



LINKCHAIN

Sourcing. Simplified & Secure.

“The one critical gap that LinkedIn has not filled is the ability to quickly and safely connect willing Buyers with willing Suppliers.”

- Conston Taylor, Founder

What is LINKCHAIN?

LINKCHAIN is a new Supply Chain startup developing a hybrid blockchain platform that allows buyers & sellers to transact business in a secure fashion.

LINKCHAIN provides a real life solution by providing a low-cost, safe and secure environment in which both the Buyer and the Supplier can be sure that if each party satisfies their obligations, they will receive what they agreed to.

LINKCHAIN provides a strong revenue and profit model with a low B/E point

LINKCHAIN was conceived by the founder out of 8 months of sheer frustration from attempting to do meaningful business on key networking platforms such as LinkedIn.

The Problem: **Unsecured Transactions**

LINKCHAIN solves the unsecured transactions problem between buyers and sellers:

- 🔗 Freelancers, contractors, and suppliers are aggressively marketing their services using social networking platforms such as LinkedIn, Twitter, and Facebook.
- 🔗 There is a High Engagement Risk for new, unknown suppliers - i.e., “Unsecured Transactions,” or transactions where both the buyer and supplier of goods and services are at risk of being defrauded.
- 🔗 Even long term buyer/supplier relationships can be at risk as disputes arise frequently that may cause one party to breach the agreement.
- 🔗 Suppliers can hold hostage to websites, social media accounts, and others.

The Problem: **Current Freelancer Platforms**

- ❏ Freelancer sites such as Upwork charge as much as a 20% fee to the contractor which are passed on to the Buyer.
- ❏ Upwork severely restricts communication and collaboration (“Walled Garden”) in efforts to prevent circumvention of 20% fees.
- ❏ The result? Buyers and Suppliers take much of their business outside of these sites to avoid high fees and communication/collaboration issues.
- ❏ This puts both the Buyer and the Supplier at risk because there is no independent third-party to intervene when disputes arise.

The Problem: **Problems for Buyers**

- 🔗 Prospective Buyers do not trust potential Suppliers because they have few options to verify their identity and capabilities.
- 🔗 Buyers are frequently spammed with sales pitches from Suppliers.
- 🔗 Majority of spam recipients have no interest in what the Supplier is offering.
- 🔗 The market for Buyers who actively seek Suppliers is inefficient, because:
 - Searches that are limited to 1st and 2nd-level connections can generate 1,000+ results, and the best suppliers are not even likely search results.
 - 3rd-level searches can generate 1,000,000+ results, impossible to sort through in search of useful candidates.
- 🔗 There is no method to rating capability or quality measure of Suppliers

The Solution:

- Is to develop a blockchain based platform that enables Buyers and Suppliers to interact and conduct business together on a safe and secure platform where;
- Buyers will be able to quickly and safely search, find and award contracts to qualified, verified Suppliers. This will allow Buyers to mitigate risk as the Supplier's work will be guaranteed, and the Buyer will have to sign off on the work before payment is released to the Supplier.
- Suppliers will save a substantial amount of time and energy by only searching for Buyers who are actively looking to source projects. This will eliminate fruitless 'fishing', and exploration expeditions.
- LINKCHAIN will charge a flat fee of 5% to the platform of the total amount paid to the Supplier.

The Market:

LINKCHAIN target markets include LinkedIn, Twitter, Facebook, Upwork, and Fiverr. These platforms represent over 3 billion daily active users, with the total transaction value between all platforms estimated at over \$100 Billion dollars.

Initially LINKCHAIN's first and largest target market will be LinkedIn.

- 🔗 LinkedIn generates \$1 billion in annual revenue from advertising revenue and subscription services.
- 🔗 LinkedIn Clients spend 2% of their marketing budgets on the LinkedIn platform, total budgets estimated \$50 billion.
- 🔗 Total marketing budgets across all targeted social networking platforms is estimated at \$200 billion.

The LNK Token & ICO 2.0 - the next evolution of ICO

- Secure Third-Party Escrow, 100% token buyer refund if soft cap not reached
- One year (12 months), Lockup period for Team, Advisors and private sale Investors
- Token Value increase strategy - Staking and Mining
- Regulatory Compliance
- Strategic use of Bounty hunters who will only receive tokens if they invest in the project themselves
- Real Value to the blockchain space, crowdsale buyers, and end users:
 - Secure platform for verified Buyers & Suppliers to effectively identify & transact with one another utilizing LNK tokens and Hyperledger, the permissioned enterprise-focused blockchain technology
 - LINKCHAIN leverages the security and speed of blockchain technology in addition to the user-friendliness of peer-to-peer transactions via tokens to create a better user experience

Tokenomics and Crowdsale

LINKCHAIN's TGE (Token Generation Event) will have a hard cap of \$16,250,000 to be received entirely in ETH. LINKCHAIN will allocate 200,000,000 LinkTokens (LNK) for the crowdsale.

Starting on 11th November 2018, participants will have the ability to contribute and receive LinkTokens in exchange for ETH by sending Ethereum to a designated smart contract address.

ALLOCATIONS		
Pre-sale	8.10%	56,666,667
Crowdsale	10.00%	70,000,000
Mining & Staking	28.57%	200,000,000
Management Allocation	20.26%	141,820,000
Advisors	1.05%	7,350,000
Private Sale	14.29%	100,000,000
Strategic Partners	1.43%	10,000,000
Reserve	15.57%	109,013,333
Operations	0.45%	3,150,000
Bounty/Air Drops	0.29%	2,000,000
	100.00%	700,000,000

Revenue & Profit Forecast

	Total		Monthly	Monthly	Annual	35%
	Users	Utilization	Contracts	LNK Revenue		Profit Margin
1	2,000	300	\$ 600,000	\$ 30,000	\$ 360,000	\$ 126,000
2	3,000	450	\$ 900,000	\$ 45,000	\$ 540,000	\$ 189,000
3	4,500	675	\$ 1,350,000	\$ 67,500	\$ 810,000	\$ 283,500
4	6,750	1,013	\$ 2,025,000	\$ 101,250	\$ 1,215,000	\$ 425,250
5	10,125	1,519	\$ 3,037,500	\$ 151,875	\$ 1,822,500	\$ 637,875
6	15,188	2,278	\$ 4,556,250	\$ 227,813	\$ 2,733,750	\$ 956,813
7	22,781	3,417	\$ 6,834,375	\$ 341,719	\$ 4,100,625	\$ 1,435,219
8	34,172	5,126	\$ 10,251,563	\$ 512,578	\$ 6,150,938	\$ 2,152,828
9	51,258	7,689	\$ 15,377,344	\$ 768,867	\$ 9,226,406	\$ 3,229,242
10	76,887	11,533	\$ 23,066,016	\$ 1,153,301	\$ 13,839,609	\$ 4,843,863
11	115,330	17,300	\$ 34,599,023	\$ 1,729,951	\$ 20,759,414	\$ 7,265,795
12	172,995	25,949	\$ 51,898,535	\$ 2,594,927	\$ 31,139,121	\$ 10,898,692
13	259,493	38,924	\$ 77,847,803	\$ 3,892,390	\$ 46,709,682	\$ 16,348,039

The Team



Conston R. Taylor
Founder & CEO

Conston R. Taylor has held key positions at Fortune 500 companies such as United Technologies, Lear Automotive. He has over 20 years of professional experience in Finance, Operations, and Marketing. He has been a part of 8 startups and has deep experience in the Cryptocurrency and Blockchain space. He has served as an adviser on over 7 projects and has been an investor on over 10 projects. Conston is a graduate of the University of Michigan's Ross School of Business



Roberto Simone
Chief Financial Officer

Roberto Simone is a seasoned business analyst with a strong analytical background, and extensive experience in large multinational corporations within the Enterprise and Fintech space. Roberto has held progressively challenging roles at major institutions including Barclays, Lloyds, Natixis and Hyperion Group.

He has worked in the financial services sector for almost 20 years and has extensive experience in risk management, business development and corporate finance mechanics.

The Team



Jack Bensimon
CCO

Jack J. Bensimon was previously the CEO/Board Director of Epcylon Technologies Inc. (US:PRFC), a public company based in Toronto, ON and a reporting issuer with the SEC. Epcylon developed and distributed proprietary, sentiment-based securities trading analytics software for global capital markets. He is a Managing Director of Black Swan Diagnostics Inc., a regulatory compliance advisory firm in the downtown Toronto financial district. Jack is an investor and board member in various technology companies.



Nancy Boisvert
COO

Nancy Boisvert is a professional strategic marketing and brand development consultant with over 3 decades of experience. Nancy's unique combination of experience and business skills makes her services highly sought after, and her advice and consultation invaluable to her many clients. Additionally, Nancy is an Advisory Board member of the Advanced Marketers Institute since 2017 and an Advisor Volunteer to the Cryptocurrency and Blockchain Regulatory Task Force (CBRTF) since 2018. In May 2018, she became a Senior Adviser with Blockchain Advisers.

The Team



John Doyle

Chief Marketing Officer

Doyle is a seasoned veteran of the Marketing, Branding, and Advertising industries, he founded his first Digital Agency in 1995. After entering the Blockchain/Cryptocurrency industry in 2017, he has most recently served as the CMO and Executive Vice-President of Blockchain Hotels, a startup in the Hospitality industry that is tied to real-world assets in the form of Real Estate. After playing a key role in the recruitment and guidance of the team, he led the firm through a Seed Round and Private Sale that has financed continued growth toward the ICO and beyond. In addition to overseeing the development of core business strategy and a complex legal structure, Doyle was responsible for all marketing efforts and assets, including websites, Communities, Campaigns, PR Videos, the Whitepaper, and other key marketing efforts. An avid investor,, Doyle contributes to various Telegram mastermind groups and frequently participates in blockchain/crypto/ICO conferences.



Nick A. Arora

Chief Strategy Officer

Nick A. Arora is a Blockchain/ICO advisor, investor and entrepreneur with strong knowledge, experience and networks within distributed ledger technologies and the crypto asset space. He advises blockchain technologies and ICOs from start-to-finish or in specific areas of need. His skills include strategic partnerships, investor relations, financial analysis and product strategy. Nick holds multiple advisory positions and his clients include high net worth executives, business owners and accredited investors. As an early investor, Nick developed a proprietary crypto asset evaluation model incorporating deep industry research, expertise and insight from thought leaders. An Ivy League graduate with training as a medical doctor, Nick has also advised healthcare organizations around the world and founded multiple businesses, including a startup he co-founded that was featured in Entrepreneur magazine.

Advisors



Eric Parker

Marketing & Business
Development Advisor

Eric is an Entrepreneur, Creative Marketer and respected Digital Maven with a keen focus on the social landscape as it pertains to marketing, conceptualization and execution.

Eric held leadership positions at Bristol-Myers Squibb and British Telecom prior to creating an award winning track record of mobile, branding and digital implementations for an array of clients from athletes & celebrities to Fortune 500 companies - including but not limited to: Steve Harvey, Holly-Robinson Peete (HollyRod Foundation), Eva Longoria, Floyd Mayweather, Snoop Dogg, Atlantic Records, CAA, William Morris, FanDuel, Merck, Coca-Cola, MTV, Endemol, The Grammy Awards, Paramount Pictures, JWT, MLBPA, the NBA, the NFL and more.



Cy Agley

Venture Capital & Private
Equity Advisor

Cy is an experienced professional with a demonstrated history of working in the Venture Capital and Private Equity industries. Skilled in Fundraising, Sales, Marketing, Business Development, and Leadership. Cy is analytical and resourceful professional known for his expertise in investments and advisory services, mergers and acquisitions, business and market analysis, creating outreach strategies, and developing new service offerings to achieve revenue growth. He is also an expert in navigating the constantly evolving digital marketing space. Well versed in legacy social media marketing such as Facebook and Twitter, while also an expert in newly evolved digital marketing channels such as Telegram, and emerging technologies such as Blockchain.

The Roadmap



For more information please reach out to us here:

Email: startup@linkchain.supply

Website: <https://linkchain.supply/>

Please visit us on our key Social Media Channels

<https://t.me/linkchain>

(1,150 followers and growing)

<https://twitter.com/LinkChainX>

(131,000 followers)