



Ylla

White Paper

1.0

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VERSION CONTROL

Version	Date	Changes
0.1	10/10/2018	Content and structure creation
0.2	16/10/2018	Main chapters for private sale
0.3	18/10/2018	Completion of charts and metrics
0.4	30/10/2018	Finalization, proofreading

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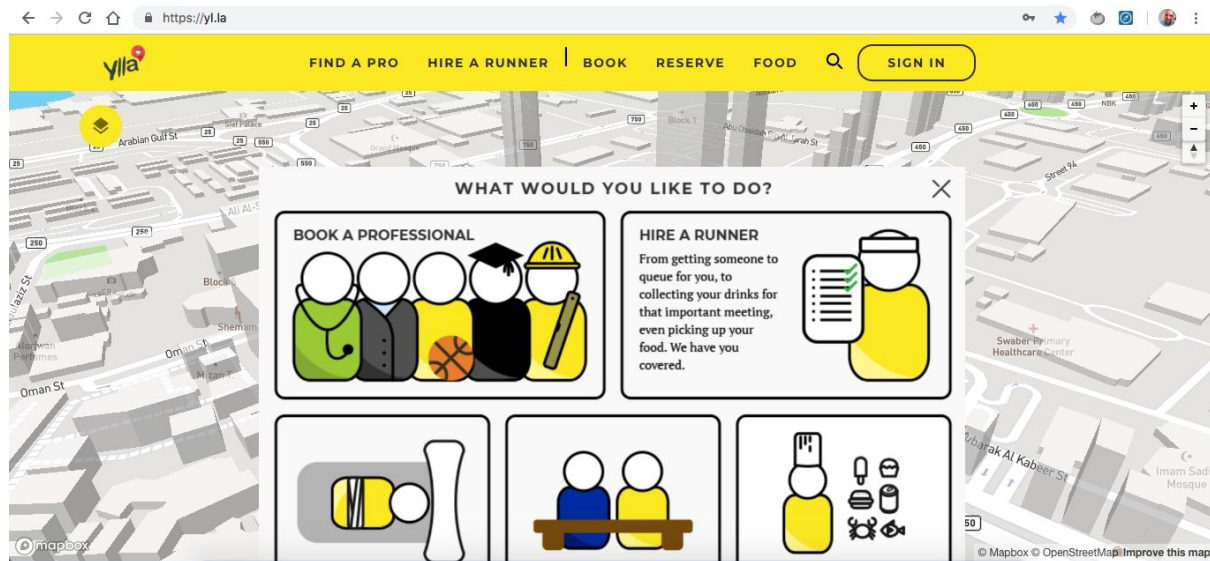
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INVESTOR SUMMARY

YLLA INTRODUCTION

Ylla (Let's go! in Arabic) is a Kuwaiti startup with a private beta version of a Demand-Responsive 4D City platform that we are focused to integrate with a Shariah compliant blockchain to create a tokenized demand-responsive 4D city ecosystem initially for Kuwait then the MENA region and Turkey.



We are raising \$30M to take this project to the next level because on-demand and eCommerce projects are booming in the Middle East and there is no Shariah compliant blockchain based tokenized Demand-Responsive 4D City platform in the MENA region or in Turkey.

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TECHNICAL TRENDS SUPPORTING YLLA

3D and 4D CITIES

According to the [United Nations](#), nearly all global population growth from 2017 to 2030 will be absorbed by cities, which could translate to about 1.1 billion new urbanites over the next 13 years. 3D and 4D applications will dominate on-demand ecosystems according to leading scholars and studies such as [3D/4D Technology Market Analysis](#), [Service-oriented Visualization of Virtual 3D City Models](#).

BLOCKCHAIN AND ON-DEMAND

Successful ICOs already show the need for blockchain in the on-demand economy. [Latium](#) ICO successfully raised over \$50 million focusing only on the gig-part of the on-demand economy and [Origin Protocol](#) raised over \$35 million for an on-demand platform. And a decentralized crypto location project (mostly with future on-demand use cases), [XYO](#), has recently raised \$12M mostly. Dubai Department of Economic Development [has issued](#) a native cryptocurrency, emCash, to help the adoption of payments in crypto in many areas including retail and transportation. The Dubai project has a consortium with a loyalty expert company, [Ebooc Fintech & Loyalty Lab](#).

ON-DEMAND and B2B

On-demand platforms and startups are seeing [rapid growth](#) especially in the B2B field.

BLOCKCHAIN AND ON-DEMAND

According to [Forbes Magazine](#) article (from August 2018), blockchain will disrupt eCommerce/on/demand as its monopolized nature is not sustainable. Hackernoon [claims](#) the drivers of change will be lower or no (!) commission fees, security and significantly cheaper cryptocurrency transaction costs with no fraudulent chargebacks. There are already signs of blockchain based eCommerce/on-demand projects in the token sales market ([BitBoost](#), [Elysian](#) etc.)

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MARKET TRENDS SUPPORTING YLLA

ECOMMERCE IN THE MIDDLE EAST

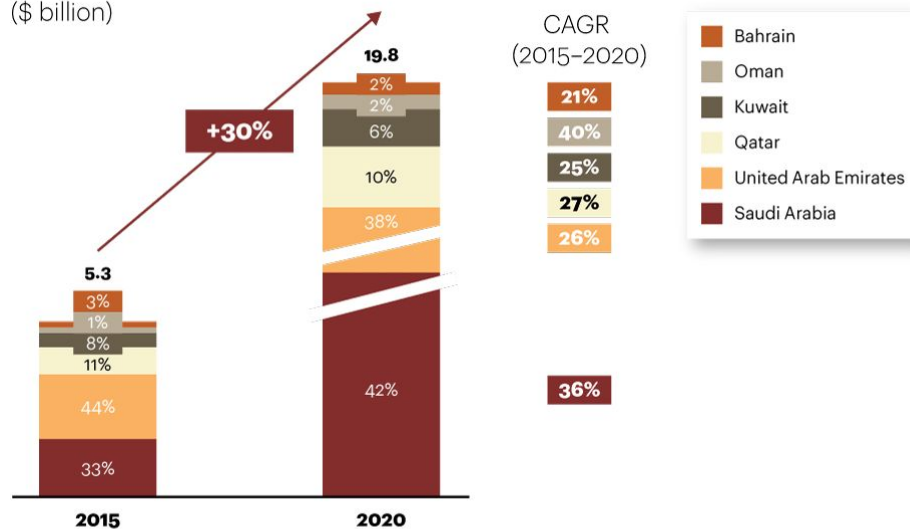
eCommerce in the Middle East is booming but has some specialties.

Figure 2

GCC e-commerce market could see rapid growth

Market size

(\$ billion)



Note: Market size excludes travel and tourism, event tickets, subscriptions such as Netflix, business to business, wholesale, and industrial transactions.

Source: A.T. Kearney analysis

ECOMMERCE/ON-DEMAND TRENDS IN THE MIDDLE EAST

According to related studies and articles ([KPMG](#), [PwC](#), [Deloitte](#), [AT Kearney](#), [McKinsey](#) etc.) the key on-demand trends in the Middle East are

- Double-digit growth
- Growing presence of international players
- Emerging religious considerations

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PROBLEMS THAT YLLA CAN SOLVE

The biggest known challenges of eCommerce/on-demand in the MENA region and Turkey are

- Last-mile issue
 - The problem:
The current state of postal codes and map system makes delivery costly, slow and uncertain.
 - The solution:
On-demand players are investing in GPS coordinates-based systems (mostly m-commerce apps)
- Route optimization
 - The problem:
Traditional dispatching works with wasted time and resources compared to AI. Humans processing manually cannot deal cost-effectively with the amount of real-time data available.
 - The solution:
AI enhanced dispatching is taking over traditional dispatching (like [Routific](#) and [MapBox](#)).
- Payment method issue
 - The problems:
 - COD - Cash on Delivery dominates the payment methods
 - Security, Cyber crimes - 40% of MENA online shoppers have been victims of cyber crime in a period of 24 months.
 - The solution:
A secure utility token / cryptocurrency based payment solution would solve security concerns and replace COD method.
- Customer loyalty
 - The problem:
Compared to traditional retail shops, customer loyalty is very low in eCommerce.
 - The solution:
Loyalty token based ecosystems usually create significantly higher loyalty levels for all of their members.
- Fragmentation of services
 - The problem:
Most current on-demand players are specialized to certain verticals and there is no option of a general platform at the moment.
 - The solution:
Ylla integrates over 10 different verticals including all on-demand and eCommerce sectors.
- Religious considerations
 - The problem:
The currently available on-demand options are copycats of Western services with no structural regards to Islamic rules and regulations.

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- The solution:
Ylla is built to be 100% Shariah compliant in its structure and in all its features, specifically in financial matters.

SHARIAH LAW AND BLOCKCHAIN TECHNOLOGIES

In the MENA region and Turkey, there is an undeniable need for a Shariah compliant blockchain and a straight-forward approval from the clergy regarding tokens and crypto currencies in general. There are already promising initiatives to address this issue ([ArabianChain](#), [ADAB](#), [Noorcoin](#)) with whom Ylla is actively working on partnering. Ylla is designed and operated in accordance with the latest guidelines of Islamic rules and regulations.

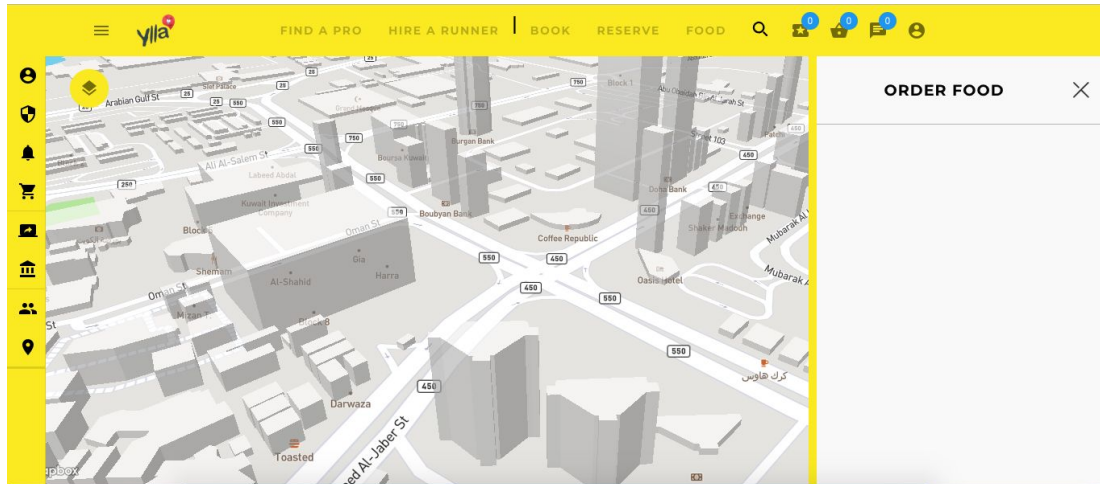
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YLLA CONCEPT

- We are creating a Demand-Responsive 4D City platform with AI solution and integrated with a Shariah Law compliant blockchain to create a tokenized demand-responsive b2c and b2b ecosystem for the Middle East. (Responsive transportation public/private, healthcare services, freelancer marketplace, food delivery etc.)
- Currently, we are at a private beta version of the platform: <http://yl.la>



- Ylla has a cooperation with PACI ([The Public Authority for Civil Information in Kuwait](#)) and the agency has just launched its new initiative to make Kuwait to be the 1st country in the world with 360 cam, streetview and H. res.3D that is not implemented by Google
- Ylla tokenization will include two native tokens
 - Ylla Rubia (YLA)
a loyalty token with a reward feature
 - Ylla Dinar (YLA ~ KWD)
a YLA ~ KWD pegged stable-coin cryptocurrency
- Ylla revenue streams
Ylla platform will have several different revenue streams (that can multiply by time)
 - Transaction fee
(this revenue funds the Ylla smart contract for the reward feature)
 - Subscription fee
 - Add-on features
 - Licensing (API)
 - Advertising
- With the sufficient funding (\$30M), Ylla will establish a profitable Kuwaiti online presence in 18-24 months and then will roll out its operations to the MENA region and Turkey.

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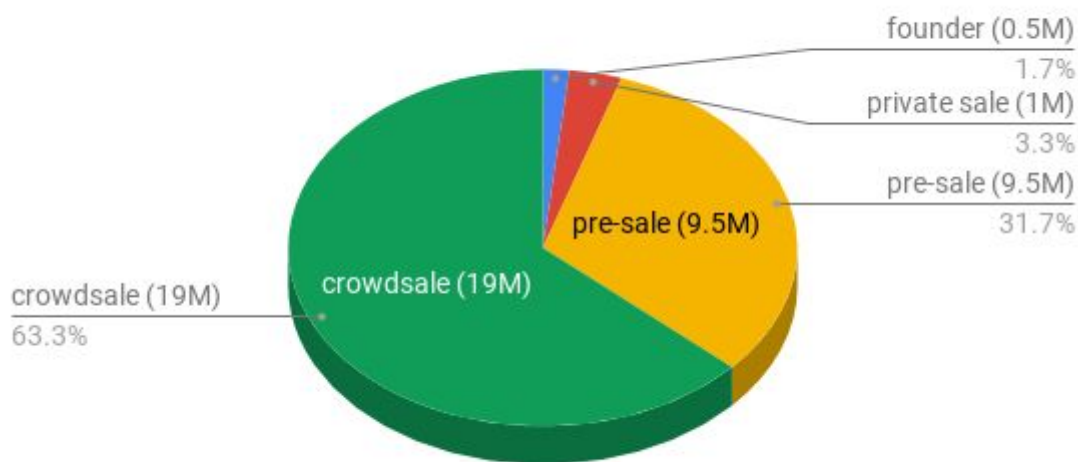
YLLA TOKEN SALES

Ylla is raising 30M US dollars as follows:

- \$0.5M from founder(s)
- + \$1M in private sale
- + \$9.5M in pre-sale
- + \$19M in crowdsale

Total: \$30M proceeds for 18,4 million YLA tokens of the overall 100 million YLA tokens.

YLA Funding goal of 30 million usd



After a successful fundraising, we estimate the value of the platform at 200 million US dollars according to recent similar startup Mergers & Acquisitions ([Talabat](#) ~\$170M, [TryCarriage](#) ~\$100M)

Ylla is offering special investor packages with significant discounts for early contributors of its funding goals.

Sales Stage	Softcap	YLA Offered	Discount	Min investment	Token Price	Status
Founders	\$0.5M	1,000,000	75%	\$100 000,-	\$0.5,-	closed
Private sale	\$1M	1,000,000	50%	\$25 000,-	\$1,-	ongoing
Pre-sale	\$9.5M	6,333,333	25%	\$2 000,-	\$1.5,-	coming
Crowdsale	\$19M	10,555,556	5-10%	\$100,-	\$1.8 - 1.9,-	coming
Total	\$30M	~20,000,000 YLA				

YLA smart contract will apply a dynamic vesting (lock-in) period for the different investor types.

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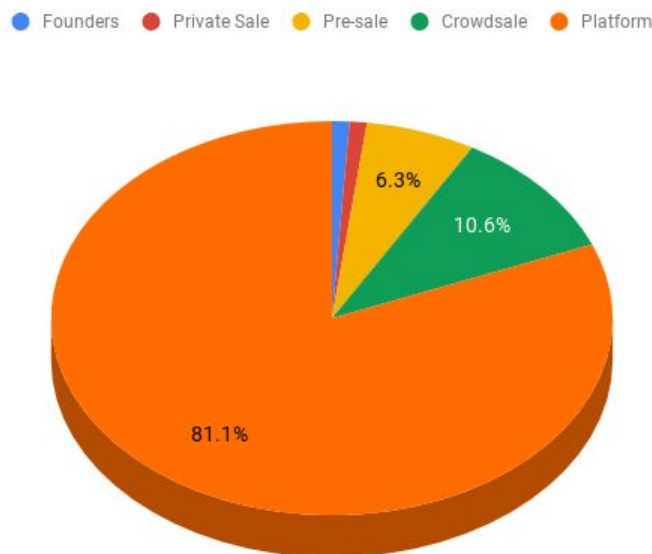


TOKEN DISTRIBUTION

There are one-hundred million (100 000 000) Ylla tokens - YLA (crypto loyalty tokens with reward feature and with special value guarantee) to be issued on selected crypto-asset platform(s). cc.19-20% of all YLA token will be sold during the ITO process, the rest remains in the smart contract (platform). The issued YLA token (crypto loyalty tokens with reward feature and with special value guarantee) will be locked. There will not be any technical way to issue any more of them.

All Ylla tokens (crypto loyalty tokens with reward feature and special value guarantee) will be divisible to 8 decimals hence the smallest possible unit will be 0.00000001 Ylla token (YLA).

YLA Token Distribution



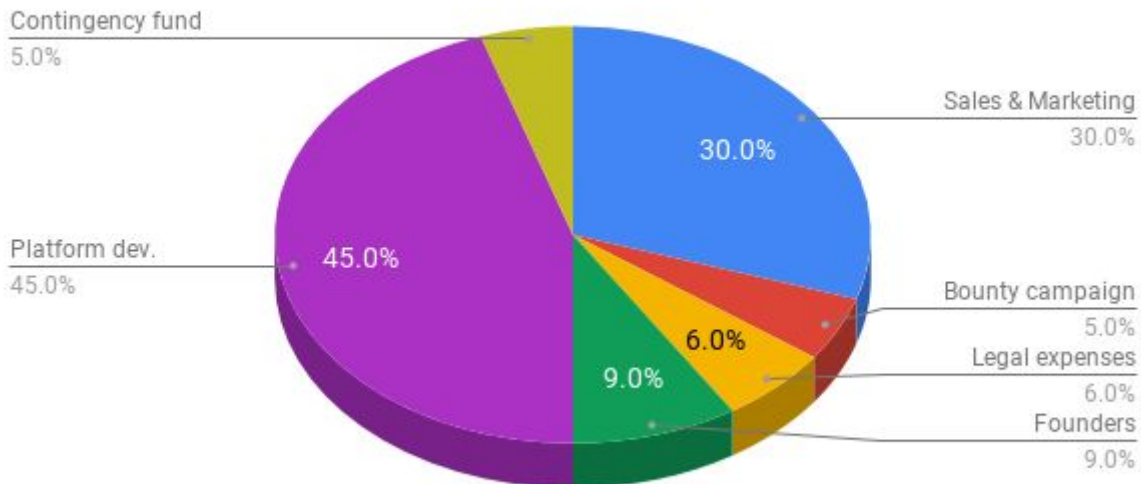
Ylla will apply a dynamic vesting period for all tokens but for the YLA tokens managed by Ylla smart contract. For token sales purposes, Ylla reserves the right to issue placeholder tokens that might be subject to swaps in later stages of the project. Such placeholder tokens will be issued equivalent to the future Ylla token.

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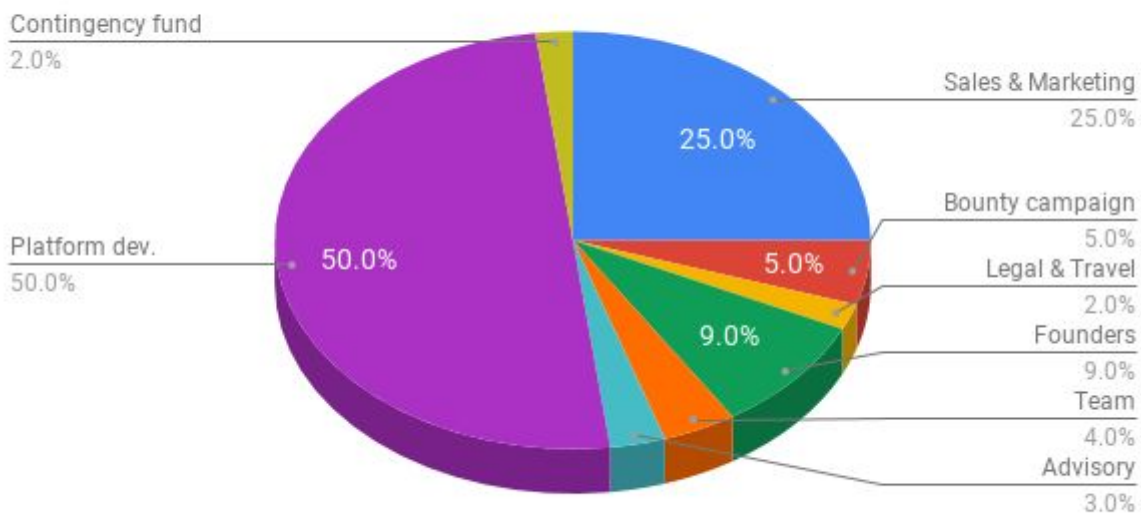


FUNDS ALLOCATION

Use of Private Sale proceeds of \$1M



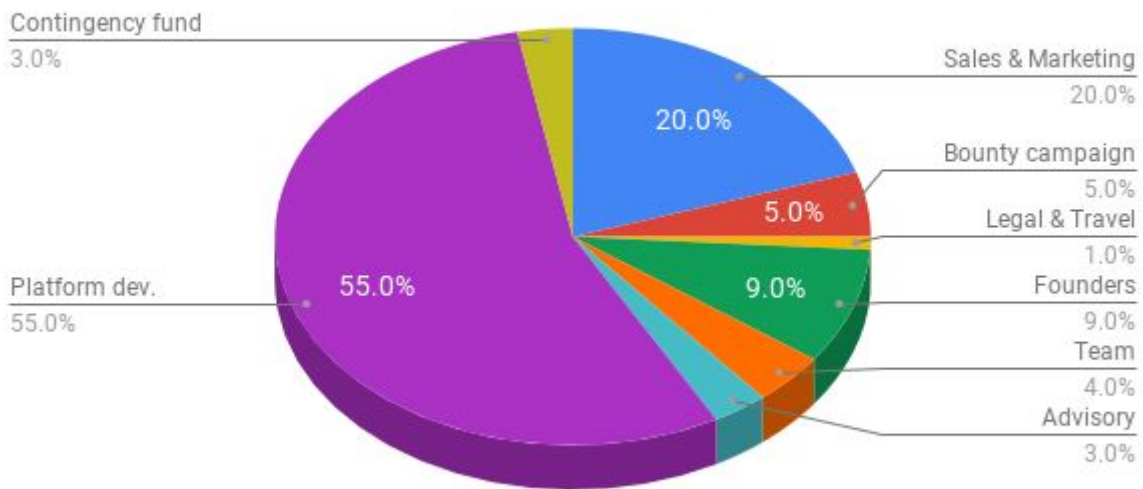
Use of Pre-sale proceeds


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Use of Crowdsale proceeds



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YLLA SMART CONTRACT (REWARD FEATURE)

After specific time periods actively spent and/or after each transaction in Ylla platform, one or both of the participants receive a certain amount of YLA as a loyalty reward from the smart contract. Ylla smart contract periodically will try to purchase the reward tokens back by creating buy offers. These buy offers will be funded by a dynamic percentage of transaction fee revenues. This way, the value of YLA will appreciate by time. Ylla Dinars are always pegged to the fiat currency.

Example:

1. Adam and Bob are the two first users of Ylla platform.
2. Adam is a cab driver and registers on the Ylla platform.
3. Bob deposits 100 dinars to exchange 100 Ylla Dinars to his wallet.
4. Bob orders a car through a ride-hailing app on the platform.
5. Adam provides the transport service and Bob pays 100 Ylla Dinars automatically.
6. Adam receives 1 YLA (Ylla Rubia) as a reward for his service.
7. Bob receives 1 YLA (Ylla Rubia) as a reward for his loyalty.
8. Adam pays 10 Ylla Dinars as transaction fee.
9. At the end of the month the Ylla smart contract has 10 Ylla Dinars worth of transaction fees as revenue.
10. According to the preset dynamic revenue share algorithm of the smart contract this month, 50% of all revenues are spent on YLA buybacks.
11. Ylla smart contract automatically creates 5 Ylla Dinars worth of Bid (buy offers) for all outstanding YLA (Ylla Rubia) that is 2 YLA (Ylla Rubia) currently
12. The Bids will look like this
 - a. All monthly commissioned Ylla Dinars (5) + remaining fund from previous months divided by
 - b. All outstanding YLA (2)
= 2.5 Ylla Dinars for 1 YLA
13. Adam and Bob can decide if they want to sell their Ylla Rubia for 2.5 Dinars or wait for the next month when the Ylla smart contract will do the next Bid.
14. Next month
 - a. let's suppose that Ylla platform will collect 100 Ylla Dinars worth of commission revenue (50% of it is 50 Ylla Dinars)
 - b. And will release 15 YLA (Ylla Rubia) to many new users
15. At the end of second month, Ylla Smart contract will withdraw previous Bid (2.5 Ylla Dinars for 1 Ylla Rubia) and will create a new bid with all remaining funds (55 Ylla Dinars) for all outstanding Ylla Rubia (17)
 - a. All monthly commissioned Ylla Dinars (50) + remaining fund from previous months (5) divided by
 - b. All outstanding Ylla Rubia (17)
= 3.24 Ylla Dinars for 1 YLA (Ylla Rubia)
16. All holders of YLA (Ylla Rubia) can decide if they want to cash out of Ylla Rubia partly or fully or remain holders of Ylla Rubia expecting further appreciation of the asset.

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17. In case there is no liquidity in the market (no Ask offers because nobody is willing to sell their YLA) smart contract will start to lower the amount of YLA loyalty token given away per transaction. To secure that, it never runs out of YLA tokens to give away as a loyalty token.
18. All Ylla Dinar holders can try to buy YLA by making Bid offers in Ylla Dinar «-» Ylla Rubia token pairs.

SPECIAL VALUE GUARANTEE

Ylla smart contract offers a constant buy-back option of all Ylla Rubia tokens (YLA) that are held by others than the Ylla platform. The buy-back bid renews monthly according to the actual revenue stream. Ylla smart contract will try to buy back all YLA tokens that are not held by the platform. As long as there are users of the platform, there will be demand for YLA tokens.

RISK IN RELATION TO THE FIRST ISSUE

This being the first public issue of Ylla tokens (YLA) - crypto tokens with reward feature and special value guarantee - there has been no formal market for Ylla token (YLA) - crypto loyalty tokens with reward feature and special value guarantee of our Company. The face value of Ylla token is 1,- USD each. The Floor Price will be defined by supply and demand without using any Cap Price. The Issue Price (determined and justified by Company in consultation with Underwriter) should not be taken to be indicative of the market price of the Ylla token (YLA) after Ylla tokens (YLA) are listed and made available for trading. No assurance can be given regarding an active trading of Ylla tokens (YLA) or regarding the price at which the Ylla tokens (YLA) will be traded after listing.

GENERAL RISKS

Purchasing, holding and selling crypto-assets involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their entire investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue. For taking an investment decision, investors must rely on their own examination of the project and the token, including the risks involved. Specific attention of the investors is invited to see "Risk Factors" chapter.

ABSOLUTE RESPONSIBILITY

Underwriter, having made all reasonable inquiries, accepts responsibility for and confirms that this white paper contains all information with regard to the project and the token, which is material in the context of the token, that the information contained in this white paper is true and correct in all material aspects and is not misleading in any material respect, that the opinions and intentions expressed herein are honestly held and that there are no other facts, the omission of which makes this white paper as a whole or any of such information or the expression of any such opinions or intentions misleading in any material respect.

LISTINGS

Ylla tokens - crypto tokens with reward feature and special value guarantee offered through this white paper are subject to OTC (Over-The-Counter) sales from Underwriter for

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whitelisted buyers only.

For Non-Institutional and Retail Individual Buyers, Ylla token is proposed to be made available through a future smart contract.

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TEAM

Raed Arrar
Founder



Nicholas Duggen
CTO



Dave Rowe
Lead Developer



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ANNOUNCEMENTS, NEWS, OFFICIAL COMMUNICATIONS

Any announcements, news, official communications that are relevant to Ylla will be advertised on the official communication channels of Ylla:

(webpages, Telegram, twitter-, facebook- and linkedin-profiles etc.)

- Official webpage: <https://yl.la/>
- Telegram: @raedarrar
- <https://www.linkedin.com/company/ylla-platform/>

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