

# LINE SOCIAL



## Cryptocurrency Social Network

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## Interactivity guide

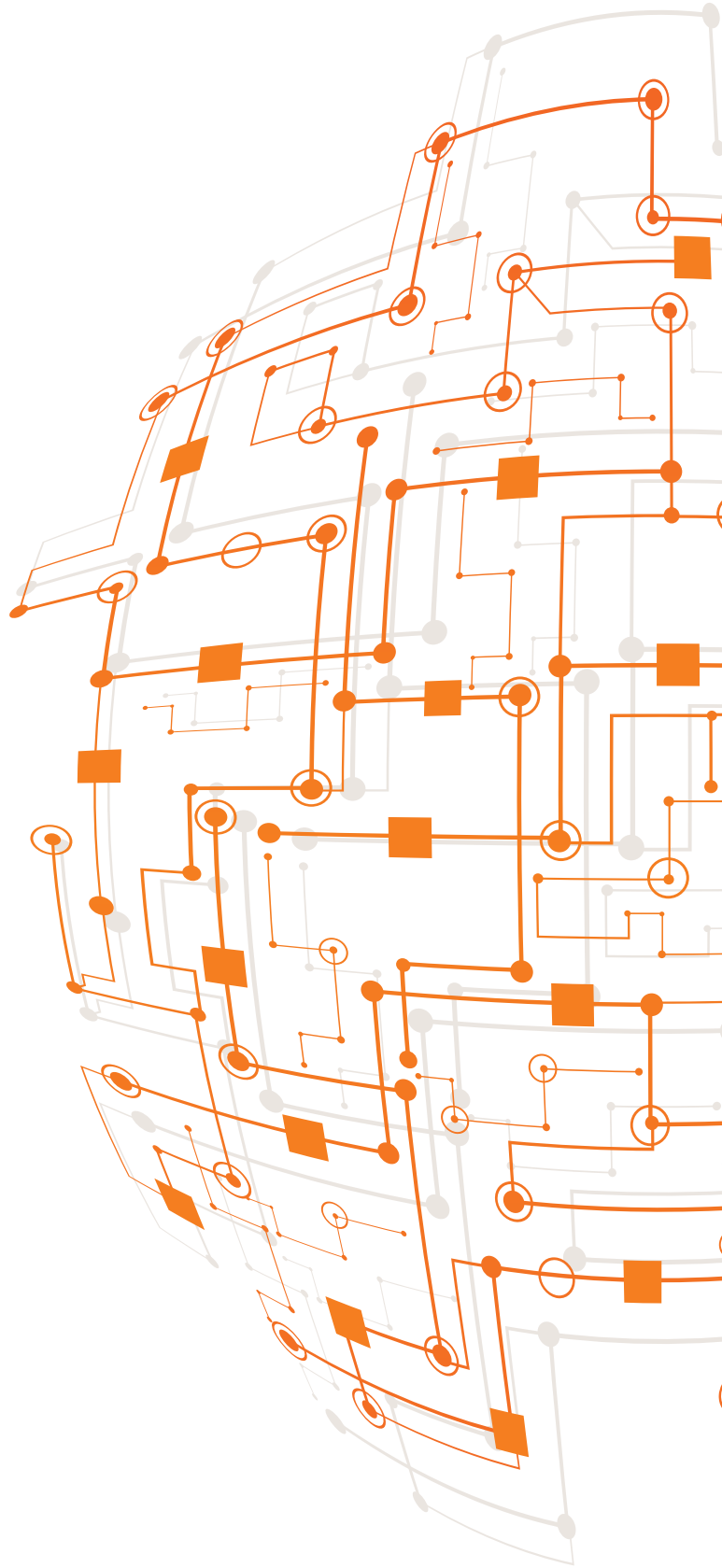
- To access the pages that appear in the table of contents simply click on the title or the page number.
- To return to the summary in the course of reading click on the social line - ICO Whitepaper in the lower left corner.

# Introduction

Social networks as well as facilitating communication among friends, became an important tool for business and services.

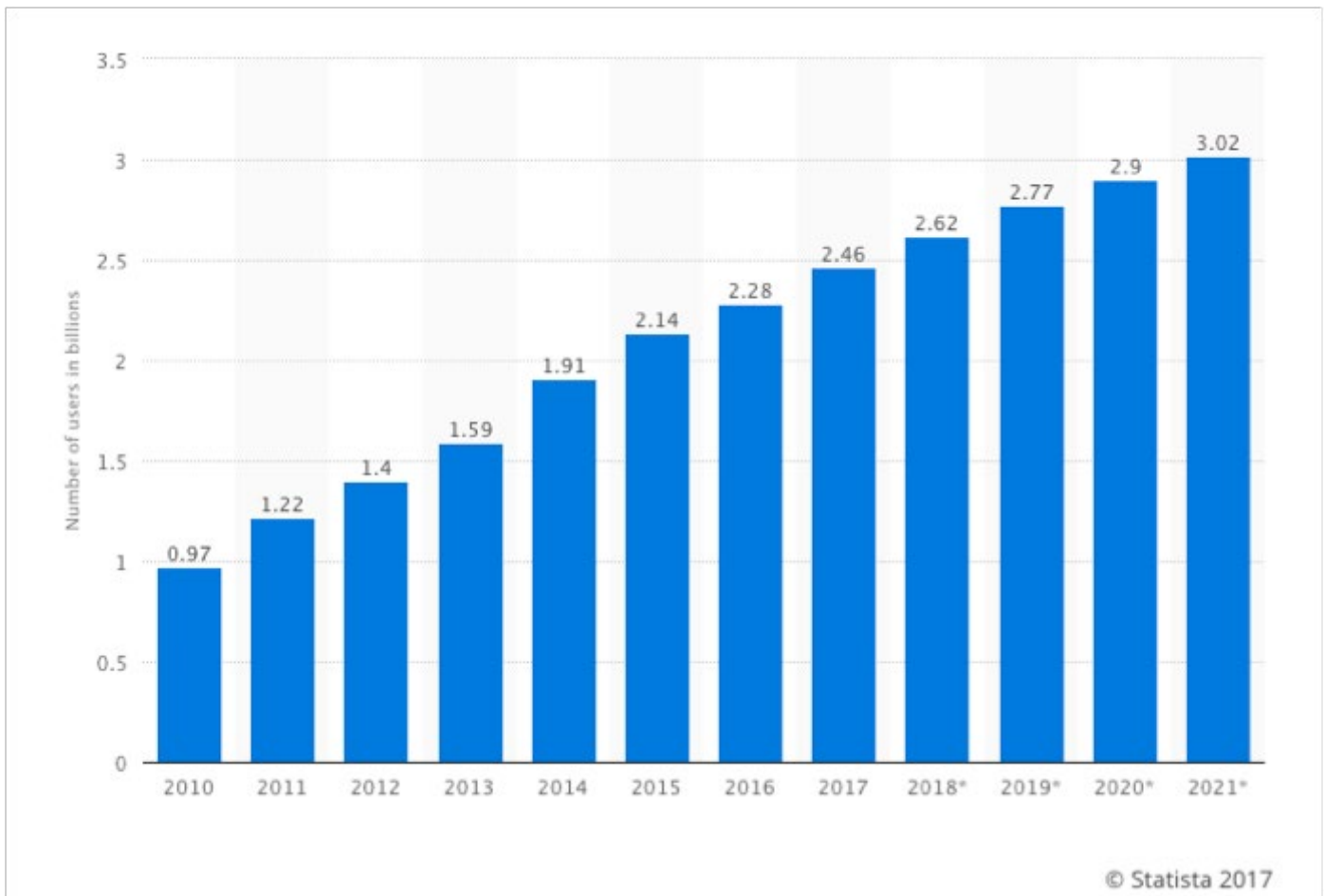
As the time goes by, the social network become increasingly more used for make appointments, online purchases, enable direct contracts between customers and service providers in a safe way.

It became the fastest marketing way, enabling companies to stand out in the domestic and foreign market, increase visibility, add value to their brand, as well as provide services and know their customers.



# Market

Social networks are the most popular online activities and are constantly growing. In the chart below we can see a growth projection of new users around the world. It is estimated that by 2021 we will have a total of 3.02 billion users:



**Figure 1:** Number of users of social networks around the world between 2010 and 2021 (in billions)

# Digital Advertising

It is a professional activity that aims to facilitate the public diffusion of companies, products and services, through commercial advertising that induces the public to a dynamic attitude.

A market that continues to grow worldwide and should surpass the total invested in TV in 2017.

The eMarketer estimates that the United States will move \$ 83 billion in digital advertising by 2017, an advance of 15.9% over the previous year.



# Blockchain

The blockchain also known as “the trust protocol” is a technology that aims to keep records of permanent transactions and tamper evidence.

They have the function of creating a global index for all transactions that occur in a particular market. The network is decentralized which means that there is not a single point of failure in the system.

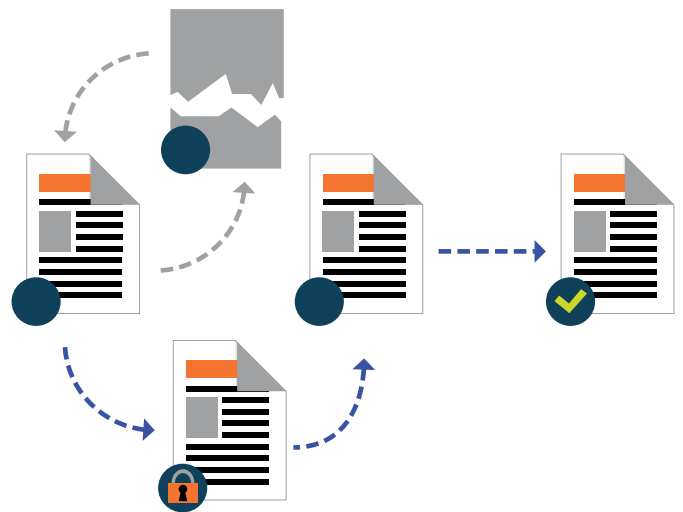
The blockchain is the main technological innovation of bitcoin since it is the proof of transactions on the network.

# Smart Contract

A smart contract is a computer protocol made to facilitate, verify or reinforce the negotiation or performance of a contract, being able to be executed or enforced on its own.

Smart contracts are written as a programming language code, which are run on a computer, rather than written on a legal language paper.

In these codes, strict rules and consequences are defined, just as a legal document would do, declaring the obligations, benefits and penalties that can occur in several different circumstances. In addition, unlike a traditional contract, a smart contract is able to obtain information, process it according to the rules set

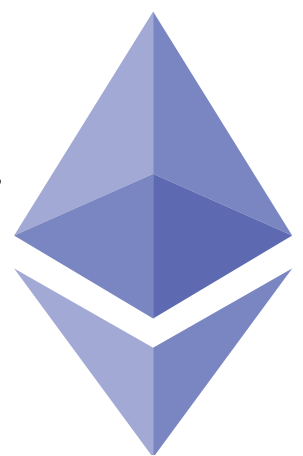


out in the contract and, as a result, take the appropriate actions provided on it.

The configuration and compliance of the terms of agreement are made by smart contracts, through the use of computer codes.

# Ethereum

Ethereum is the platform capable of executing intelligent contracts, using blockchain technology and generating the storage of encrypted records, which can be validated and verified by the user.



# Line Social

A distributed and decentralized social network that is going to use blockchain technology to be more faster and more security for users.

## Mission

Ensure the security and privacy of people in data sharing. In addition to maintaining a connected and open environment so that they can express themselves and connect with friends / relatives, maximizing the perceived value.

## Vision

Be global, generate value for users and be a reference in the businesses in which it operates.

## Values

Appreciation and respect for people; Performance; Commitment; Ethic; Transparency.

In our platform you will be able to enjoy all the advantages of a social network, interacting with friends, companies and celebrities.

To keep the platform profitable and self-sustaining, we will integrate a digital advertising system (**Line Ads**) that will be built using smart contract technology on the Ethereum platform.

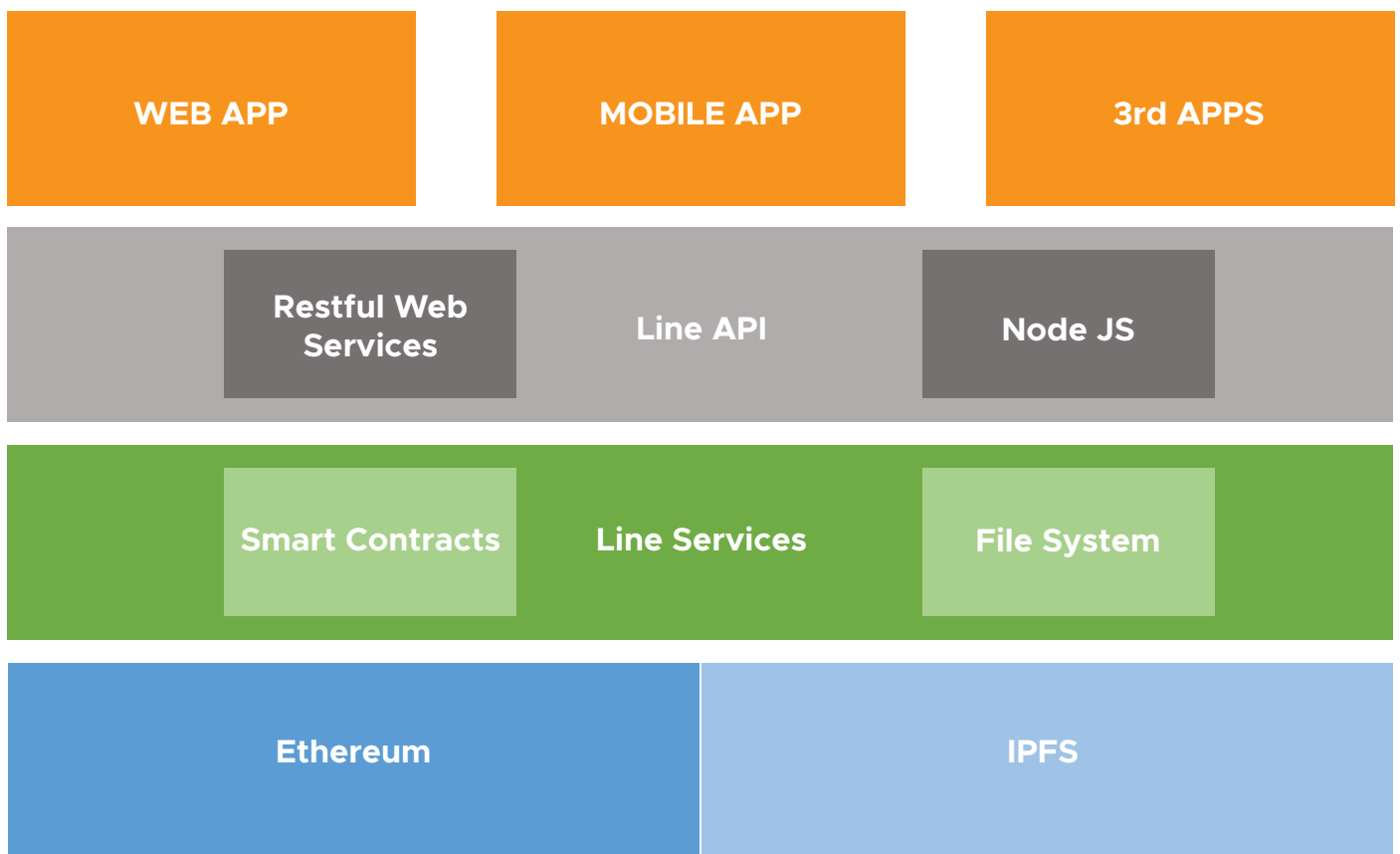
Companies will be able to announce their products or advertising campaigns on the Social Line using the **Line Ads** platform.

# Bennefits

- Will be several models available, of campaigns by category / keyword, specific to your target audience or direct negotiation with any user or company.
- Each time an advertisement appears on a user's timeline, the owner of the post will be rewarded with a percentage of Line Social's revenue, according to their campaign participation.
- Our goal is to reduce costs for companies and increase revenue for the advertiser, since **Line Social** will have a low percentage between the negotiations.
- Organization and creation of events will also be available on **Line Social**, but beyond creation, the owner of the event can raise funds or even sell tickets using our platform. Everything will be done using smart contracts in the ethereum network, giving greater security to all those involved.
- The Platform will use token (**Line Coin**) for all transactions, payments, advertising revenues, among other features to be included in the future.



# Architecture



## 1 – Orange Layer – APPs

This is where web applications, mobile applications and future applications developed by third parties that feed from our API.

## 2 – Grey Layer – Line API

It will be the bridge between backend services and applications, it will run on nodeJs system and will use the Restful protocol.

## 3 – Green Layer – Line Service

It is the main processor of our platform, where all the management of Smart Contracts, file systems, database, etc. will be made.

## 4 - Blue Layer – Ethereum and IPFS

It is the foundation of our system, we will combine Ethereum and IPFS technologies to develop a fully secure and decentralized platform.

# Features

## **Friends, Followers and Companies**

- Users can interact with friends, celebrities, and businesses.
- Companies will be able to create their official profiles and interact directly with their clients.

## **Reward by creation of content**

- Users will be rewarded by their audience and creating high quality content.

## **Tickets sale and Event scheduling**

- Through smart contracts, users and companies will make the sale of tickets with advance collection, with total security.

## **Advertising Platform**

- Companies will advertise their products by negotiating directly with digital influencers or by the platform, redirecting to your specific audience.

## **Wallet - ethereum (Line Coin)**

- Platform will use token (**Line Coin**) for payments and advertising revenues, post highlights among other features to be included in the future.

## **Ethereum + IPFS**

- Infrastructure built in a totally decentralized environment with innovative IPFS storage technology.

## **Privacy**

- Each user is going to have control of their activities and followers, guaranteeing everyone a safe environment with total privacy.

## **Specific Accounts**

- There will be two types of accounts (legal entity or natural person). The business will be focused to facilitate business, and the personnel will be for the ordinary user of the day to day.

## **Web and Mobile Application**

- The access to **Line Social** will be through WEB and mobile (Android and IOS).

# Token Distribution (ICO)

## Total Line tokens (LNC)

Line Tokens	100%	1.000.000.000
Air Drop	5%	50.000.000
Exchanges / Investors	65%	650.000.000
Retained	20%	200.000.000
Founders	10%	100.000.000

## Air Drop

LNC tokens per users	5.000 LNC
Max. Users	2.000
Airdrops quantity	5

## Tokens use

Develop	55%
Marketing	15%
Partners	10%
Future use	10%
Extra expenses	10%

# RoadMap

2017/06 Start of the project

2017/08 First version of white paper (pt)

2017/10 Site launch + White paper final version + mockup

2017/11 Air Drop distribution

2018 1st half Listing on Exchange + assembly of team + office build

2018 2nd half Delivery of **Line Social** beta version

2019 Beginning development and integration of **Line ADS**

