

Founder: Ilia Loreland

2018-19

Simple  
Profitable  
Entertaining



LORELAND

Embody ideas!

Every person is born for happiness.  
To become happy, it is very important to do what you truly love, to love the one who loves you, to appreciate every moment of life.

We are ready to help you pursue the things you love.

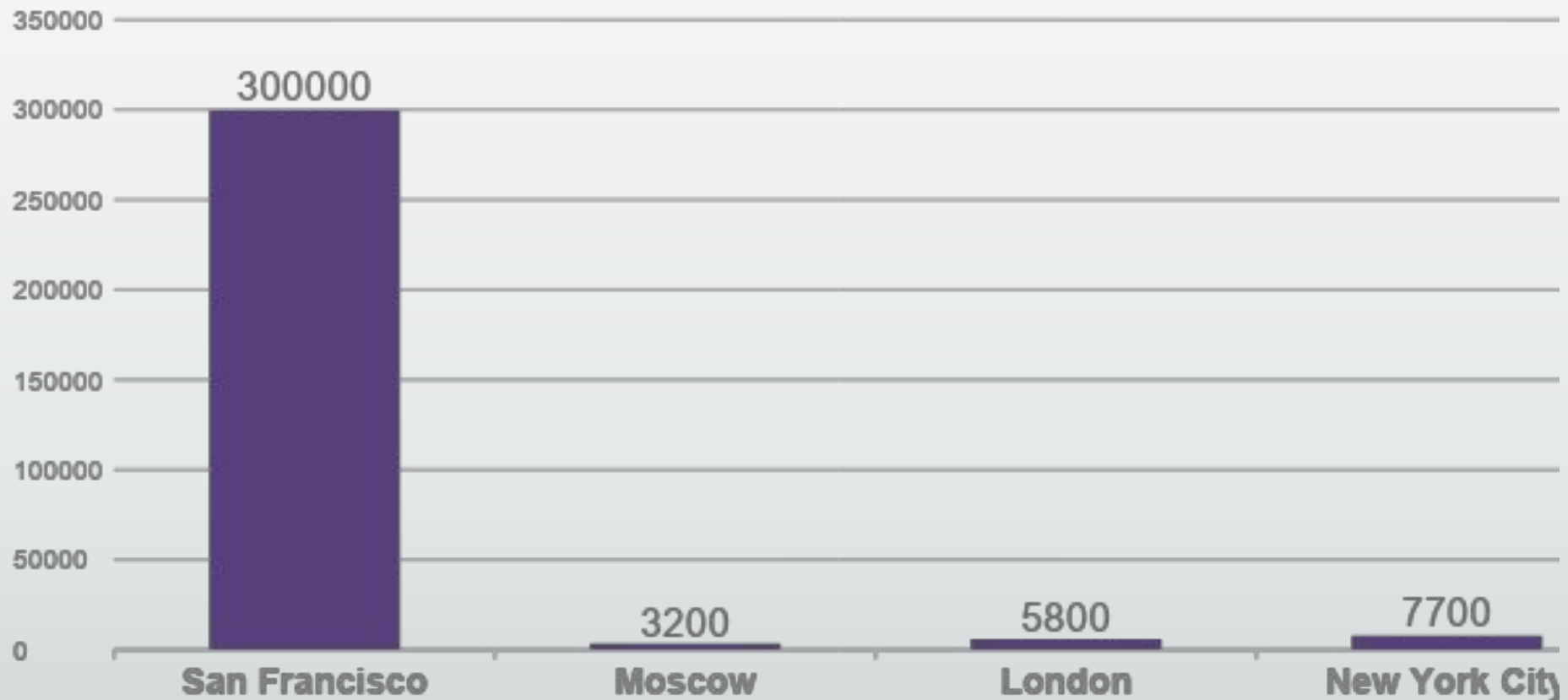
Loreland is a Platform for  
**remote collaborative work**

where you can easy, profitable and exciting  
realize your ideas

The main idea of the project is to create a Platform where each member becomes the **founder or co-investor** of projects investing their efforts or money.

## Current situation with startups worldwide:

Number of Startups:



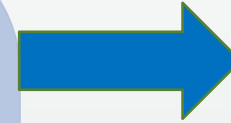
The key issue



and our solution

## Barriers to startups:

- **Psychological** – “I can’t do it”
- **Financial** – “I have no money and it’s too expensive”
- **Organizational** – “It’s very difficult and time-consuming”
- **Social** – “There’s no team, and I can’t do it alone”



**We can help you!**



**You can pay with tokens!**



**It’s easy, if you follow the examples!**



**The whole world is ready to participate!**

## What will be done:

Realization of idea should be a **simple, entertaining and profitable** matter.

There has to be **the correct start** of the project: with proper plans, the formulation of the problem to be solved, help and support from the very beginning, early assessment of product/market fit and acquiring the lacking resources and competencies from other members using **project tokens**.

To provide opportunity for **motivated people from all over the world** to create projects and to participate in them.

Assurance of the return of investments: behind **each bought token** there should be **specific works**, results and solutions put into the project; tokens owner can participate in project's development.

**Fairly and transparently reward** those who **contributed** to the project's development, provide access to payment history and the reasoning behind it.

## Simple:

- To start a project it's enough to describe an idea in 3 sentences;
- We provide templates for plans, stages, tasks – anything you might need;
- We help you with design and wordings;
- Our team is ready to perform assigned tasks for your project tokens;
- We can give you advice, touch up on your project, do parts of the work for you, promote your project and lend you a hand!

## Profitable:

- Any contribution to the project will be rewarded, be it doing work, checking other's solution, voting etc.;
- As a reward you can choose either project tokens or "investor's reward" (liquid token, cash);
- Rewards in tokens of a promising project will grow in dozens or even hundreds of times over the next few years;
- You earn reputation by helping other projects which can be exchanged for assistance to your project from our staff!

## Entertaining:

**"Game" interface of our web-app is currently in development:**

- **Projects are presented as adventures in specific settings (fantasy, cyberpunk, sci-fi. etc.);**
- **Tasks are presented as quests;**
- **Mini games, bonuses, additional prizes;**
- **Competitions with rewards;**
- **Implementation of AR objects.**

# Creation of the Platform for:

## 1. carry out any job:

- 1.1 Divide the project on **stages and tasks**;
- 1.2 Each task should have the **reward and deadline**;
- 1.3 Provide reward seekers with **free access to conditions** of tasks and with limited access to earlier accepted solutions;
- 1.4 Only assign the rewards for solutions that were **checked and voted** by the members.

## 2. account of the investments:

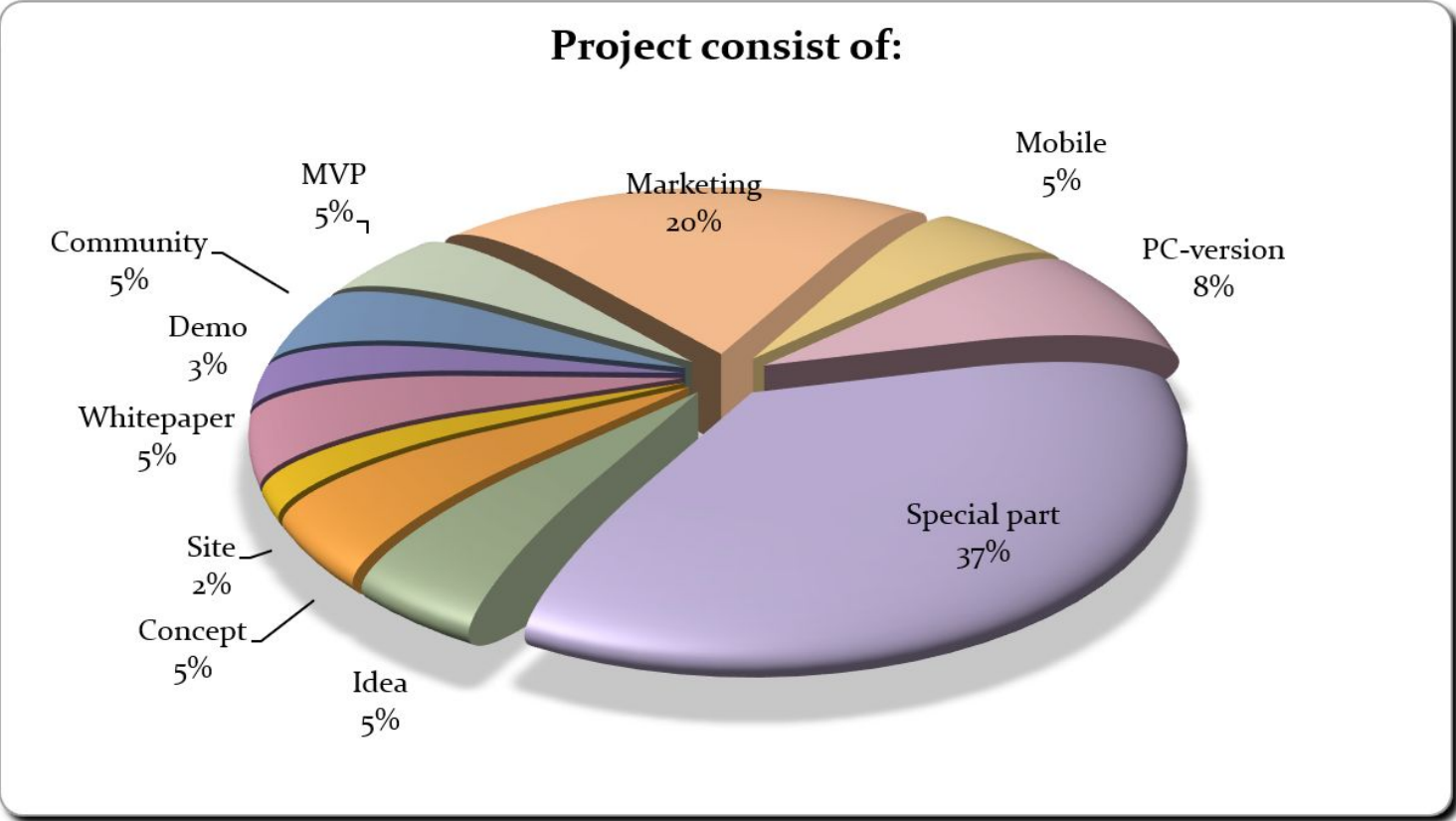
- 2.1 receive a payment for finding an accepted **solution**; **check** someone else's solution; **voting**.
- 2.2 The main reward currency is **project tokens and Platform tokens** ("investor's reward").
- 2.3 **Use** of the tokens received for accomplishing tasks is **limited** until the completion of certain stages of the project.



## Advantages:

# Sample of the Sections page from the project's template (MVP):

	Section	Share	Tokens
1	Idea	5%	5 000 000
2	Concept	5%	5 000 000
3	Site	2%	2 000 000
4	Whitepaper	5%	5 000 000
5	Demo	3%	3 000 000
6	Community	5%	5 000 000
7	MVP	5%	5 000 000
8	Marketing	20%	20 000 000
9	Mobile	5%	5 000 000
10	PC-version	8%	8 000 000
11	Special part	37%	37 000 000
<b>Total:</b>		<b>100%</b>	<b>100 000 000</b>



# Sample of the Concept page from project's template (MVP):

## Concept

7%

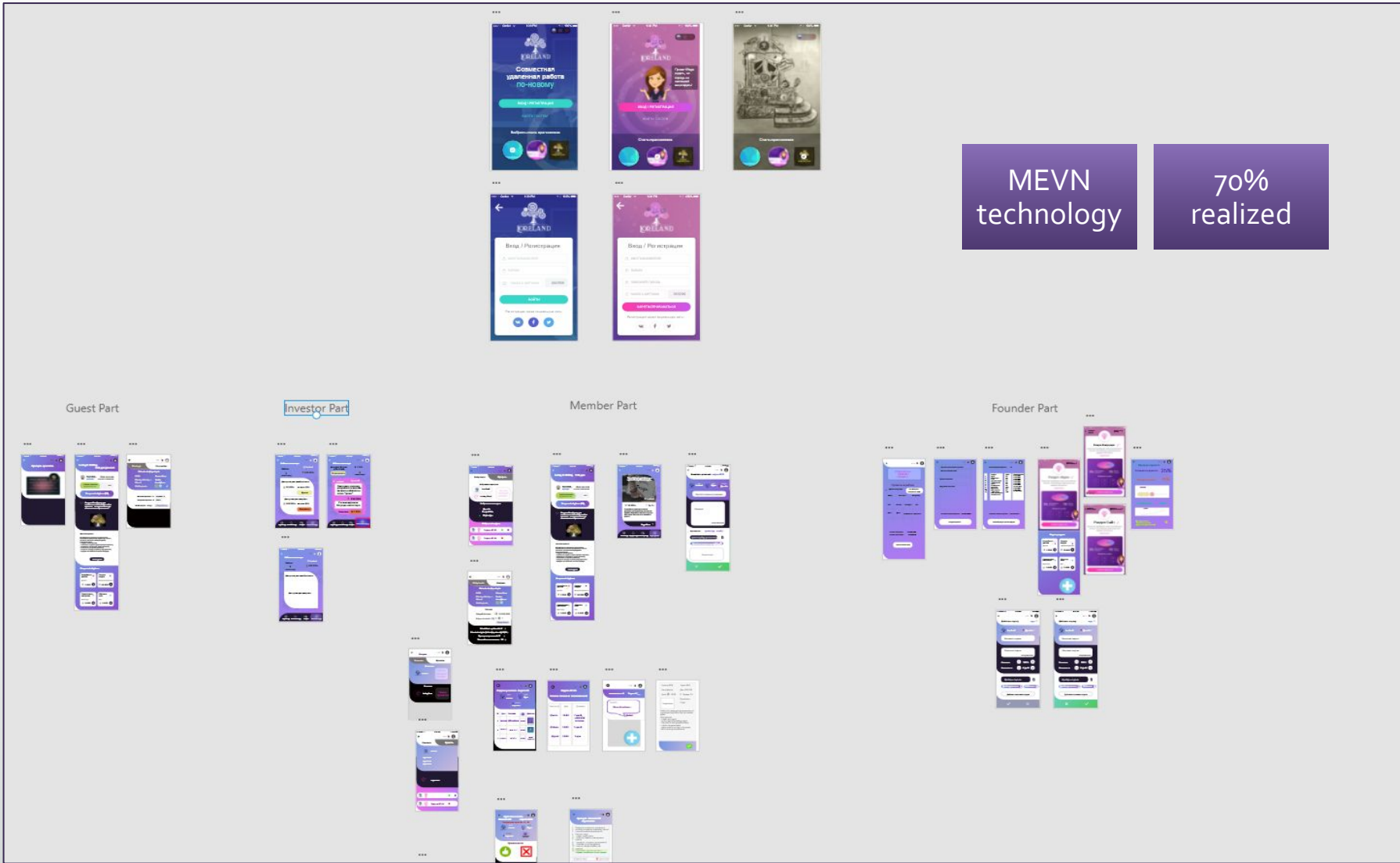
Section weight

100,0%

7 000 000 tokens

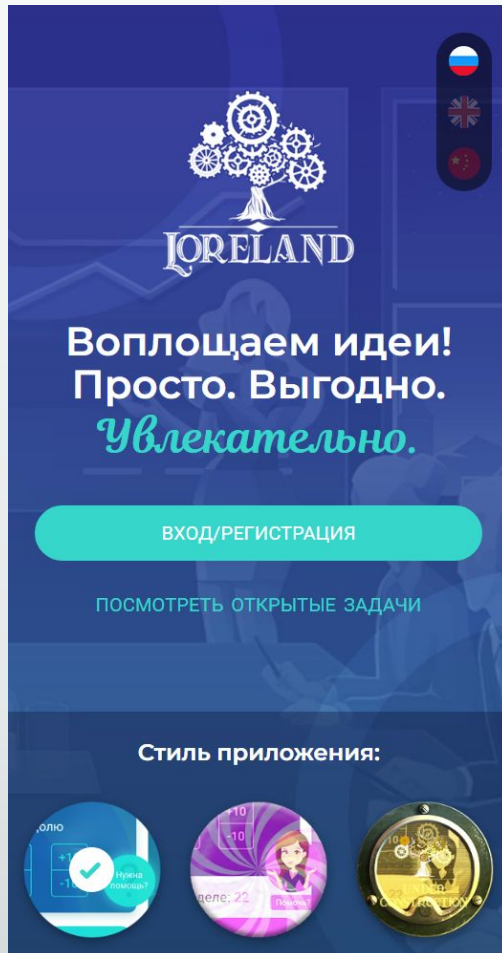
	Task name	Weight	tokens	including:			Completed by:
				Solution	Proofreading	Voting	
1.	Project goals	2,0%	140 000	112 000	14 000	14 000	A1
2.	Sources of income and expenses	1,0%	70 000	56 000	7 000	7 000	A1
3.	Risks	1,0%	70 000	56 000	7 000	7 000	A1
4.	Stages and componentes	1,0%	70 000	56 000	7 000	7 000	A1
5.	Order of implementation	2,0%	140 000	112 000	14 000	14 000	A1
6.	Segments and reviews from the target audience	10,0%	700 000	560 000	70 000	70 000	
7.	Motivation	1,0%	70 000	56 000	7 000	7 000	A1
8.	Structure	25,0%	1 750 000				
8.1	Form main tasks and stages		1 500 000	1 200 000	150 000	150 000	A1
8.2	Project structure		250 000	200 000	25 000	25 000	
9.	Business plan and design	5,0%	350 000	280 000	35 000	35 000	
10.	Section administration	1,0%	70 000				
11.	Reserved	51,0%	3 570 000				

# Web-app Structure (from prototype)

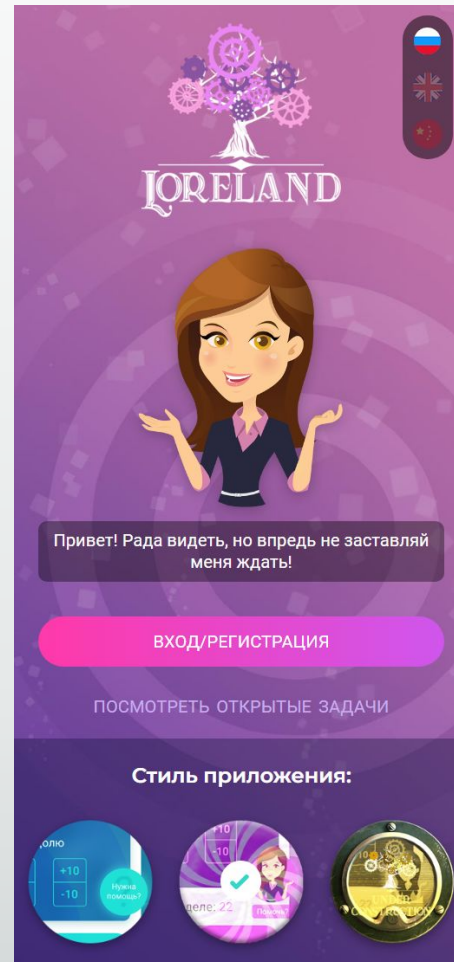


# Sample page from web-app

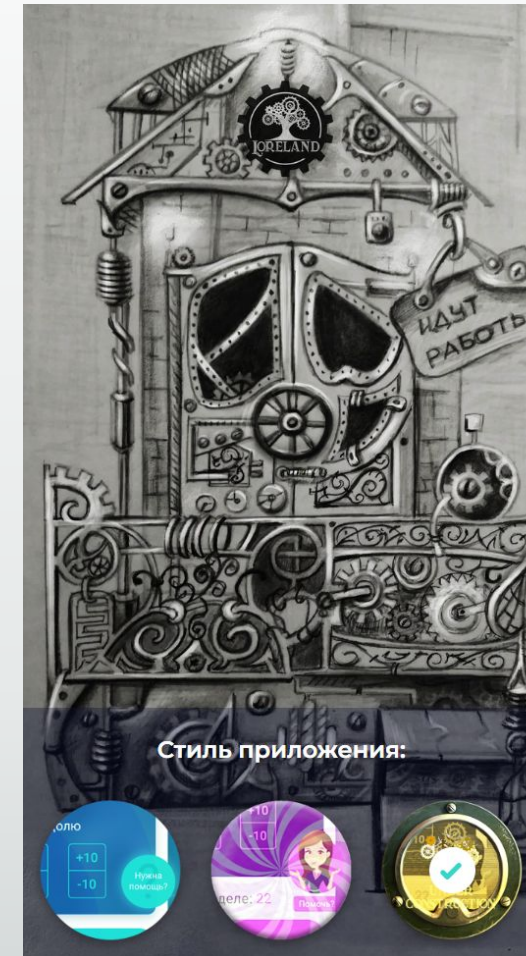
«business»



«sweet»



«game»

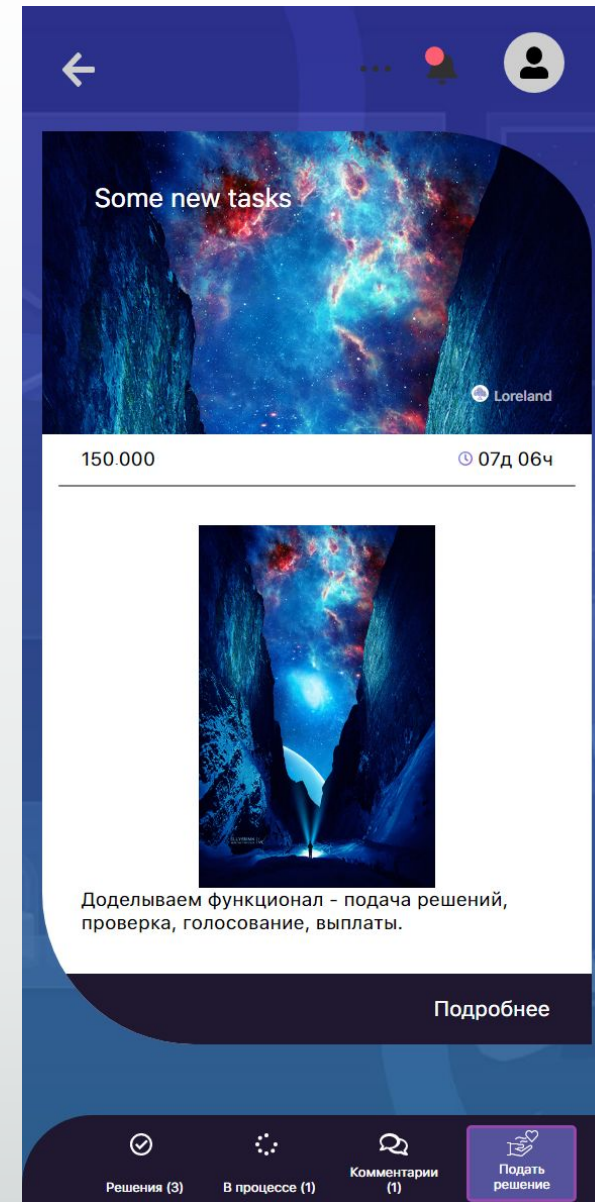
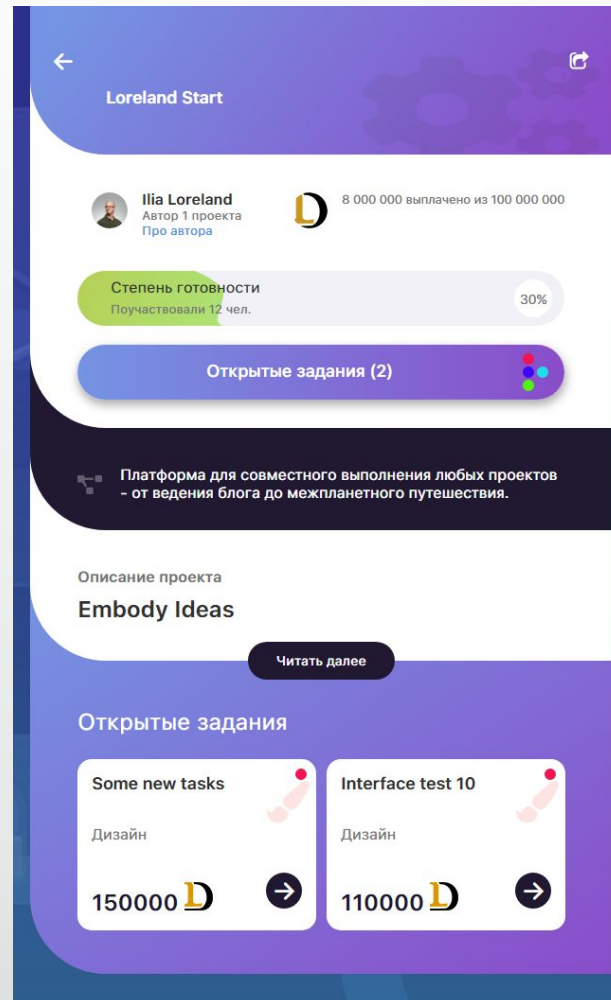


Choose the app style and language

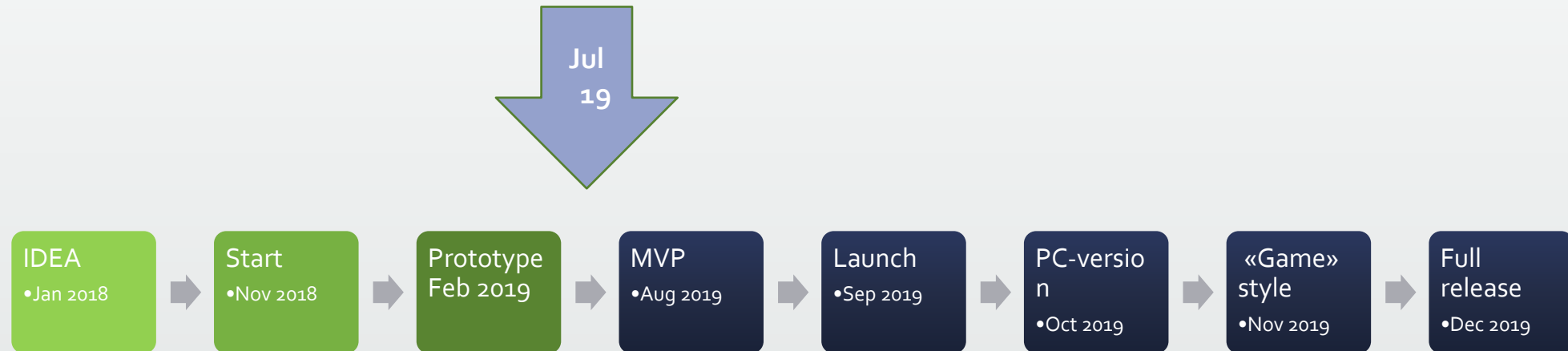
# Samples from web-app

project and tasks pages

("business" style)



# Road map



## Market and Competition:

Market should be shaped by increasing and encompassing:

- number of startups up to 20 thousand per year
- with an aggregate valuation of at least \$ 100 billion in 3 years.

No direct competition;  
**indirect competition** will be:

- with startup accelerators for founders;
- with freelance exchanges for performers.



## Business model - B2B

### Paid services:

- starting a private project;
- storing the copies of immutable data;
- issuing and registering client's tokens;
- adapting the templates for client's project;
- administration of projects;
- assessment of product/market fit;
- optimization of client's expenses;
- promoting on the Platform;
- special project designs and etc.

### Free services:

- starting a public project
- basic design
- Starter Kit templates

## Current tasks:



Finish MVP in web-app form

Link the app with Minter network

Launch the project for the first 5-10 clients and determine the product-market-fit

# Contacts

**Founder:** Ilia Loreland (IT background, MBA, entrepreneur)

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Minterscan's profile: <https://minterscan.net/address/Mx77c4c77623158189e34a491f07a1c4c8851f8fd6>