The messenger project for generation blockchain

TLIND

Messenger of Contacts
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Introduction

The process of digitalization of our everyday life has already become irreversible. According to the investigations in 2016 and 2017, more than 80% of the developed countries population has access to the Internet and more than 60% of Europeans have smartphones with almost constant access to the network.

As the connectivity of the world is growing, so the number of companies aimed to offer their services online is also increasing. Finance, education, health, trade and entertainment are actively digitized to satisfy needs of existing customers and to find new ones.

Nowadays the European Parliament and other authorities around the world are developing new rules and principles for electronic services. It reduces the legal uncertainty and stimulates business to go online. That's why opportunities and prospects for such a project as "TLIND" are offered.

Tlind Foundation is a team of specialists in finance, security, legislation and technologies, raising finance for “Tlind” messenger. Our aim is to monetize the growing trend of the personal data focusing on the following items:

1. The financial services that underlie any business relationships;
2. The marketplace services for implementation of the personal data and recommendations.

In case of success at the ICO, the Tlind project will become a messenger, which is accessible from anywhere and at any time. It will perform all functions of the classic messenger and become a passive source of income for everyone who has a mobile phone.

This prospectus discloses financial, technical and legal aspects of the project, our step-by-step development plan and technologies that will be developed on the basis of “TLIND” infrastructure.
What is a “TLIND”?  
First of all launching as a marketplace, "Tlind" is aimed at the creation of the whole ecosystem of services that will make it an assistant in daily worries ensuring safe and seamless connection between life and things that we love and use every day.

- Tlind is a smartphone application based on the theory of six degrees of separation, the theory according to which any two persons on Earth are separated only by five levels of the common acquaintances on the average (and correspondingly by six levels of connections).

Everyone is indirectly familiar with any other inhabitant of the planet through a chain of the common acquaintances which includes five persons.

Now you can expand the circle of your contacts.

Tlind is a smartphone application based on the theory of six degrees of separation. According to the theory any person on the planet can be connected to any other person on the planet through a chain of acquaintances that has no more than five intermediaries.

Everyone is indirectly familiar with any other inhabitant of the planet through a chain of the common acquaintances which on average includes five persons.

Now you can expand the circle of your contacts.

Tlind provides you with intelligent search of people you need and recommendations.

Tlind allows to earn on sharing your recommendations and contacts.

Among other services of the “Tlind”ecosystem, scoring systems for credit and insurance business, currency and commodity trading platforms, seed and venture tools of investment, digital ID and surety services and other opportunities listed in this prospectus are planned.

Designing "Tlind" we design a powerful scalable platform aimed at simplifying our everyday life.

A prototype of Tlind application.
The ICO Structure

“Tlind” raises the finances for the launch of the messenger and the development of relevant technologies. For this purpose "Tlind" fund issued the investment tokens “Tlind Tokens” (TDT), which are the smart-contracts based on Ethereum (see Appendix 1). “Tlind” fund will ensure the storage and disposal of the collected funds if necessary.

“Tlind” is an international company, controlled by laws and subject to audit. It guarantees transparency of its actions and safe storage of the funds.

Name of the token: the token TDT – grocery smart-contract of “Tlind”.

"Tlind" token provides the token which will be considered as a membership in a private club and crypto-currency as an information element for providing a discount; the discount applies to all issued tokens. Owners of the tokens do not pay any commissions in the messenger “Tlind”.

Tokens will be distributed in proportion to the amount contributed by the investors during the ICO.

Number of the tokens:

the final number of the tokens is not set because the further issue of the tokens may be necessary before the end of the placement and/or annulment of the unsold stock on its completion.

The starting course:

the cost of one token is $ 2 per token.

Duration:

The pre-ICO stage is from September 25, 2017 till October 10, 2017.
The ICO stage is from November 10, 2017 till January 1, 2018.

According to the results of the ICO all unsold tokens will be annulled.

The ICO structure

Allocation of Tokens:

• Among the users: 80%;
• To founders: 15%;
• “Bounty”-campaign: 5%.
Bonuses:
• the 1st day: + 50% of the bonus tokens;
• the 2-7th days: + 30% of the bonus tokens;
• the 2-3rd week: + 15% of the bonus tokens;
• the 3-4th weeks: + 10% of the bonus tokens;
• the 5-6th week: + 5% of the bonus tokens;
• the 7th week: 0% of the bonus tokens.

“Bounty”- campaign:
• Campaign in Facebook: 10% of the total reward;
• Campaign in "Twitter": 10% of the total reward;
• Campaign of signatures in Bitcointalk: 15% of the total reward;
• “Tlind” support in the network discussions: 10% of the total reward;
• Translations into other languages in Bitcointalk: 15% of the total reward;
• For special support: 40% of the total reward.

Reward for the "bounty"-campaign is performed after completion of the main publishing, according to the results of which all the sold tokens are taken for 80% of their total number. The remaining 20% are allocated then among the founders and as rewards as it is described above.
Economic justification

Designing of the messenger consists of many different aspects, including licenses, regulations, technologies, entering different alliances and payment networks, and even a creative component.

You can see the step-by-step plan below which covers the main levels of our activity following the results of the ICO. Every ICO level is conceived as the basis for the next one and will be implemented in accordance with the reaction of the market to our ideas.

The main (although not the only) articles of the expenditures, received for the ICO, will be the acquisition of licenses, systems development, recruitment of the team and marketing.

The “Tlind” user base

The strategic partners of the project will provide their own user database as starting to launch “Tlind”. We expect at least the coverage of 500 thousand active users, the access to which will be possible without any additional marketing expenses from the beginning. It will provide us a powerful foundation for the further development and rapid growth of income and profit of the project.

Description of monetization:

The main income of the messenger at the first stages is a commission from sales of personal data by messenger users.

A user registers in the messenger and adds his acquaintances and friends. Contacts of the friends, who added their personal data in the messenger, become available for sale to the third parties, who needs the contact. The user, who added his friends himself, can set a price from the offered list. Whereas, with the purchase of the personal data one part of the funds goes to the user and the other part of these funds is a system commission. In its own way a mobile phone becomes a passive source of income.
Demand for this service:
Payment for the personal data has already been implemented on several large portals: avito.ru, HH.ru, linkedin.com.

So "Avito Work" is one of the major sites for job and employees search in Russia. Nowadays a large database of update and verified resumes is on “Avito” and it is continuing to grow. Since November 22 the paid review of the CVs contacts has been valid throughout the entire territory of the Russian Federation. The cost of the contacts review is 49 rubles.

The peculiarity of “Tlind” messenger is a change of the principle of the funds allocation and interaction of users - it is a marketplace of the personal data p2p.

The project plan
“Tlind” will be developed in stages, investing the capital due to increase of the client base and focusing on maximizing of the ratio of investments to incomes.

The 1st stage
$ 1 500 000
1. 10 000 000 of registered users.
2. The covered audience - 200 000 000 of Russian-speaking Internet-users around the world.
3. Marketing campaigns which allow to enlist one registered user, a user up to $ 0,2 .
4. Implementation of the mobile application for Android, iOS and Windows 10 Mobile.

The 2nd stage
$ 3 000 000
• 30 000 000 of registered users.
• The covered audience — 200 000 000 of Russian-speaking Internet-users around the world.
Prospectus of “TLIND”

- Marketing campaigns which allow to enlist one registered user, a user up to $0.4.
  - Implementation of the crypto-currencies exchanger.
  - Implementation of all standard functions of the messenger.

**The 3rd stage**
$6,000,000
- 60,000,000 of registered users.
- Translation of the messenger into European languages.
- Access to EU countries.
- The covered territory is increased by 400,000,000 of Internet users from EU countries.
  - Implementation of the local currency - TDTP (Tlind Token personnel).

**The 4th stage**
$15,000,000
- 100,000,000 of registered users.
- Access to the countries of the Middle East, North Africa and Central Asia. There are more than 200,000,000 users in these regions.
  - Marketing campaigns which allow to enlist one registered user, a user up to $0.7.
  - Translation into Arabic and other languages.
  - Development and implementation of Big Data, applied artificial intelligence.

**The 5th stage**
$25,000,000
- 130,000,000 of registered users.
- Translation into Asian languages.
- Access to the countries of Southeast Asia.
- Coverage of more than 1,500,000,000 Internet users.
• Increase of the paid services number (crowdfunding, insurance, brokerage, venture investment).

**Justification**

“Tlind” is a simple and handy tool for search of the useful contacts, working on the principle of six degrees of separation: there is always someone whom you need at the present moment among acquaintances of your acquaintances! You can easily find any specialist using this application.

**SWOT-analysis**

• **Strengths:**
  - a new system of social interaction built on the phone contacts;
  - it will expand your phone book by integrating contacts of all your acquaintances;
  - an opportunity of acquisition of income by any messenger user;
  - the first system for selling personal data by the client himself;
  - a virality of the user involvement (they increase the cost of their contacts themselves and involve their acquaintances);
  - the prototype on Android.

• **Weakness:**
  - imperfection of the technological platform;
  - absence of the prototype design.

• **Opportunities:**
  - unlimited number of topics. You decide what kind of tags to use for search or offers yourself – “Tlind” will satisfy all your needs and will allow to realize the opportunities;
  - integration with social networks. You will be able to invite your acquaintances to the mobile application directly from social networks, expanding opportunities of the phone book and the list of useful contacts;
Prospectus of “TLIND”

- expanding the circle of connections. Any user receives connections and can solve any problem.
- the contact list in the “Tlind” messenger becomes a passive source of income.

• Threats:
  - absence of sufficient number of users;
  - unclaimed service.

Economic justification

Our business model is built on the basis of three key indicators:

1. The amount of the traffic and the cost of one site visitor.

   We have tested more than 50 different advertising channels for 2 years. Due to this, we have an understanding of how much 1 visitor costs from what kind of source, the opportunity to regulate number of visitors from advertisement daily and to plan these long-term expenses, so that the traffic was sustainable. The most effective marketing platforms have been chosen.

2. Conversion is a ratio of site visitors to those who registered and has become a user.

   The conversion rate of 10% is reached because nobody denies a free advertising. The most of the trading platforms are paid for sellers and some of them are very expensive. Our service is interesting because each person can advertise here something for free + communication on business and any other topics. We plan to raise the conversion up to 12-18% by means of marketing actions, new services and additional site functions. Thanks to bonus programs and modern technologies, every new user will directly or indirectly participate in involvement of other people to our site.

3. The company's capitalization is the market value of the company.

   In our calculations we relied on the market value of the largest social networks, messengers, famous trading platforms and the most popular sites of notices according to the number of the registered users and terms of work for
these sites. We have conducted an in-depth analysis of many commercially successful sites and clearly understand what is needed for our company rapid growth for 3 years.

**Profit for investors**

Why do we conduct the ICO and how can investors earn money on it?

To give the project a world-wide scale and to assemble a large audience, the starting capital and the ability to manage it will be needed.

A good idea and a team of enthusiasts is just a part of success. It is necessary to conduct a large-scale marketing campaign in order to draw people's attention to our product and to support the interest to it constantly.

The main goal now is to form the client base and to pass ahead of the competitors. And then it will be possible to raise prices for paid services and to increase their number. It is more important to dominate the market tomorrow than to get a profit today.

Combination of new services, flexible pricing policy and the potentialities for deep modernization of the site will help us to be always in trend.

We raise funds using very simple, convenient and the most important thing – the transparent tool - the ICO, which allows to issue and to begin selling of the tokens.

After the ICO completion the investors, who purchased tokens, will be able to get the profit in form of:

- discounts for the messenger services;
- option for the shares of the company;
- selling the tokens on crypto-currency exchanges and receiving the profit from increase of the tokens cost.

The bulk of the collected funds will be used for promotion of the project around the world through various marketing models.
Prospectus of “TLIND”

Part of the funds will be spent on service, improvement and development of the project by the most highly qualified developers from the areas of Big Data, Data Mining, AI, etc.

Part of the funds will be spent on the in-depth market research and identification of the new trends in order to achieve the maximum possible capitalization.