



# BOOK OF LIFE

BOOK2.IO

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# THE BOOK OF LIFE

BOOK2.IO

with SENSticker

WWW.SENSTICKER.COM



The report at hand presents the White  
Paper for the Book of Life.

"Walked out this morning  
Don't believe what I saw  
A hundred billion bottles,  
Washed up on the shore,  
Seems I'm not alone  
at being alone  
A hundred billion castaways  
Looking for a home."

## **PROBLEM AND OPPORTUNITY**

### **Book of Life**

is a concept with deep methodology developed to unite various stakeholders and raise awareness around the Global Warming & Poverty Issues,

It aims to diminish poverty through raising green consciousness, increasing quality of life and providing access to unused capacity in the service industry and social entrepreneur-ship opportunities.

### **Life Points**

is a service framework developed to foster positive change at the Bottom of the Pyramid. Report presents a quick overview of the solution and positive social impact with its KPIs/Market.

### **Business Model**

It describes Business Model & Advantages of the Life Points - crypto-currency.

Stakeholders and value proposition are presented with the Core Value, Primary and Secondary Customers driving its long-term sustainability and value-added synergies with competitors.

### **Deployment and Funding Requirements**

Short-term operation, sales and financial plan for the first 10 years follows. The author presents the Investment Strategy with the Road-Honey-Moon-Map.

Having in place the Business Structure author elaborates around medium-and-long-term strategy.

## **1. PROBLEM**

Currently we are facing a few problems that create poverty at the Bottom of the Pyramid.

1) Qi-Walls between developed and developing world. In effect 2 billion of people at the Bottom of the Pyramid stands to minimalistic opportunities for reciprocal contribution.

2) Asymmetry of information and cultural-diversity that with access to shallow technology creates adverse effect for entrepreneurial development and social exchanges

- leading to the development of scarce, exploitative and poor market within developed and developing worlds.

3) Over-production, over-usage, over-transportation, over-stress and over-eating contributing to strong climate change behaviors due to in-equal monetary system

- trying to catch-up developed world quotas.

These three problems account for raising huge imbalance on our planet.

In effect they drive self-fulfilling prophecy for misconception and skewed personal development. It is a huge challenge for a person from the developed world to stand-up to standards - not even mentioning

- people from developing world with

biased perception, disrupted eco-system and scarce resources.

## **2. OPPORTUNITY**

"Oh, yes, the past can hurt. But the way I see it you can either run from it or learn from it." [Lion King, 1994]

Whenever imbalance gap arises it creates an opportunity for pushing qi through another channel. In other words one can create value through incremental or disruptive innovation e.g. Sony & WII.

The same with imbalance at social and economic levels. Either one see situation as fiercen and diminish himself or develop consciousness

raising to new levels of positive existence.

It is probably mission impossible to change the world in peaceful manner, because any change at global scale would in majority of cases lead to huge risk of riots and mass blood movements

- observed in 20th century.

However each individual can have influence on creating consciousness and pushing qi in undiscovered territories through entrepreneurial innovation

- that how the world raises into new healthy states.

In the case of the Book of Life - the idea is to observe and create - an opportunity for accessing unused capacity  
- by people in poverty -  
either mental e.g. loneliness or material one e.g. shelter, lack of water, food, energy, education.

- to create an opportunity for accessing market flow and contributing to social exchanges.

That can be achieved through providing structured, but simple and authentic

framework supporting reciprocal exchanges between people offering unused capacity [providers] and people searching the way [users] with the use of platform facilitating such exchanges [book2.io].

### 3. MARKET SIZE

|                                    | Method                                  | Art of Life            | The Way                             |
|------------------------------------|---|------------------------|-------------------------------------|
| Qi-Walls                           | [Social Entre-preneur-ship Innovation]  | Positive Social Impact | Life Point [SENS]                   |
| Asymmetry of Information & Poverty | [Coffee Based Life Points Network]      | Personal Development   | Coffee or Tea<br><i>market size</i> |
| Global Warming                     | [CO2 Incentivized Behavioral Reduction] | Conscious Life         | Meditation                          |

It is difficult to estimate market for entrepreneurial innovation, because future is not known. The same it is difficult to estimate market for the Global Warming. Although future investments might be known, we are looking at the Personal Development change here.

However it is quite possible to understand the coffee and tea market. Therefore coffee is the most world's consumed drink after tea and water. The

world's largest commodity, after oil. The average price of coffee is 3-4USD.

Coffee market is worth \$100bln[2016], which is ahead of natural gas, gold,

brent oil, sugar and corn. 98% of coffee shops are independent and the sales is equal to 8 billion Euro, whereas global export is equal to 20 billion Euro.

We drink 500 billions of coffee cups each year. 25 million people are employed in coffee farms in over 50 countries in Asia, Africa, South America, Central America and Caribbean. 67% of coffee is grown in America Alone.

90% of coffee is grown in developing countries. Top producers: Brazil, Columbia, Vietnam. 70% of coffee is Arabica. Americans drink more than 3 cups of coffee daily. Coffee is the source of caffeine. Coffee-shops have the 7% coffee annual growth rate.

Finland is the most coffee consumed market, whereas major coffee producing country is Brazil at number 13.

Fairtrade coffee price is 1.26USD/pound. Regular price is 0.70USD/pound. Shade-grown or bird-friendly coffee is sold at the premium.

Tea market is estimated to be worth 46bln [2016] and it is

estimated to reach 67bln[2023].

Tea is grown in China, India, Sri Lanka and Kenya. Top five consumption countries are Turkey, Ireland, Russia, and Morocco. Only China alone consumes 550bln cups of tea per year.

China consumed tea leaves equal to 26 Titanics in 2010.

236 588 Olympic-sized swimming pool worth of water equal to distance from Los Angeles to Hong-Kong. Green Tea is the most popular in China and Black Tea is the most popular in US.

It takes 4.7 cup of water to make one cup of tea.

Tea works as antioxidants and offers various benefits including vitamins, trace minerals and different amino acids leading to stronger immunity, lower cholesterol, increased metabolism, prevention of cancer.

It is a common habit to attend to rituals while drinking tea or coffee. For some people tea might mean an invitation for a conversation, whereas for the rest tea might mean the moment of peace and silent meditation.

Why not to  
drink 0.2% of  
tea and coffee  
cups with the  
Book of Life  
by 2050?

guaranteeing  
and  
encouraging  
Fairtrade  
Rules for  
various  
stakeholders?

The culture and history behind drinking tea and coffee definitely takes hours of contemplation and practice to be understood. It is like smoking shisha first time in

the Middle East - you will not get into the harmony with another party that easily, because of over-talk.

Thus each ritual is kind of meditation either 1 minute zap meditation focusing-de-focusing on various dreams passing through our minds or longer 10-20 minutes event that let-us to experience alpha state in effect calm mind, emotions and re-generate.

As far as first is good one for making next task done, the second one accounts for an open door to increased consciousness and paradigm shift towards seeing things in brighter perspective.

It is also a scientific proof that our neuro-networks account for master mind that has been proven at the 33X project. [[www.33x.co](http://www.33x.co)]

In fact, because of holographic universe each thought, piece of art, tool accounts for measurable sound that can be observed by nature itself or human beings.

It is like SETIA project uniting our hardware computation capacity and looking for, as we primitively call it, artificial intelligence.



We can achieve exactly the same power of united consciousness to drive our human and planet energy towards more sustainable and harmonic future.

For that we reason we have come up with the SENS project having its roots in social entrepreneurship field.

SENS project will utilize the BOOK2 platform for achieving high-skilled, no-binded innovation and pushing towards higher quality of life on Earth for everybody.

1) Thus First Positive Social Impact will be measured in number of jobs being created and primary customers participating in the project / Life Points Distributed / corrected for side-effects measured to avoid biased estimation.

2) Second measure involve number of cups of tea, coffee or water distributed with the Book of Life invitation that account for number of positive conscious meditations having their effect in the third measure.

3) Third one is expressed in the community involvement for adjusting their behavior

towards having less negative influence on the planet under Global Warming Red Alert: 8/10.

It can involve CO2 reduction through activities such as: intensive meat diet, intensive light diet, intensive car diet, intensive energy diet, intensive air-plane luggage diet etc...

#### **Green Travel Certificate**

- Traveler uses only public-transport.
- She drinks mainly water
- She works voluntarily during his travel.
- Alcoholic beverages are limited to 1/30 days.
- She discover nature.
- She writes the Green Blog.
- She receives 1SENS point/day to subsidize to 50% her purchases for Hotel Stay, Coffee, Water and Tea.

## **5. SENS LIFE POINTS**

SENS points is the blockchain-based solutions tapping into coffee and tea markets and helping users to discover new investment opportunities within Transparent Internet.

Through allowing blockchain-based solution within the Book of Life [BOOK2] - we lower the transactions costs and make investment into markets accessible for various parties

- willing to create positive social impact in co-developing social enterprises and raising awareness around Global Warming issues.

No-geographical restriction of investment and no need for a bank account. You can directly tap into global market, where counter-party risk is minimized to minimum through the use of smart contracts.

Thus issuing fees can be reduced to a fraction of traditional costs. This will make investing in BOOK2 more financially inclusive across all income classes meeting equality principle.

More making sure that we stick to asset-first principle here coffee and tea market, which incentivizes users to purchase commodity before possessing the coin, we reduce volatility and therefore minimize the investor risk in SENS points.

Furthermore volatility of SENS points will be reduced through diversification of investment across multiple assets Organizational Pages, User Ideas, Project Pages and SENS Events.

Book of Life enters a legally binding, but flexible contracts with every coffee shop for providing an invitation to the Book of Life for exchange of online marketing and investment opportunities within Transparent Internet.

Contracts and invitations are delivered through team of Sales Managers.

Each user can contribute to the development of the BOOK2 idea through using three types of ECR20 tokens.

## **SENS LIFE POINTS TOKENS:**

The total amount of SENS tokens is equal to 100BLN kept in Escrow account as well as under the tree for the security reasons.

Tokens are distributed in series each 10 years - with the amount of 2 500 000. First part 60% through ICO during period of 1 year. Second part 40% through coffee and tea market with the use of the Book of Life Invitation during period of 10 years.

10 points coffee = 1 Euro at the Over-the-Counter Secondary Market.

There are the following series:

- yellow [40% / 1mln purchased by individuals 1SENS@0.1EURO / limited access]

- green [20% / 500ths purchased by organizations 1SENS@0.2EURO]

- red [20% / 500ths purchased by social entrepreneurs & royals 1SENS@0.2EURO]

- white [10% / 250ths is kept

for team]

- black [10% / 250ths is kept for advisors]

## **SENS KEY TOKENS:**

Tokens can be exchanged for the SENS KEY TOKENS that provide access to various features of the BOOK2 platform at the Over-the-Counter Secondary Market Price:

- Creating User White Paper Page [100 SENS = 10 Euro]

- Creating Organization Profile Page [1000 SENS = 100 Euro]

- Exchanging points for discount [10 SENS = 10%]

The initial price at ICO:

1 SENS point is equal to 0.20 CENTS, which will rise in the future. SENS LIFE POINTS will be available for the purchase in the secondary market and future ICOs will be sold at current market price.

## **SENS INVEST TOKENS:**

SENS LIFE POINTS TOKENS can be exchanged at market price for the SENS INVEST TOKENS that provide access to various investment opportunities at the Social Entre-preneruship Stock Exchange.

Investing into SENStation ideas [2-5% fee]  
Investing into SENS events [2-5% fee]

## **6. TEAM RENUMERATION:**

We want to satisfy financially all stakeholders involved in the project. At the same time we understand how much sweat capital and commitment it takes to develop project to certain levels. We are also aware of free riders - team success is the project success:

10% SENStation  
10% GC2  
10% Book2  
10% Co-founders  
5% Conference  
5% Events

50% Advisors/Partners

## **7. REFERENCES:**

Brickblock White Paper  
Hacken White Paper  
DateCoin White Paper  
Horizon State White Paper  
Trends in Global CO2 Emissions  
Coin Creator Terms and Conditions  
Coffee and Tea Market Reports  
Web