
Lightpaper

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The LEAF token

The LEAF token will become the branded currency for restaurants, consumers and restaurants suppliers.

The Team

Shenwei Ye is one of the founders of leafsystems and graduated from a German school. His family owns several restaurants around Frankfurt and therefore, Shenwei is able to provide first-hand expertise in the field of hospitality. He maintains the sales management of the Chinese sector of leafsystems. The other two co-founders, Patrick Marksteiner and Patrick Neulinger, both from Austria, have already realized many projects with each other. During their education, they achieved the 3rd place at the Intel International Science and Engineering Fair in Pittsburgh, USA. After working in an IT company, they graduated with a bachelor's degree in business informatics at the University of Mannheim. They share responsibility for management, conception and development of leafsystems. In 2014, leafsystems was joined by Thomas Krisch, who took over the position of the CTO after graduating from the University of Mannheim in Business Informatics. Last but not least, Dayana Yordanova joined the company after finishing a bachelor in Business Administration in the University of Mannheim and took over the business development duties of the company. The start-up is further supported by a professional advisory board to help with the direct operation of the company and to give advice regarding various business, legal and financial trends.



Shenwei Ye
Co-Founder



Patrick Marksteiner
Co-Founder and Co-CEO



Patrick Neulinger
Co-Founder and Co-CEO



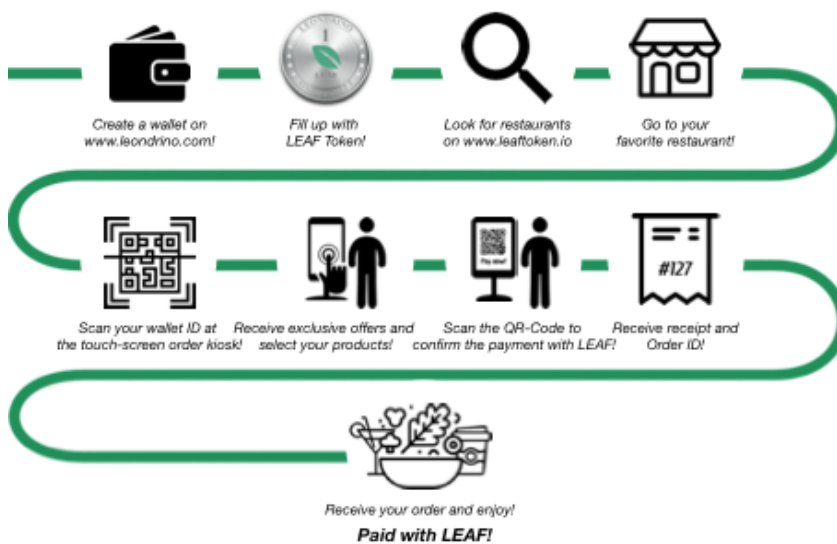
Thomas Krisch
CTO



Dayana Yordanova
Business Development

The LEAF network

After the foundation of leafsystems in 2013, the start-up increased the customer base to more than 400 restaurants handling more than 20 million transactions, and creating a business model that benefits from sustainable revenue streams, market expertise and established networks. With more than 1000 POS installations, leafsystems' vision became the digitalization of hospitality through a digital currency. The LEAF token facilitates an exchange of information between the stakeholders of the LEAF network. Due to the diverse functionality, the wallet becomes an important means for orders and customer relations.



Benefits for Restaurants

- Higher turnover through digitalisation
- Detailed customer information (name, last orders, price range, frequency of orders, average order volume, consumer behaviour)
- Access to a solution which expands the limited potential for personalized marketing and sales

Benefits for Suppliers

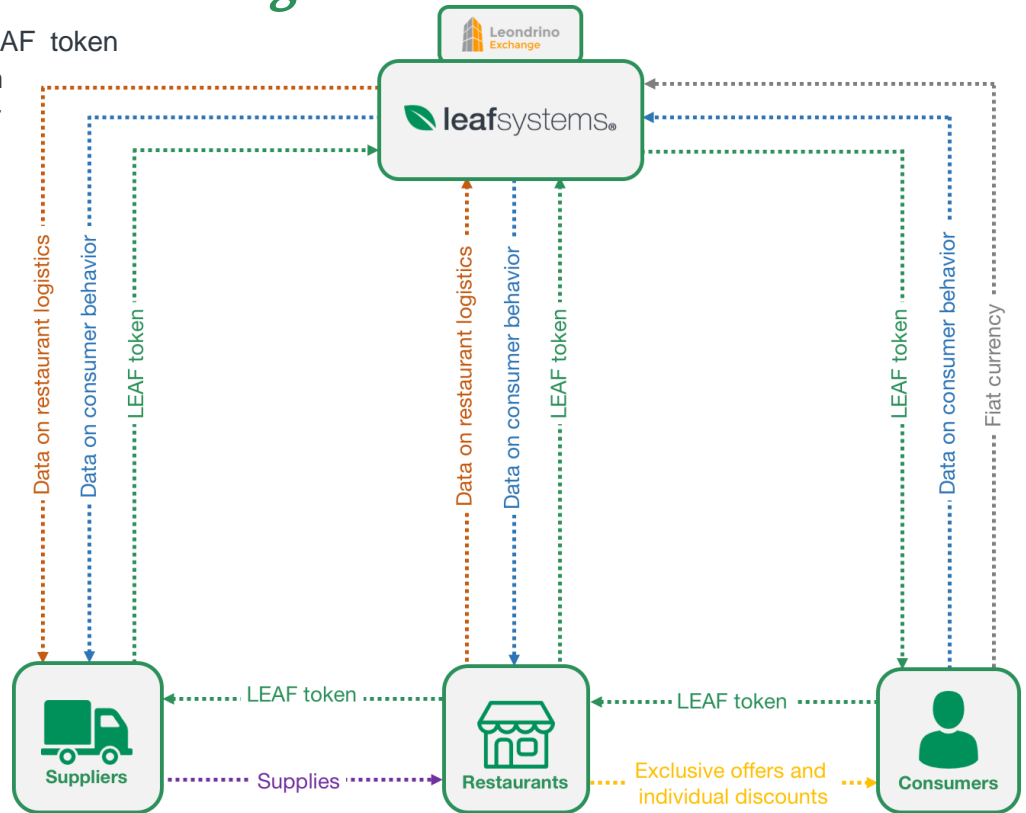
- Have a sight of new trends in the sector
- Receive big data for analysing consumer behaviour and more

Benefits for Consumers

- Exclusive offers and individual discounts through loyalty status
- Pre-ordering, pre-payment, coupon redemption, receipts
- Find restaurants which fit to your needs

Powered by Leondrino Exchange

Consumers will acquire the LEAF token from leafsystems and store them in the Leondrino Wallet in order to make their purchases with LEAF tokens. These tokens will then circulate back to leafsystems after passing through the different stakeholders in what constitutes a token circular sustainable economy. The LEAF token will be initially issued on the Leondrino MainNet. The LEAF token will firstly be compatible with ERC20 standards. However, leafsystems reserves itself the right to migrate LEAF into higher token standards in order to allow the trade of LEAF in external exchanges.



Roadmap

The future of leafsystems complements the successful growth of the past years by distributing the LEAF token through the ITO taking place between February 2019 and May 2019. Early investors can benefit from investing even earlier in the project. In order to enter the market, the company will make use of already existing customers and implement the first MVP in three specific restaurants in the area of central-southern Germany. Subsequent to the finalization of the ITO, the LEAF token touch-screen order kiosks will be installed in additional restaurants and the LEAF token begins to circulate in the LEAF network.

	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020
LEAF Tokensale Events	<ul style="list-style-type: none"> Finalising Pre-Sales 	<ul style="list-style-type: none"> Initial Token Offering 	<ul style="list-style-type: none"> Initial Token Offering 	<ul style="list-style-type: none"> Initial Coin Offering 	<ul style="list-style-type: none"> Preparing the Initial Leondrino Offering 	<ul style="list-style-type: none"> LEAF is now tradable on a secondary public exchange
LEAF Network Expansion	<ul style="list-style-type: none"> Implementation of first MVPs in 3 specific Restaurants in the area of southern Germany API development for communication between self-service terminals and Leondrino Wallet 	<ul style="list-style-type: none"> Successful use cases with LEAF Token payment availability at the self-service terminals Expansion of the LEAF token self-service terminals in additional restaurants (using the already existent customer base of Leaf Systems GmbH) 	<ul style="list-style-type: none"> A minimum of 35 restaurants participate in the Leaf Network and accept LEAF Development of the LEAF mobile application and onboarding of first customers (implementation of restaurant account, menu, exclusive offers etc.) 	<ul style="list-style-type: none"> Release of the LEAF mobile application for restaurants and consumers Pre-ordering is now available 	<ul style="list-style-type: none"> More than 120 restaurants participate in the Leaf Network and accept Leaf Restaurants with waiters are targeted - additionally to the self-service restaurants (Therefore, digital menu cards or LEAF dashboards are offered to participating restaurants) 	<ul style="list-style-type: none"> More than 200 restaurants participate across Germany The LEAF Token is becoming a more established payment method The hospitality sector in "DACH" is targeted for further expansion

*The introduction of the ILO in Q1 2020 is dependent on the legal environment and therefore, the timing is only an estimation

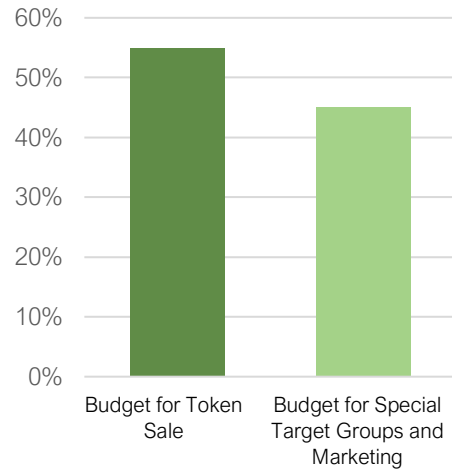
Token Economics

Token Design

<i>Token Name</i>	LEAF token
<i>Ticker Symbol</i>	LEAF
<i>Initial Number of tokens</i>	500,000,000
<i>Reserve for Passive Supply*</i>	100,000,000
<i>Total Supply of tokens</i>	600,000,000
<i>Last Price per token at ITO</i>	0.20 €
<i>Last Price per token at ICO</i>	0.40 €
<i>Target Price Range at the Public Trade</i>	1.00 – 1.40 €

*Can only be used in accordance with transparent, pre-defined rules

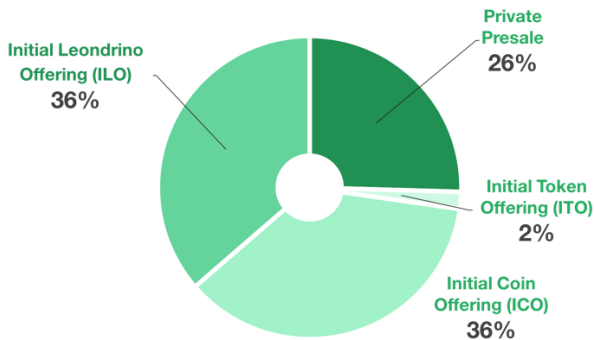
Total Distribution of token



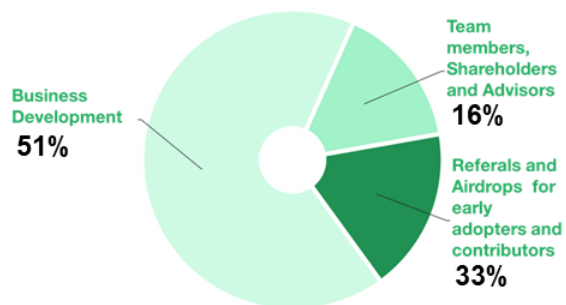
leafsystems will create up to 500,000,000 LEAF token. The distribution of the LEAF token aims to provide the company with financial support while building an extensive network. An additional reserve of 100,000,000 might be issued as a passive supply under predetermined conditions once the token is traded without restrictions.

Because the prices in each of the phases are predetermined, the development of an active community around the project becomes crucial. Therefore, leafsystems is determined to conduct intensive marketing activities such as interaction with the community through social media channels.

Budget for Token Sale (55%)



Budget for Special Target Groups and Marketing (45%)



* Business development includes key players in the Leaf Ecosystem such as food logistics, restaurant chains or wholesales.

** Tokens distributed from these budgets are subject to lock up periods.

*** Team members, Shareholders and Advisors have a vesting period of over 4 years.

Up to 225,000,000 token (45%) will be held to incentivize consumers and key strategic partners as well as to align interests within the team, shareholders and advisors of the leafsystems. Another 275,000,000 LEAF token (55% of the total initial supply) are intended to be sold during the private presale, ITO, ICO and ILO phases.

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