+ The Mission
Revolutionizing the Way Businesses find Potential New Customers

New potential customers, or leads, fuel the growth of every business around the world.
LeadCoin disrupts the lead generation industry with a superior way to buy & sell qualified leads.

+ The Opportunity
Disrupting a Multi-Billion Dollar Industry with Limitless Potential

Businesses today find new potential customers through a combination of offline and web marketing strategies. The goal of these efforts is to attract traffic to the business's website in order to convert the site visitors into potential customers ("leads"). There's an enormous demand for sales leads that is reflected in the global spending on web advertising. The total advertising revenues in 2016 for Google and Facebook alone was $79.8 Billion and $26.8 Billion respectively (statista.com) and these revenues are expected to rise in 2017 across the whole industry. However, the conversion rate of website visitors into leads is less than 5% in most fields. Therefore, 95% of the marketing budget that was spent on attracting leads is lost. The lead generation industry desperately needs a more efficient solution for businesses seeking qualified sales leads.

+ The Problem
A lack of Affordable, Qualified Leads

- **Expensive Marketing Funnel-** Businesses need to spend a lot of money to acquire sales leads through web marketing.
- **Time consuming-** The current web marketing method of acquiring leads by running digital advertising campaigns (with Google & Facebook) begins with attracting visitors to the website, then converting the visitors to leads and then from leads to paying customers. The whole process takes a long time, sometimes taking months if not years.
- **Long ROI (Return on investment) -** The long process of acquiring leads means that businesses must wait a long time to see a return on their investment.
- **Low Efficiency -** In most cases web advertising campaigns result in very low conversion rates from a lead to a paying customer (ranging from 2-5%). This indicates a low match- between potential customers and businesses through these web marketing activities.

+ The Challenge
Getting Businesses to Buy & Sell High Quality Leads

Currently 95% of leads coming from digital marketing resources that go unconverted go unused wasting most of the marketing budget! Leads often go unused due to a poor match with a business regarding a project's budget, specifications, availability, timeline and location. For example, a medium-sized business with dozens of employees gets a lead with a $3K budget, which is too low. Meanwhile, a lead of this type could be a perfect fit for a small business and vice versa. All businesses have a need for more qualified leads and have a bank of unused and potentially qualified leads that they could sell in LeadCoin's sharing network.
So, how do we connect businesses to buy & sell leads to each other (even to a competitor)?

+ The Solution
A Decentralized Lead Sharing Network Empowered by the Blockchain Technology

The Blockchain will allow businesses to sell quality leads to one another in real time with complete trust and transparency by way of smart contracts. A seller's full transaction history will be available to all buyers, providing trust for buyers as they will know their sellers. Businesses will know that they're receiving qualified leads from other businesses in their industry. The platform will also be decentralized preventing any individual or entity from having control over transactions.

- **Seller -** Shares leads with other businesses in the network. Sellers will get LeadCoin Tokens, giving them real value for their "Trash/Lost" leads.
- **Buyer -** Buys leads in exchange for LeadCoin tokens which means more qualified leads and more growth for their business. * Sellers could be also be Buyers and v.v.
- **Platform Operator -** Individuals/ Business that would open and run a sharing network (a new blockchain node) for leads under their own brand.
- **Arbitrator -** Settles disputes between buyers and sellers.

LeadCoin Utility Token (LDC)

The LeadCoin token holds a number of advantages over other virtual currencies such as Bitcoin and Ether. Most importantly, the LeadCoin token will primarily be affected by the growth of the LeadCoin transactions and by the multi-billion dollar web marketing industry, which continues to grow steadily every year.

CrowdSale

- No Vesting and 30% bonus for preSale participants. Tokens cannot be transferred until the end of the sale period.
- No Vesting for the founders and team. Tokens cannot be transferred until the end of the sale period.
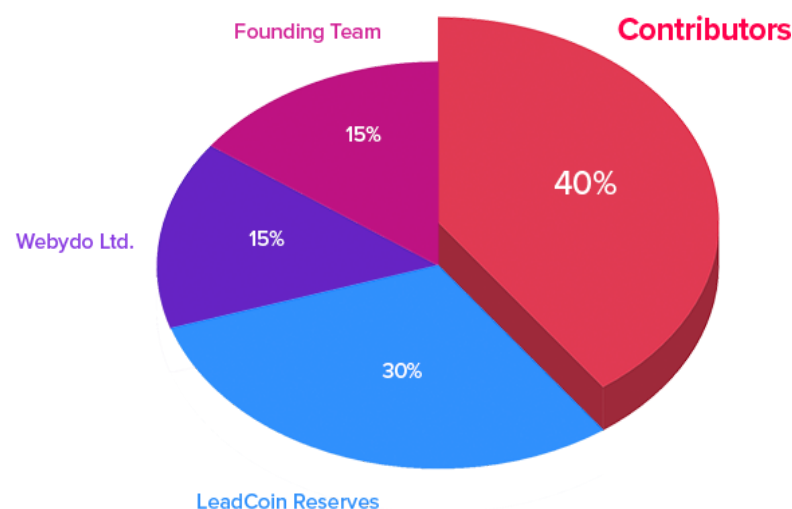
Company Overview

Headquarters & Development Center.
2 Jabotinsky St. Ramat Gan, Israel.
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Uncapped Token Sale 14-Day Limit

Number of Employees: 13

Team and Advisory
- Shmulik Grizim, Founder.
- Moshe Hogeg, Founder & Chairman of the Singulariteam Group.
- Samy Goihman, COO
- Alexey Murashkevich
- Lilach Arviv
- Shai Ament
- Yonni Myers
- Alana Vaxman
- Damien Rozan
- Dana Perry
- Nitsan Harel
- David Miretsky

Next Steps & RoadMap:
1. Announcing a new digital currency (Buy and sell leads)
2. Launching the Network Q2/2018
3. Dashboard for buyers & sellers Q3/2018
4. Mobile Application Q3/2018
5. Launch With Webydo's network more than 3.5K Professional users. Q3/2018
6. Release of the open SDK to all categories Q4/2018
7. CRM and API integration, Including eport. Q4/2018