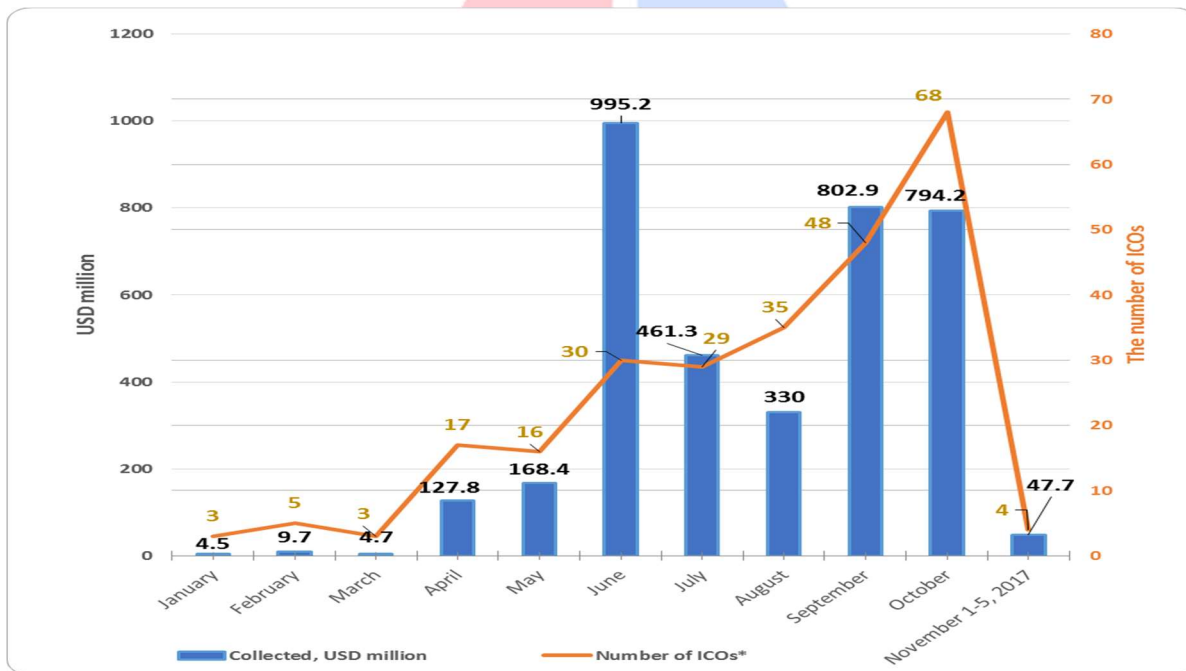
Sources: www.coinspeaker.com – ICO Market Analysis Q1 2018

Morgan Stanley also expects India's consumer sectors to add about US\$1.5 trillion to their current market cap of US\$500 billion over this period.

20/06/2017 13:37:10	Market Capitalisations			Twitter: @BambouClub		Crypto	Live Data	Rise
Buy Low Cap Alts at Cryptopia		Buy \$DOT						
Company/Asset	Symbol	Market Cap. Live (\$ Million)	Live Price	Equiv. BTC Price	MilliBTC (µBTC) Price	Market Cap. 1 Jan 2017 (\$ Million)	Price 1 Jan 2017	Change YTD 2017
Ethereum	ETH	\$34,752	\$375.11	\$2,118	\$2.12	\$720	\$8.38	4376.29%
Ripple	XRP	\$12,175	\$0.32	\$742	\$0.74	\$248	\$0.0065	4806.90%
Ethereum Classic	ETC	\$2,120	\$22.85	\$129	\$0.13	\$139	\$1.5000	1423.21%
Litecoin	LTC	\$2,606	\$50.46	\$159	\$0.16	\$256	\$4.34	1062.67%
Global CryptoCurrencies	GLOBAL	\$114,842	\$1	\$7,001	\$7.00	\$17,705	\$1	548.64%
Monero	XMR	\$733	\$49.98	\$45	\$0.04	\$185	\$13.57	268.34%
Bitcoin Investment Trust	GBTC	\$747	\$424.00	\$46	\$0.05	\$243	\$121.65	248.54%
Bitcoin	BTC	\$42,716	\$2,604	\$2,604	\$2.60	\$15,572	\$968.60	168.83%
Tesla	NASDAQ: TSLA	\$60,106	\$369.80	\$3,664	\$3.66	\$34,917	\$216.99	70.42%

Sources: www.medium.com – 10 rules of trading cryptocurrencies

So can these small merchants use cryptocurrencies at a lower cost and solve the problem of connectivity or digitization? The answer is yes. As long as data gets cheaper on the mobile phone, cryptocurrencies can be used to do transaction even with small merchants.



Sources: www.coinspeaker.com – Monthly Cryptocurrency and ICO market in 2017

Cryptocurrencies will be very beneficial in the area of real estate. This is because bitcoin, one of the leading cryptocurrencies, is powered by blockchain. The blockchain is a decentralized ledger that allows users to transact with each other directly and the biggest benefit of a blockchain is that a transaction can never be reversed. Thus the chances of fraud get minimized. In the case of real estate, in most developing countries, land records are in a mess. Tracking these records is not easy. Many times these records are tampered

with. Once these records go on a blockchain it will not be easy to tamper the records and this could ideally solve a major problem for most Indians who lock their wealth into real estate. Poor people with no land records can be benefited through the use of cryptocurrency.

Bitcoin, the most popular virtual currency, went from \$1,000 a piece at the start of 2017 to over \$20,000 by the year end. Now it has whipsawed back to below \$9,000.

13.0 Advantages of ALEEF Coin

CONVENIENCE. Tokens are integrated into tokenized wallets, will be utilized on stock markets, and will eventually be able to be integrated with existing stores.

LOWER FEES – We've all been there and sometimes it could be painful just to view your monthly account statements from your bank. You'll often be shocked at the number of fees chalked up. Transferring money by using any other online forum or bank gateway is expensive as they levy considerable fees for the transaction. Credit card processing companies charge hefty fees. But it is not the case with ALEEF Coin as the costs are nil or negligible.

RETURN ON INVESTMENT / PROFIT SHARING – One of the major business of Aleef group is real estate. Real estate is generally a great investment option. It can generate an ongoing passive income, and it can prove to be a good long-term investment if its value increases exponentially over time. By keeping in mind Dubai Expo 2020, the funds generated through ICO will be invested on Real estate both in Dubai & India. And the profit generated from it will be shared to all the investors. The value of profit will be shared as Aleef coins to its investors.

BLOCKCHAIN ARCHITECTURE – Emission of ALEEF coin tokens is done on the Ethereum blockchain, which is among the most stable on the market today. A safe and secure algorithm built by Ethereum enhance a decentralized platform for all transactions

EASE OF USE – ALEEF coin is being developed as an easy to use token with an understandable Ether equivalent. It does not require specialized knowledge in cryptography or blockchain technology. ALEEF Coin will implement KYC which allows to self-protect by ensuring that we are doing business legally and with legitimate entities, and it also protects the individuals who might otherwise be harmed by financial crime.

KNOW YOUR COSTUMER – means the process of the identification of the client. Token holder will be required to provide with his/her personal data after token/coin purchased will be sent to the wallet that the user put in his account. KYC is a defensive mechanism for both ALEEF Coin and the clients. By sharing this data, all the token holders confirm that they are the true owners of their personal accounts and the wallet, to which we send tokens. It will grant that you are the person that receive your tokens. KYC IS NOT A THING TO BE FEARED OF, ALEEF COIN NEED THAT FOR THE SECURE DEVELOPMENT OF ITS BUSINESS AND FOR THE SAFETY OF YOUR INVESTMENTS AS WELL.

QUICK PAYMENTS – Making payments using ALEEF Coin is very easy. You can do it in just a matter of a few seconds. It is very fast because you don't require to feed many details, you don't even need to enter your credit/debit card details. All you need is the address of the wallet of the person or enterprise to whom you wish to make the payment too. The amount shall credit to the receiver within few seconds to

a few minutes depending on its value. The ease of transfer and the low transaction fees makes ALEEF Coin very desirable.

IDENTITY THEFT – Nobody can steal your personal information from merchants, which ensures the privacy of your sensitive data. By creating a proxy ID, you can make sure that no one knows anything about you. Among the benefits that come from using ALEEF Coin is the protection of your online identity. Using the old fiat method requires providing your credit card information to a merchant who gets to access every detail through the “pull” basis where the card pulls out your details before debiting your account. With ALEEF Coin transactions, it is almost impossible for your private key to be found or hacked unless you’re not smart about it. Your transaction history can be seen but only if someone has your public key.

FACILITATE INTERNATIONAL TRADE – When you talk about transactions using ALEEF Coin then there are no limits. You may be in a different part of the world and the receiver might be in some other hemisphere, you can still transfer the amount without any hassle. The inter-country transaction is extremely easy with ALEEF Coin because its function is not under the control of any central bank. This makes it easier for users to transact with it without having levies imposed on them or have their value reduced by exchange rates. This makes it quite suitable for cross-border transfers without any form of hindrance.

14.0 Conclusion

2017 has seen a boom in token presales and “initial coin offerings” (collectively, ICOs), which involve the sale to investors of customized “digital tokens” in exchange for established cryptocurrencies, most frequently Bitcoin or Ether. Digital currencies or “cryptocurrencies” have experienced a wild year. The price of Bitcoin has increased more than six-fold since January 1, 2017, and the price of Ether, the second largest cryptocurrency, has increased more than 38 times in the same period. The recent track record of these and other cryptocurrencies have generated significant interest in new cryptocurrencies, both from existing holders looking to diversify their holdings and from investors new to space.

We are introducing ALEEF coin as an alternative cryptocurrency which is steadily backed by properties and businesses that have been in the business for several decades and established throughout India, Middle East and East Asian markets. During this initial period, ALEEF coin identified few markets such as Real Estate, Education and SME Trade that needs a payment system and mode to make the transactions simple, easier and transparent. And thus it will provide a significant alternative for traditional payment systems, fiat currencies and established international cryptocurrencies. Due to the inability to clean up the mess, rearrange the market processes, bring confidence among the investors and stakeholders, these traditional modes and systems failed to make any changes and thus results in making the market volatile. ALEEF coin aims to reform these processes, systems, and payments and bring confidence among its investors and boost the industry in a major growth with efficient payment systems, easy-to-use transactions and transparent network.

In summary, ALEEF coin has significant potential to drive transparency, efficiency, and cost savings for owners by removing many of the existing inefficiencies in key processes. Hence, investments and industry participants evaluating an upgrade or overhaul of their payment systems should have ALEEF coin on their radar as its demonstrated usefulness has the ability to bring significant value across all industries.

15.0 References:

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