



Loyela

THE PROTOCOL FOR CUSTOMER LOYALTY

LIGHTPAPER V1.0
Draft



THE CHALLENGE

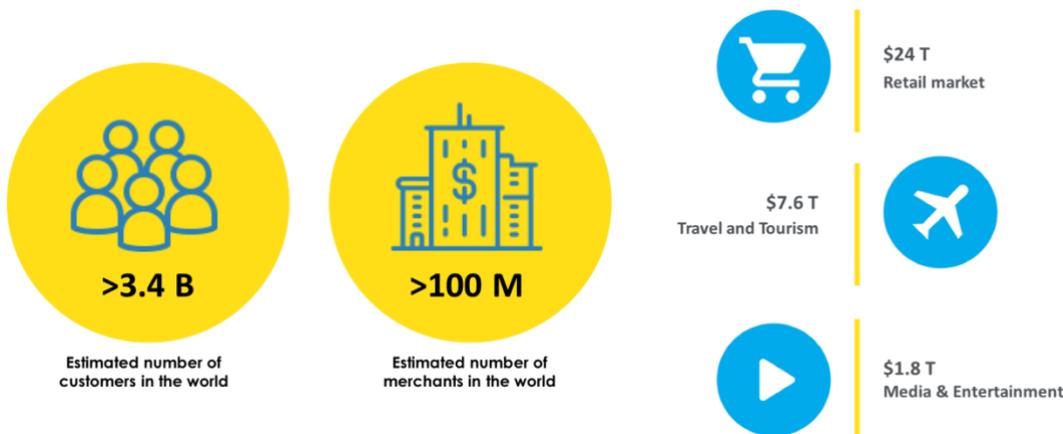
While there is strong evidence that well-run loyalty programs can work wonders for business growth, worrying statistics show that most of them are not achieving their objective. In 2016, more than \$100 billion dollars of rewards points were unredeemed in the US alone. Multiple studies highlight issues like poor customer experience, irrelevance of rewards, and an inability to connect with Millennials.

Merchants encounter high operating costs and liabilities, data and privacy concerns, difficulties in scaling and interoperability across legal entities and borders. Lack of customer insights also prevents them from leveraging loyalty programs to their full potential.

Customers too are unhappy with the entire experience. They find rewards too unattractive to be bothered with, or points that expire before they can redeem them, and in recent times, also worry about their data security.

MARKET POTENTIAL

The loyalty industry has the potential to touch more than 100 million merchants serving more than 3.4 billion customers worldwide, in transactions worth more than \$34 trillion! The market size of rewards programs based on transactions alone is at least \$200 billion. When we add behaviour-based loyalty in this mix, the potential of the loyalty market becomes manifold.



Surely this industry needs to be served better with an innovative business model than can benefit both the customers and the merchants and take the industry into the future.

LOYELA'S VALUE PROPOSITION

Loyela is the world's first Smart Loyalty[®] protocol that truly revolutionizes the way we look at loyalty today. It addresses the interests of both sides involved in the market – the merchants and the customers!

In a nutshell, merchants can look forward to several benefits as part of the Loyela Protocol:

- Reduction of administrative costs
- Higher program efficiency
- Highly secure and trustless platform - human error reduction and fraud prevention
- Access to a bigger customer base
- Collaboration opportunities with other businesses
- Integration across chains and franchises globally
- Access to a wider range of attractive rewards via Rewards marketplace
- Introduction of behaviour-based loyalty
- Customer analytics for personalized and targeted promotions

Customers can look forward to several benefits by participating in Loyela loyalty programs:

- Seamless experience – instant crediting of rewards points from multiple merchants globally
- Single app to view, access and redeem rewards points
- More redemption choices
- Transferable rewards for friends and family
- Ability to exchange L-Stars peer to peer
- Rewards earned do not expire with time, can appreciate in value
- Control over data ownership and ability to monetize personal data

The protocol layers provides the blockchain and insights generating infrastructure for any company to build their own proprietary loyalty program. Merchants can create their own custom loyalty programs on top of the Loyela protocol, utilizing its rich infrastructure specially designed to foster higher levels of engagement and loyalty with the customers. Alternatively, merchants can also choose to participate in the Loyela Rewards app which is built on top of Loyela protocol, joining hands with other merchants in a collaborative environment. The Dapp empowers small and medium businesses to join force easily at low costs to increase customer acquisition and retention.

HOW LOYELA WORKS

Loyela is a rewards and loyalty protocol that empowers brands and merchants to engage and excite their users, promoting increased spending and higher sales. Tokenization of the rewards program using blockchain opens up a wealth of possibilities and opportunities for creating truly delightful and valuable loyalty programs that foster loyalty and engagement.

Higher levels of engagement and loyalty is achieved by configuring rewards for a variety of activities that can be considered as promoting the brand, helping them by providing feedback or showing loyalty by influencing others.



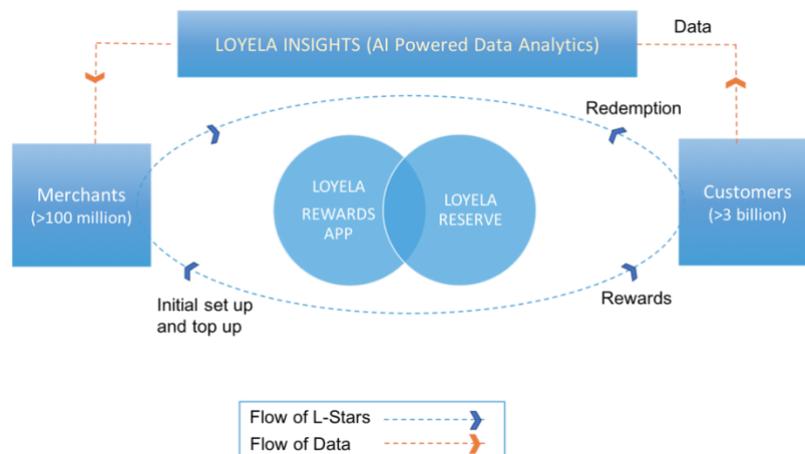
It gives direct access to customers who will not only advocate the brand, but also actively participate in shaping the brand’s future. It also gives merchants a powerful tool to engage with their customers in a meaningful and authentic way – something that will appeal to the younger customers (Millennials and Post-Millennials) even more.

Customers also have full control over their data ownership, and will have the ability to monetize it via Loyela’s platform.

Apart from rewarding the customers for a wide array of activities, merchants can also get valuable insights through Loyela Insights® to create personalized and targeted promotions. These AI powered insights will empower merchants and brands to target their customers at an individual and personalized level based on their profile, shopping preference and location. This is a powerful tool that will enable merchants and brands to realize the full power of the loyalty programs.

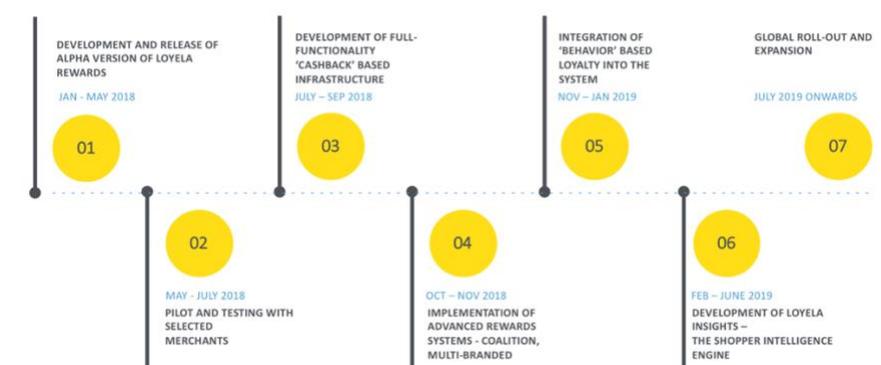
The Loyela ‘Smart Loyalty’ solution will have merchants, customers and Loyela sub-systems interacting with each other. The internal Loyela system will consist of the following:

1. Loyela Rewards
2. Loyela Reserve
3. Loyela Insights
4. Loyela Tokens (L-stars)



Each of the participants in the ecosystem will interact with each other through the utility token L-stars.

DEVELOPMENT TIMELINE AND MILESTONES



TOKEN STRUCTURE AND DETAILS

Tokens supplied for crowdsale	2,000,000,000
Type of tokens	ERC20
Price of each token	1 L-star = \$0.01
Soft cap	\$ 0.5 M
Hard cap	\$ 20 M
Currency accepted	ETH
Private pre-sale begins	15 April 2018

LOYELA'S TEAM

Swati Joshi (*CEO*): Founder of Influenshine, IIT Kharagpur alumni, Amazon Best-selling author, HuffPost Contributor.

Abhishek Ambastha (*CTO*): Expert in Deep Learning, Machine Learning and Blockchain. Award winning engineer from Cisco and RLabs. Graduated from IIT Roorkee and UCL, London.

Karthik Iyer (*Blockchain and AI Advisor*): Top 200 Fintech Influencer, India ambassador of P2P Foundation, Founder of India's first end-to-end Blockchain and Crypto Research firm BlockchainMonk.

Chandan Joshi (*Chief Strategy Advisor*): Ex-P&G, Ex- BCG, Senior Consulting Partner of retail and consumer good, Speaker at World Economic Forum.

Adrian Wylenzek (*Loyalty Expert*): Ex- Lufthansa and Miles and More. Onpoint Loyalty network.

Renu Bhatia (*Fintech Advisor*): VP of HK Blockchain, Founder of Supercharger Fintech Accelerator. Ex- HSBC and Goldman Sachs, MBA from the Yale School of Management.

Alexander Harutunian (*Blockchain Developer*): Specializing in Fintech and blockchain applications.

Ta-Yao Lin Davy (*Business Development*): Ex entrepreneur, Online retail and ecommerce experience.