



# Geosocial Hyperlocal Ecosystem Community building with value co-creation core

Passionately Local! Together, we make a better society

“Community Based Creation (CBC) Token”

## 1. *The Community Based Creation Token*

Following a successful 8-month open-beta test of the iLINK APP in Singapore, iLINK is now introducing a unique utility token that will allow all community users to enjoy the geosocial hyperlocal ecosystem. The Community Based Creation Token (CBC) is an ERC20/NEP5 standard token released on the Ethereum/NEO public blockchain and will act as the only accepted medium of exchange within the iLINK ecosystem. Further, we will leverage on the dual blockchain technology to increase overall liquidity and transparency in the ecosystem.

CBC will also serve to measure users' impact and incentivise participation in their community's value co-creation. Users can accumulate CBC to unlock additional account privileges such as access to communication channels that provide unique experiences with donors, sponsors, brands, merchants, and manufacturers.

Compared to the majority of initial coin or token offerings in recent history, iLINK has two distinct advantages that we can capitalise on to accelerate the adoption of the CBC upon its release.

1. A ready product; iLINK mobile app is already available on the Apple App Store and Google Play.
2. An active user base, as a result of iLINK's 8-month open-beta test in Singapore.

We've taken a user-centred, ground-up approach in our product development to connect users with their local communities, specifically local people, organisations, and businesses. The release of CBC on the Ethereum/NEO blockchain will put us on the path to become a closed-loop, self-sustaining, and self-regulating ecosystem.

## 2. *What you can do with CBC*

CBC will facilitate user participation and engagement at every level of the iLINK ecosystem by providing users with a unique means to recognise & reward their peers for their contributions, thereby acting as a form of social recognition and financial reward. By using CBC, each token holder becomes a participant in the value co-creation process. At the individual level, CBC gives utility to users through its function as iLINK's medium of exchange for P2P transactions conducted in the Market Place, Meal Share, Ride Share, and Local Events features, as well as for payments to local businesses and e-commerce vendors on iLINK.

We anticipate that opportunities for user participation will continue to grow as the public buy-in, our user base increases, and as technology continues to develop such that a trustless network that balances transparency and privacy can be fully realised. For now, the benefits of acquiring CBC include:

- Discounts – Exclusive discounts for CBC holders.
- In-App Purchases – CBC can be used to purchase merchandise, services, and experiences through iLINK's BUZZ, E-mall and Curated List
- Advertising & Promotion – CBC can be used as payments for sponsored advertisements, events, content for advertising and promotions.
- Micro-donations – CBC can be used to reward content creators.

### 3. **How to Earn CBC Tokens**

In addition to purchasing through iLINK's CBC TGE, users will be able to earn CBC through a variety of reward-based incentive programs designed to enhance user participation and engagement with the platform.

- Inviting new users to sign up on the iLINK platform
- Inviting users to join different communities on the iLINK platform
- Participating in sponsored survey and quiz materials
- Participating in the ad sharing program by viewing or clicking ad banners
- Recommending E-mall merchandise for their respective community's Curated List
- Participating in iLINK's affiliation program
- P2P donations for UGC

### 4. **Public Token Generation Event (TGE)**

iLINK is complying with all regulatory requirements for its business. Ownership of CBC carry no rights, express or implied, other than the right to use CBC to access certain features or services that appear the platform, the availability of such features and services are subject to the sole discretion of iLINK. In particular, you understand and accept that CBC do not represent or confer any ownership right or stake, share or security or equivalent rights, or any right to received future revenue shares, intellectual property rights or any other form of participation in or relating to the Platform, and/or Company and its corporate affiliates, other than rights relating to the receipt of Services and use of the Platform. CBC is not intended to be a digital currency, security, commodity or any other kind of financial instrument.

The total supply of CBC is fixed at 2,000,000,000 tokens. Among which, 1,000,000,000 CBC or 50% of total supply will be on the NEP5 NEO blockchain, and 1,000,000,000 CBC or 50% of total supply will be on the ERC20 Ethereum blockchain.

iLINK will conduct a public CBC Token Generation Event (TGE) that will offer 1,120,000,000 CBC for sale to the public. The proceeds from the TGE will be used for marketing, development, legal and compliance licenses, and a portion will be held in reserve to ensure liquidity between the CBC-NEO and CBC-ETH tokens.

The CBC TGE and the corresponding process of token generation will be handled by smart contracts based on the Ethereum/NEO blockchain. The funds must be sent after the beginning of the TGE schedule as follows. During the TGE, CBC will be

available for purchase for a fixed price listed below.

### Offering Summary

Topic	Description
Token Price	<ul style="list-style-type: none"> <li>Fixed at USD 0.05 per CBC</li> </ul>
Payment	<ul style="list-style-type: none"> <li>ETH, NEO (Actual ETH/USD, and NEO/USD rate TBD)</li> </ul>
Duration	<ul style="list-style-type: none"> <li>TGE will close early if target amount is reached</li> </ul>
CBC Token	<ul style="list-style-type: none"> <li>CBC is a utility token in the iLINK Ecosystem</li> </ul>
The Issuer	<ul style="list-style-type: none"> <li>C3 ILINK PTE LTD registered in Singapore.</li> </ul>
Rights	<ul style="list-style-type: none"> <li>No voting or membership rights</li> <li>No sharing of revenue, dividends, equity, etc.</li> </ul>
Refunds	<ul style="list-style-type: none"> <li>None</li> </ul>

## 5. Token Rounds

### ***Private Sale***

#### **Private Presale Round**

Apr 15, 2018 – Apr 28, 2018 (2 weeks)

Bonus Tiers	MIN Investment		
	\$25,000	\$75,000	\$100,000 and above
Tier 1 (50%)	1 <sup>st</sup> \$25,000	1 <sup>st</sup> \$25,000	1 <sup>st</sup> \$25,000
Tier 2 (75%)		Next \$50,000	Next \$50,000
Tier 3 (100%)			Next \$25,000 or more

Tier 1	
Token price (USD)	\$0.05
Bonus token	50%
Bonus lock-up	12 months
MIN investment (USD)	\$25,000
Tier 2	
Token price (USD)	\$0.05
Bonus token	75%
Bonus lock-up	12 months
MIN investment (USD)	\$75,000
Tier 3	
Token price (USD)	\$0.05
Bonus token	100%
Bonus lock-up	12 months
MIN investment (USD)	\$100,000
<b>Round cap (CBC)</b>	<b>60,000,000 (including bonus)</b>

## **Public Sale**

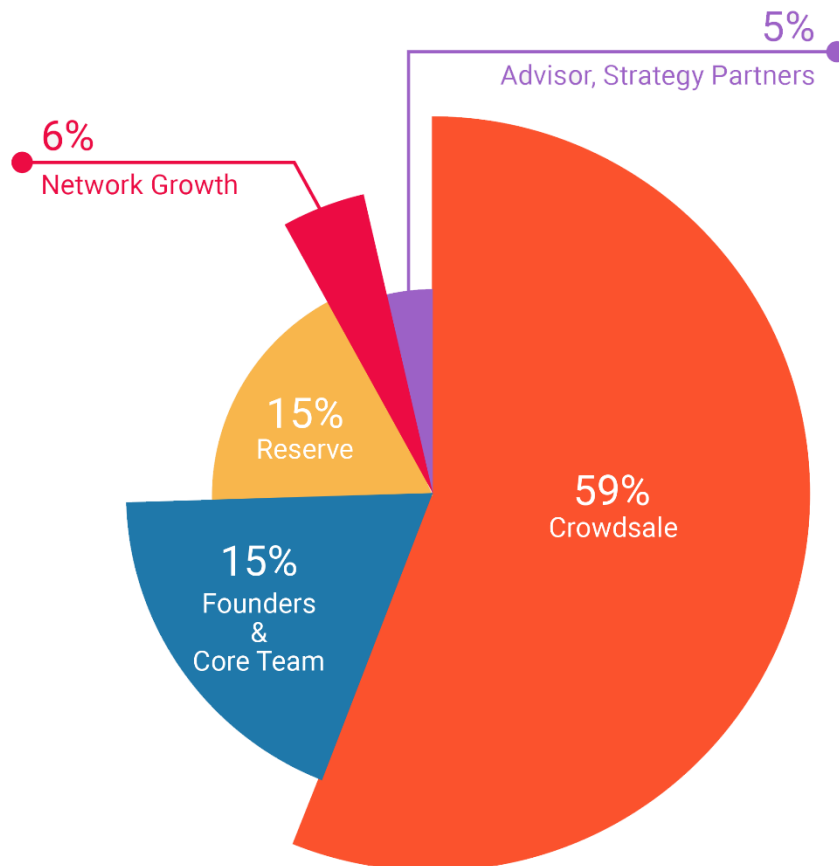
### **Public Sale Round**

Estimate start date for sale: Q4, 2018. TBC.

All bonus will only be issued upon the completion of the Public sale round.

Tier 1	
Token price (USD)	\$0.05
Bonus token	15%
Bonus lock-up	NONE
MAX investment (USD)	\$50,000 (TBD)
Tier 2	
Token price (USD)	\$0.05
Bonus token	10%
Bonus lock-up	NONE
MAX investment (USD)	\$50,000 (TBD)
Tier 3	
Token price (USD)	\$0.05
Bonus token	5%
Bonus lock-up	NONE
MAX investment (USD)	\$50,000 (TBD)
Tier 4	
Token price (USD)	\$0.05
Bonus token	NONE
Bonus lock-up	NONE
MAX investment (USD)	\$50,000 (TBD)
<b>Round cap (CBC)</b>	<b>1,120,000,000 (including bonus)</b>

## 6. CBC Token Allocation:



- 59% Token Sale (1,180,000,000 CBC)  
1,180,000,000 CBC to be allocated for to Private Presale, Public Presale and Public Sale period.
- 15% Founders and core team (300,000,000 CBC)  
300,000,000 CBC to be allocated to current iLINK team and future key team members, to support continuous functioning and development of the iLINK ecosystem.

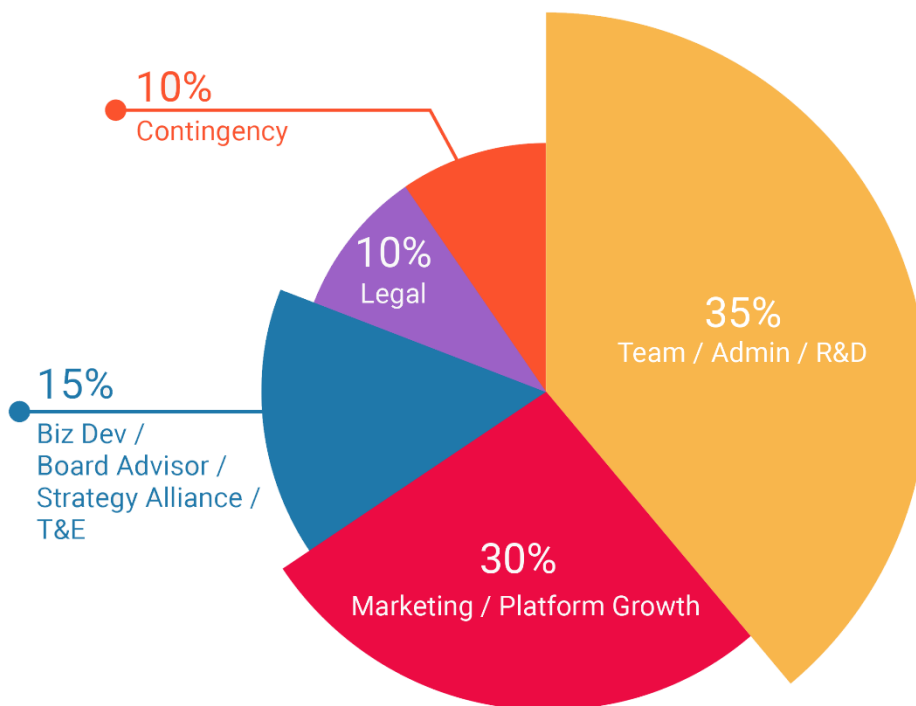
Among which, 75,000,000 CBC will be issued upon completion of the CBC TGE. The remaining 225,000,000 CBC will become available at 75,000,000 CBC/year, starting from the 13<sup>th</sup> month after token sale completion – this is the founding team reward vesting program.

- 15% Liquidity Reserve (300,000,000 CBC)  
300,000,000 CBC will be held in reserve to ensure liquidity between CBC in NEO and ETH Blockchain

- 6% Network growth (120,000,000 CBC)  
80,000,000 CBC to the advertiser growth promotion fund  
40,000,000 CBC to the user growth promotion fund
- 5% Advisor and strategic partnership (100,000,000 CBC tokens)  
70,000,000 CBC to be distributed between project advisors and partnerships with a 12-month lock-up period, and the remaining 30,000,000 CBC will be given to the public members of the community who have contributed the development and growth of iLINK.

### 7. Allocation of TGE Funds

Funds raised from the CBC TGE will be allocated towards development, marketing, legal, business development, and reserves as illustrated below. The majority of funds will be allocated to marketing, as this is where the main focus will be to drive growth and uptake of the platform.



- Team / Admin / R&D (35%) – Expenses cover team overhead, new hiring, accounting, tax, recruiting, consulting, IT, operational infrastructure expansion costs. New technology deployments, R&D on AI ageratum
- Biz Development / Board Advisor / Strategy Alliance / T&E (15%)

- Marketing Expenses (30%) – Expenses include new markets launch, new users & advertiser, merchants acquisition, and global marketing.
- Legal Expenses (10%) – Legal counsel for corporate matters, Token/cryptocurrency matters, and compliance licenses in the new markets.
- Contingency (10%) – Reserves held as contingency for unplanned expenses.

## **8. Company Information**

iLINK is a company registered under C3 iLINK Pte Ltd in Singapore.

## **9. Contact & Support**

If you have any questions about iLINK, CBC, our team, our technology, or anything in between, feel free to reach out.

Website APP: <https://ilink.asia>

Website CBC Token: <https://cbc.ilink.network>

Email: [support@ilink.network](mailto:support@ilink.network)