LYNKED.WORLD

"Simplifying Life Through Blockchain"

OUR MISSION

At **Lynked.World** we are motivated to contribute to the next version of the digital age by building an ecosystem to harness the benefits that decentralized applications built on blockchain platforms provide.

Our aim is to provide a multi-faceted solution comprising of an entire application platform based on blockchain. This will allow businesses to build customized forms and applications to cater to their own specific needs for providing different services to consumers, without needing to be concerned about the authenticity of the digital identities of the different entities involved and the data and documents shared by these entities.

The journey does not end here. We also provide decentralized applications ready to be used by consumers and businesses alike across different domains for addressing issues related to digital data authenticity.

" Ensuring trust and authenticity of digital identities, data and documents is the primary aim that we want to achieve via our platform. "

Arun Kumar
Founder & CEO Lynked.World

Issue, Certify & Verify digital documents or certificates

Build Your Own ID Based App

Digitally Trusted Professional Network

Share Documents Using QR Code

Configurable Profile & forms

Own Your Identity

ID Based Secure Login

Lynked.World

PROBLEM STATEMENT

Identity Fraud, Degree Fraud, CV Fraud are on the rise. Digital IDs and Credentials are not trusted

Documents in paper format are still in use: Issues of certificates are still done in form of paper. Digitally issued certificate's authenticity is still not verifiable

KYC processes are cumbersome: KYC processes need to be repeated multiple times across different platforms to avail different services

Services cannot be availed entirely over digital platforms: People still need to personally visit the offices to avail services like Birth, Marriage, and other Certificates.

FACTORS CONTRIBUTING TO THESE PROBLEMS

Digital Identification of a person or entity over the internet is still a difficult task.

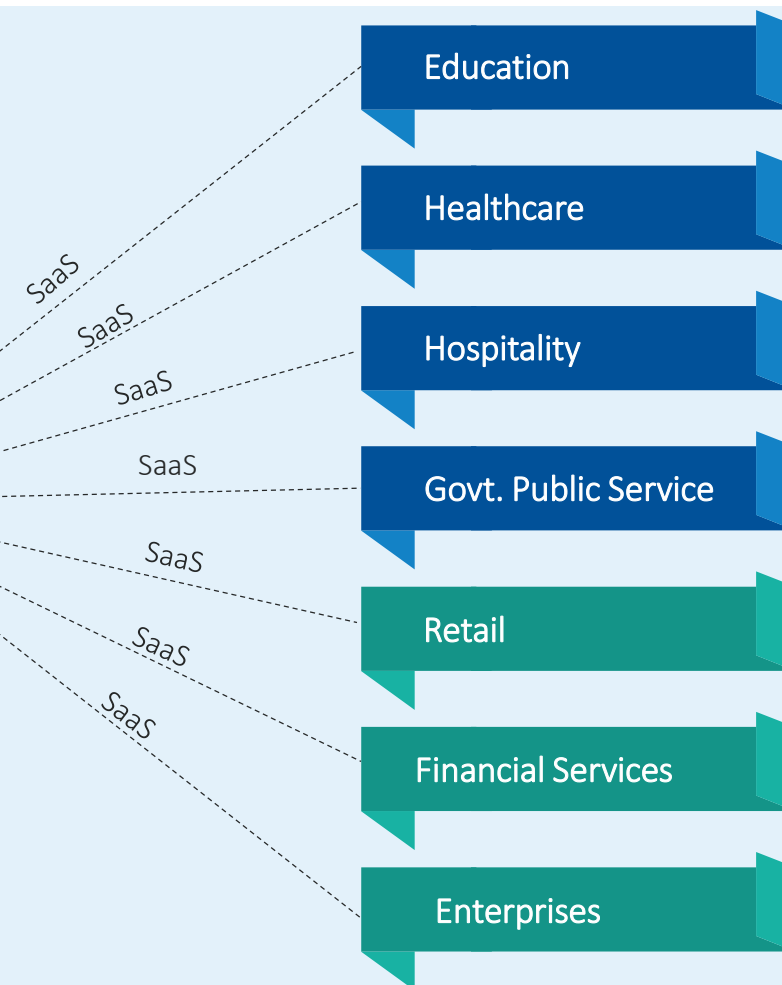Documents shared digitally are not verifiable and authenticable.

Lack of a common platform which could help eliminate questions around trust and authenticity of digital identities and digitally shared data and documents.
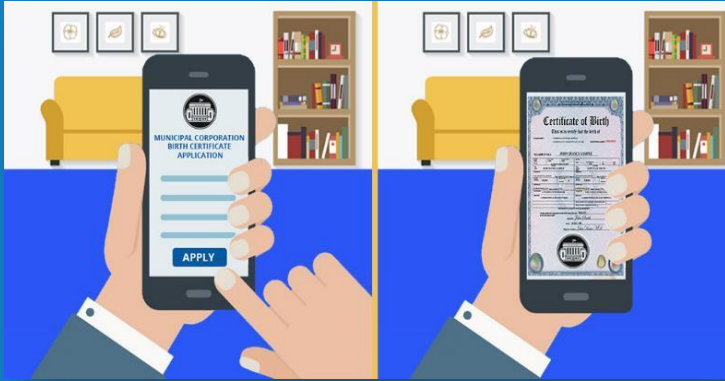
❖ **Citizen App:** Government services (applying for birth certificates, residential certificates etc.) digitally over our platform

❖ Lynked.World for Secure Transactions

❖ QR code based one - click check-in at Hotel receptions

❖ QR code based one-click patient registration and document sharing at Hospitals

❖ Access and Attendance Management

OUR SOLUTION

Dashboard & Dynamic Profile

Digital Wallet

Configurable Forms

Digital Identity and Access Cards

Data Sharing Using QR Codes

Trusted Professional Network

Background Verification Platform

Job Portal

Application Development Platform

DIGITAL WALLET

- Secure and Convenient Digital Storage
- Share Data using QR Codes
- Receive Digitally Signed Documents

VERIFIED PROFESSIONAL NETWORK

- Trusted Professional Network
- Background Verification Platform
- A Job Portal for Genuine Professionals

DIGITAL IDENTITY

- Blockchain Based Digital Identity
- Verifiable and Secure Digital Identity
- A Single Identity for multiple use cases
- Identity and Access Cards based on Digital Identity

Lynked.World
Lynking World Through Blockchain

ALEX THOMAS
Sr. Software Engineer

Emp. ID : 10005

WWW.LYNKED.WORLD

APPLICATION DEVELOPMENT PLATFORM

- Dynamic Profile and Configurable Forms
- Support for Independent Applications
- Access to Identity and Other API's

FIVE PATENT APPLICATIONS

Configurable Form and Configurable QR codes

Blockchain based multifunctional digital access cards

Blockchain based verifiable communication channels

Secure transactions based on QR code and immutable identities

Blockchain based attendance registration with immutable digital identities

AN AWARD WINNING PLATFORM

Recipient of multiple awards

Lynked.World Solutions has been awarded in three categories by World HRD Congress and Economics Times in World HRD Congress Conference in Mumbai. This conference was attended by dignitaries from 130 countries.

BEST USE OF
SOCIAL MEDIA
Lynked.World

MOST INNOVATIVE
DEPLOYMENT
OF HR TECH
Lynked.World

HR TECH
PROJECT OF THE YEAR
Lynked.World

Awarded By

The 26th Edition

TIMES **ascent**
Catapult your career

Presents

WORLD
HRD
CONGRESS

GROWING PARTNERSHIPS

Coal India Limited
A Maharatna Company

MSTC

West Bengal
Forest Development
Corporation Limited

National Commission for Women, India

The Institute of Cost Accountants of India (ICAI)

Institute of Cost Accountants of India

Durgapur Municipal Corporation
City Center, Durgapur, West Bengal 713216

Durgapur Municipal Corporation

BANKURA MUNICIPALITY

Bankura Municipal Corporation

Indian Institute of Technology, Guwahati

Indian Institute of Technology, Delhi

भारतीय प्रबंध संस्थान शिलाँग
Indian Institute of Management Shillong

Indian Institute of Management, Shillong

IIM AHMEDABAD

Indian Institute of Management, Ahmedabad

G. GOENKA SCHOOL

GD Goenka School, India

Hans Raj Model School, New Delhi, India

CAMELLIA GROUP

Super Speciality Hospital Raiganj

MAJOR PARTNERS

Partner	Description
Coal India Limited — A Maharatna Company	CIL A Gov of India undertaking and second largest employer of India with more than 600K (employee + Contractor): Partner for Digital ID Cards for employees and vendors
MSTC	MSTC Mini Ratan company under Ministry of Steel, Government of India: Partner for Digital ID Cards & e-Agri Passbook for Farmers, Multi-Signature Contract and E-Auction under E-RaKam program.0
West Bengal Forest Development Corporation Limited	WBFDCL a gov of West Bengal Undertaking organization: Partner for managing ecotourism hotel services using configurable check-in form and digital ID cards. And e-Auction for wood produce.
Institute of Cost Accountants of India	ICAI is a statutory body under an act of parliament. More than 500k registered students and 70k registered professionals: Partner for configurable admission forms, digital certificate and Digital ID Card issuing.
Durgapur Municipal Corporation	DMC is municipal corporation under West Bengal State. Partner for configurable form for Birth Certificate application and issuing Digital Birth Certificate to Citizen.

Description	Partner
IIM Shilong is on of the premier Management Institute. Partner for issuing Digital ID Cards to students and Staff and Digital Score Card to Students	**Indian Institute of Management, Shillong**
IIT Guwahati is a premier engineering institute having Institute of National importance tag. Partner for Digital ID Cards for Staff and Students. Vendor management and identification Services	**Indian Institute of Technology, Guwahati**
IIT Delhi is one of the top Engineering Institute with Institute of Eminence tag from Gov of India. Partner for Digital ID Cards for Staff and Students. Vendor management and identification Services.	**Indian Institute of Technology, Delhi**
GD Goenka school is one of the top private school chain with 60+ schools across India. Partner for Configurable admission form, Staff ID Cards, Parent-Teacher communication, semester score card issue.	**GD Goenka School, India**
IIM Ahmedabad is India's top and Globally under 50 ranked Institute. Partner for issuing Digital ID Cards to students and Staff and Digital Score Card to Students.	**Indian Institute of Management, Ahmedabad**

WHAT PEOPLE SAY

Mr. Sanjay Gupta, President (2017-18), The Institute of Cost Accountants of India

- "It was a pleasure to have Lynked.World being officially launched in India as one of our partner company during the National Annual Cost Congress 2018, organised by The Institute of Cost Accountants of India"

Mr. N. R. Dutta, Chairman, Camellia Group

"We have planned to use the Lynked World Blockchain technology for our schools, colleges, hotels and restaurants to ensure smooth operations and substantially enhance our organisational efficiency and team productivity" -

Mr. K. S. Rao, Managing Director, AWE Inspiring Products & Services Pvt. Ltd

"After having gone through the Lynked World platform in details, I feel that it is going to be an excellent blockchain technology-enabled tool to manage, maintain and use all documentation in a smart and secured manner for my thousands of distributors who are spread across different parts of India"

Nitin Goel, Chairman, Sri Ram School, New Delhi

"Lynked.World has made interaction with parents very convenient. Parents are very happy to get student report card and other details in timely manner. It 's configurable form feature is going to improve admission process many fold and make it easier for parents to apply for the admission".

Tirath Singh Managing Director Birder's Inn Bharatpur

"Our guests are presently surprised at our reception for our check-in process. Thanks to Lynked.World".

Dy. CM Tripura Honourable Jishnu Deb Burman

"After going through the presentation & explanation from Lynked.World representative, we found, it can be widely utilized in different Government Departments in secure & authentic Identity and Document management processes – the underlying Blockchain Technology ensures the authenticity, security & traceability. We are evaluating & going to use Lynked.World in different Government departments to harness the maximum benefits. I wish / foresee a great success for Lynked.World".

Pankaj Bajaj, CEO, Bajaj Industries

"Currently many a times shipments are getting delayed at the port for required documents. Sharing authenticated documents feature of lynked.World is amazing and we hope it will solve this issue."

Director, Tavisha group of Hotels Delhi

"QR code based check-in process has reduced the waiting time for our guests at the check-in desk. They were very happy to see and experience the new way to securely share the digital copy of the identity and address proof.

Mr. Anish Chakraborty, Chairman & Managing Director, Seacom Group and Seacom Skills University

"While Lynked World was introduced to our organisation 3 months back, we found the platform to be immensely useful for our marine institutes and university, wherein the entire student admission & markstreet issuance process can be completely automated to save on substantial time and cost"

ROADMAP

Q1 2018
- Launch of Lynked.World Web Portal
- Presentation at World HRD Congress
- Launch of Lynked.World Beta App (iOS + Android)
- Inauguration of Lynked.World Platform @ ICMAI
- Identity, Education and Experience Verification

Q2 2018
- Mobile App Launch
- API for Secure login with Lynked.World Digital Identity
- Data and Document Sharing with QR Code
- Launch APAC Marketing Team
- Onboard 25 partners for early adoption
- 25,000 users on the platform

Q2 2017
- Concept and Initiation of idea
- Genesis of Lynked.World Platform
- Team Formation

Q3 2018
- 50,000 users on the platform
- Onboard 50 Organizations
- Launch Lynked.World API as service (AaaS)
- Blockchain based identity/access card
- Blockchain based attendance management system

Q3-Q4 2017
- Market Research
- Smart Contract POC completed
- Lynked.World Development Begins

Q4 2018
- Launch ICO
- 200,000 users on the platform
- Onboard 150 organizations
- Configurable Profile
- Configurable Application Forms
- Job Portal
- Blockchain based communication platform

Q1 2019
- 500,000 users on platform
- Advance Configurable Profile
- Advance Configurable Application Forms
- Transaction authorization using Lynked.World ID
- Collaboration with Government Organizations
- Integration with Government Organizations for Identity and other verification API

Q2 2019
- 1,000,000 users on the platform
- Digital Signature
- Q App
- Expansion to Africa
- Collaboration with Government Organizations (contd.)
- Integration with Government Organizations for Identity and other verification API (contd.)

Q3 2019
- 2,000,000 users on the platform
- Blockchain based E-Auction
- Multilingual Support
- Collaboration with Public Sector Organizations
- Expansion to USA and Australia
- Collaboration with Government Organizations (contd.)
- Integration with Government Organizations for Identity and other verification API (contd.)

Q4 2019
- 3,500,000 users on the platform
- Blockchain based E-Voting
- Multilingual Support (continued)
- Tie up with top recruitment platforms
- API for Digital Signature
- Collaboration with Government Organizations (contd.)
- Integration with Government Organizations for Identity and other verification API (contd.)

Q1 2020
- 5,000,000 users on the platform
- Secure Partnership with organizations from fortune 500 companies for Identity and Background Verification feature
- Multi-Layer signature contract on Blockchain
- Collaboration with Government Organizations (contd.)
- Integration with Government Organizations for Identity and other verification API (contd.)

Q2 2020
- 7,000,000 users on the platform
- Blockchain based E-Voting
- Multilingual support (continued)
- Digital Signature Integration with pdf
- Collaboration with Government Organizations (contd.)
- Integration with Government Organizations for Identity and other verification API (contd.)

Q3 2020
- 10,000,000 users on the platform
- Digital Signature Integration with MS(Word,Outlook)
- Custom Applications for Customers
- Collaboration with Government Organizations (contd.)
- Integration with Government Organizations for Identity and other verification API (contd.)

Q4 2020
- 12,500,000 users on the platform
- Digital Signature Integration with Lotus Notes
- Collaboration with Government Organizations for Identity and other verification API (continued)

Q1-Q2 2021
- 18,000,000 users on the platform
- Digital Signature Integration with Apple
- Digital Signature Integration with SalesForce
- Custom Applications for Customers
- Collaboration with Government Organizations (contd.)
- Integration with Government Organizations for Identity and other verification API (contd.)

Q3-Q4 2021
- 25,000,000 users on the platform
- Digital Signature Integration with Sap
- Digital Signature Integration with Oracle/Peoplesoft
- Custom Applications for Customers
- Collaboration with Government Organizations (contd.)
- Integration with Government Organizations for Identity and other verification API (contd.)

ATTRACTIVE GROWTH PROSPECTS

Market Size

$500 + BILLION

Yoy Revenue Growth Projection

US Dollars in Millions

- 2018: 0
- 2019: 7.94
- 2020: 36.16
- 2021: 91.45
- 2022: 200.09

YoY Revenue Growth

Million USD

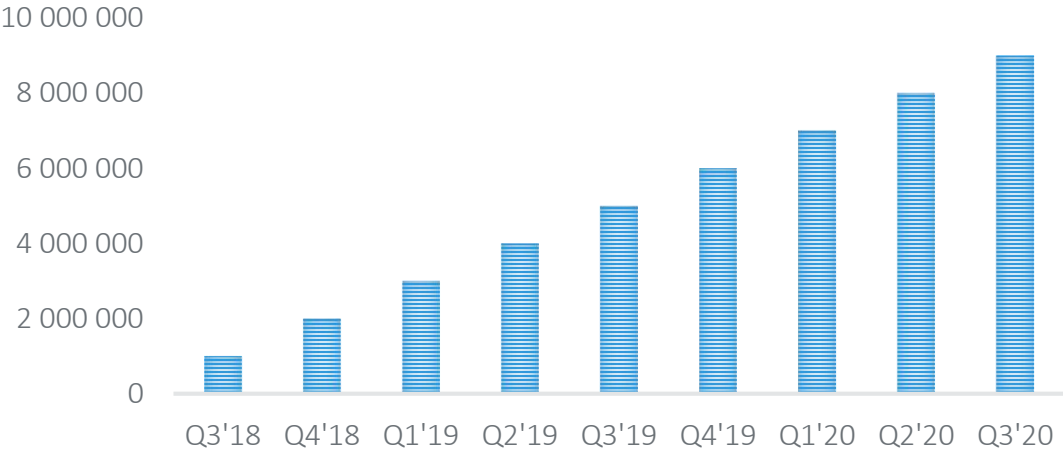| Category	2019	2020	2021	2022
Education	2.5	7	18	36
Healthcare	0.5	2	5	10
Hospitality	0.5	1	3.5	10.5
Retail	0.5	1.5	5	16
Banking & Financial Services	0.5	0.5	1.5	5
Small & Medium Enterprise	0.5	2.5	10.5	42
Job Postings & Advertisement				1
Government Public Services		2	9.5	19
Premium Services	2.5	19	37.5	60

2019 2020 2021 2022

ATTRACTIVE GROWTH PROSPECTS

Unique opportunity for user base and revenue growth

The current and planned features of our solution, added with the benefits it brings both to end users and organizations, positions us appropriately in being able to grow and evolve into a much widely adopted platform in the near and long term.

OF USER GROWTH

10 000 000	
8 000 000	
6 000 000	
4 000 000	
2 000 000	
0	

Q3'18 Q4'18 Q1'19 Q2'19 Q3'19 Q4'19 Q1'20 Q2'20 Q3'20

COMPETITIVE ADVANTAGE

The scope of our platform is is much wider compared to our competitors. This is what enhances the value proposition of our ecosystem makes it more attractive for both end users and businesses.

Below is a brief feature based comparison of our platform with some other competitors which should be able to highlight our edge over the rest .

Feature	Lynked.World	Civic	SpringRole
ID Based Secure Logon	●	●	●
Digital Wallet	●	●	
Blockchain based Verification of Digital Documents	●	●	
KYC Services	●	●	
Configurable Forms	●		
Document sharing via QR Codes	●		
Application Development Platform	●		
Trusted Professional Network	●		●
Dynamic and Configurable Profile	●		
Configurable QR Code	●		

"LYNK" TOKENS AND THEIR USAGE

Token Based Economy

"LYNK" tokens form an asset class within the LYNKED.WORLD ecosystem. "LYNK" tokens will be used as:
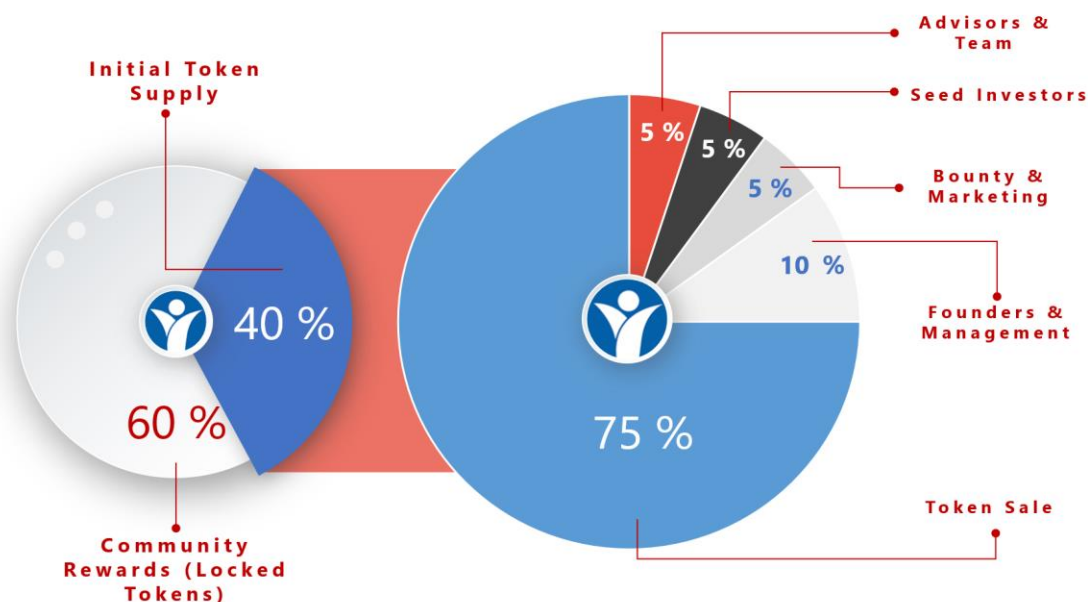
- A medium of exchange of value for services rendered over the Lynked.World platform
- A medium of incentivising participants in the Lynked.World platform for staking (holding) LYNK tokens

Below are some examples on where "LYNK" tokens will be used in our platform for:

- Transfer of value when availing services for identity verifications
- Transfer of value when availing services for document/certificate - verifications and/or endorsements
- Hosting services (like applications, registration forms etc.) either within the platform or on external platforms using Lynked.World API's
- Verification of the authenticity of identity and digital documents received within the platform using our verification services
- KYC services
- Rewarding users participating in community activities
- Posting jobs on the Lynked.World Job Portal
- Payment of fee to Lynked.World for using services features such as digital ID cards, attendance registrations etc.
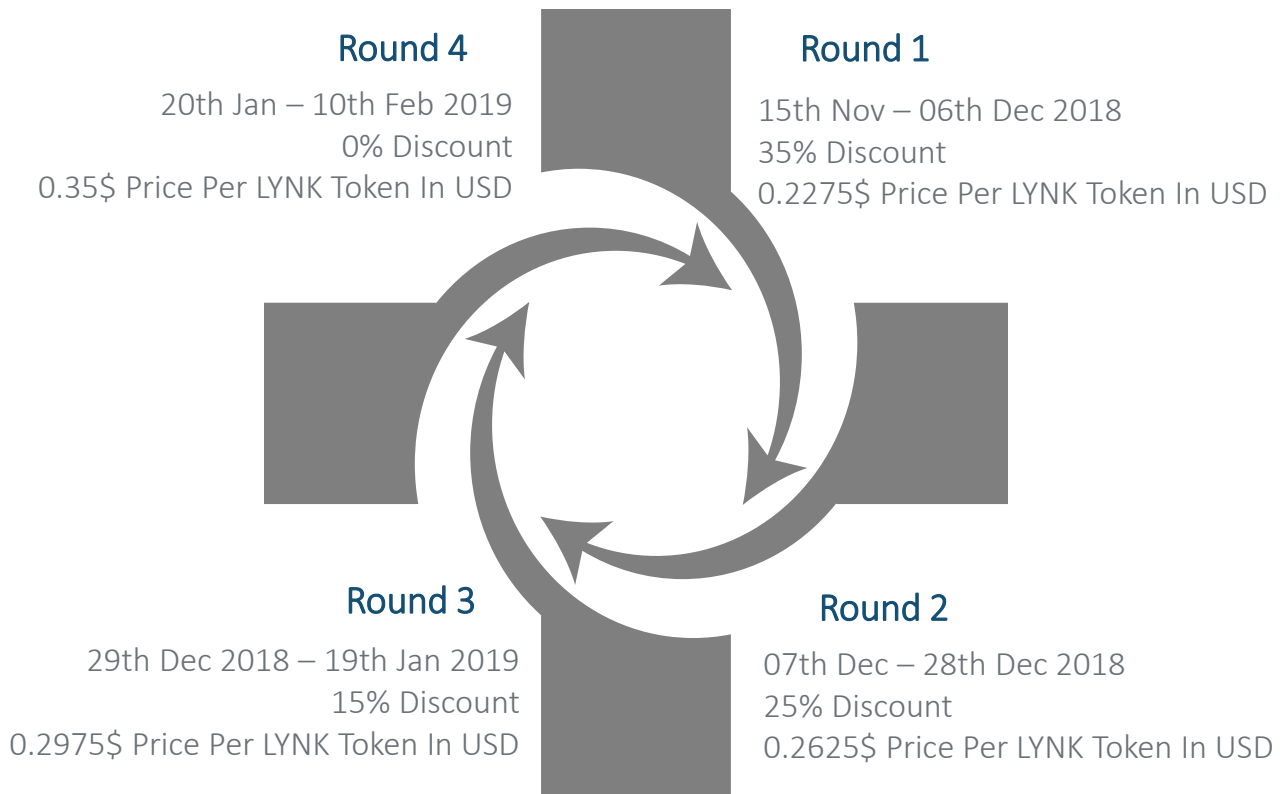
Token Issue and Distribution

- The total number of LYNK tokens that can ever be issued is 500,000,000 (500 million).

- The initial issue of tokens will be 200,000,000 (150 million offered during token sale) of the total available tokens.

- 300,000,000 (300 million) token is locked for user reward program and will be released based on uses and adoptability of the platform.
  It will take minimum 13 years to unlocked all the token from this pool.

- Once user reward pool is exhausted or reaches its yearly cap of reward pool tokens, the company will buyback LYNK tokens from the open market to continue with the "User Rewards System" ensuring continued growth and adoption of the ecosystem.
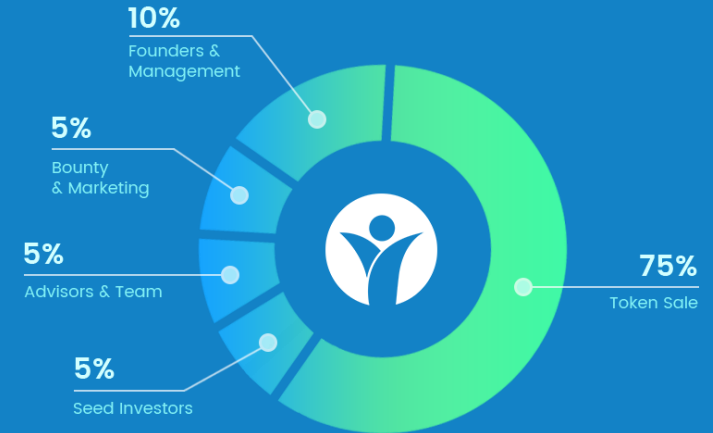

Initial Token Supply

40 %

60 %

Community Rewards (Locked Tokens)

5 % Advisors & Team
5 % Seed Investors
5 % Bounty & Marketing
10 % Founders & Management
75 % Token Sale

TOKENSALE DETAILS

Total "LYNK" token available for sale 150,000,000 (150 Million)

Round 4
20th Jan – 10th Feb 2019
0% Discount
0.35$ Price Per LYNK Token In USD

Round 1
15th Nov – 06th Dec 2018
35% Discount
0.2275$ Price Per LYNK Token In USD

Round 3
29th Dec 2018 – 19th Jan 2019
15% Discount
0.2975$ Price Per LYNK Token In USD

Round 2
07th Dec – 28th Dec 2018
25% Discount
0.2625$ Price Per LYNK Token In USD

LYNK Token Distribution

Total initial token supply of LYNK tokens 200,000,000 (200 Million)

- 10% Founders & Management
- 5% Bounty & Marketing
- 5% Advisors & Team
- 5% Seed Investors
- 75% Token Sale

Sale Proceeds Allocation

- 30% Development
- 3% Legal
- 17% Operations
- 50% Marketing
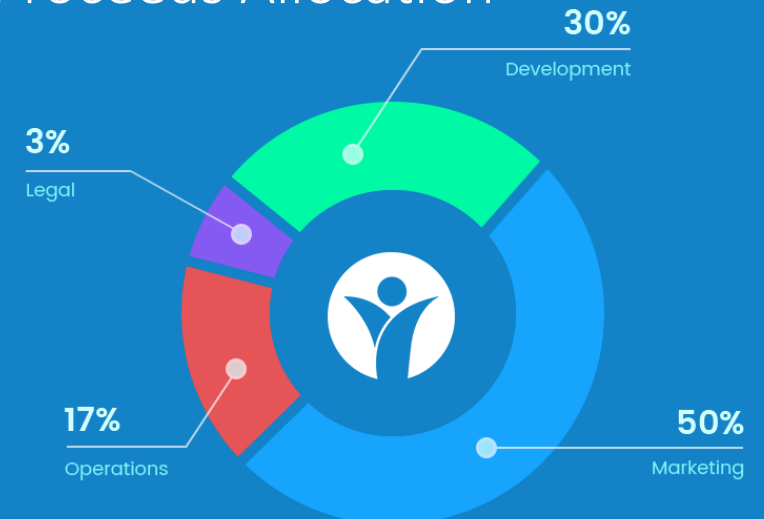
MEET THE TEAM

Arun Kumar
Founder and CEO

Debashish Biswas
Global Strategy Advisor

Rishi
Chief Technology Officer

Alexander Mamasidikov
Chief Marketing Officer

Satya Prakash
Chief Cloud Architect

Sunil Kumar
Business Development

Anil Boricha
Technical Team Lead

Jaydev Vaghela
Sr. Software Engineer

Bhavesh Amin
Sr. Software Engineer

Yatin Dhingani
Sr. Software Engineer

Vishal Gohel
Sr. iOS Developer

Rajat Jaiswal
Sr. Android Developer

Deepak Bajpay
Sr. Android Developer

Suryavanshi Gupta
Test Engineer

Pragya Shrivastava
Test Engineer

Meenakshi Mehra
Client Relationship

Saravana Kumar
Blockchain Architect

Alexis Ernst
UI/UX Architect

Atulesh Kumar
QA Lead & RM

Nishant Kansagara
UI/UX Developer

Gayatri Sharma
Test Engineer

OUR ADVISORY BOARD

Shailendra Bhushan
Rtd. IAS, India

Ian Scarffe
Blockchain – Advisor

Jason Hung
GFOB Cofounder – Advisor

Igor Karavaev
Marketing Advisor

Sydney Ifergan
CMO & Community Expert

Naviin Kapoor
Blockchain Expert

Arindam Mitra
Principal, Delloite Tax

Navdeep Agarwal
Chief Technology Advisor

Partha Sarathi Guha
Founder at ASADEL Tech.

Amit Singh
Country Head at IFP, Kuwait

Professor N.L. Mitra
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THANK YOU

Contact For Further Discussion

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