



LEEWAY

WHITEPAPER

Blockchain-based Online Business Education Platform

Leeway Edu™

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1.0 EXECUTIVE SUMMARY

Leeway Edu is a decentralized blockchain-based, incentivised online business educational platform that offers training courses on how to make money online and achieve financial freedom. This project is built with Africa in Mind. Our goal is to help 1 million individuals living in Africa learn online money-making skills that will lead them to a path to financial freedom by providing training on how to make money online in the following industry e-commerce forex cryptocurrency network marketing social media marketing.

In order to achieve this goal, we created a robust compensation plan in to incentivize leaders who are also passionate about helping people live their best life through financial freedom. However, with an abysmal course completion rates of about 7% for online courses we Face a problem of having over 93% of students dropping out of the training hence the need to incentivize the training. Students are given token reward for completion of the courses and lessons this solution will be implemented using the Leeway Token.

Leeway platform is not for only individuals seeking to learn how to make money online but also businesses that hope to build solid online presence can benefit from the practical courses on e-commerce social media marketing and digital marketing.

Facilitating the mass adoption of cryptocurrency is another reason behind the implementation and development of leeway as we hope to provide courses on the Block chain technology cryptocurrency trading and implementation of blockchain into existing businesses this is the reason behind the launch of leeway wallet which will be launched in time as shown on the road map.

We will pursue our vision to develop the Leeway Edu platform regardless of the ICO's outcome. The anticipated capital raised during the ICO, will enable us to directly compete with existing education platforms, even before realizing the benefits of a very popular Leeway Edu platform.

1.1 INTRODUCTION

The conventional education system at all levels has failed to properly educate the students on effective financial education. Our present school system creates people for the workforce and with the increase in the use of technology and the internet it has become obvious that the school system and higher education institutions are not responding to the actual needs of the labour market resulting in a marginal increase between the rich and the poor with the middleclass gradually shrinking.

Accompanying the explosive growth of the Internet and mobile Internet, comes the digitization of education resources and ready availability of online education. In recent years, the market share of online education has been on the increase. Many have resorted to online money-making businesses and while some have been successful, a lot more haven't found so much success.

Most of the skills needed to be financially free in this digital era don't even require a degree in higher education. Practical digital economy skills and willingness to learn is all that is needed to attain financial freedom. The market capitalization of online-based businesses cannot be overlooked by anyone serious about attaining financial freedom.

Leeway literally means freedom. Leeway Edu will revolutionize financial and online money-making business education. The main purpose of the Leeway platform is to let students acquire skills on how they can make money online and become financially free. With courses covering cryptocurrency trading, forex trading, network marketing, social media marketing, ecommerce etc, Leeway Edu will be a one-stop shop for every online business skill development.

Leeway Edu can be a unique tool for Network marketing leaders who wish to train their team members on network marketing basics and advanced recruiting skills and they will benefit generously from the incentives accrued.

The main benefit of Leeway Edu platform to students is that all trainings will be translated to various native language and they get paid for learning new money-making skills that will help them become financially free. By this approach we attempt to solve the problem of abysmal course completion results as faced by the conventional existing educational platform.

2.0 SCOPE OF THE PROBLEM

2.1 Poverty Index: With a fast-growing population and a slow or stagnant growing economy in Africa has an estimate of 36% of its population living in poverty which is about 490 million people. The poverty line as said by World Bank is earning below \$2 per day with Africa's largest economy Nigeria having over 46% poverty rates which is about 90 million of the 210 million citizens living in extreme poverty Burundi has about 80% poverty rate Central African Republic has about 79% Madagascar 78% Republic of Congo 75% and Democratic Republic of Congo 74%. Hence, the need for money making skill development within the continent.

2.2 Poor Financial Literacy: Financial literacy is the foundation of your relationship with money and it's a lifelong journey. When people have low levels of financial literacy they often make unproductive decisions they spend their money on sub-optimal ways they borrow too much save too little and missed opportunities for investing. The lack of financial literacy can result in the accumulation of unsustainable debt for spending decisions lack of long-term financial plans which can lead to bankruptcy and ultimately poverty.

2.3 Challenges of Building a Business Online: In this era, user behaviour have moved towards online. It is pertinent for businesses to have an active online presence. Thus, digital marketing is an important aspect of every business. However, the challenges of moving or starting online can be very daunting. While getting a website up and running may not be so difficult, creating awareness, getting leads and making sales on the other hand is a herculean task. Digital marketing and social media marketing is serious business and your digital content convinces the customer about the identity of the brand. Hence targeting right channels to market is the biggest challenge when you take your business online. Therefore, there is a need for proper training on digital marketing and social media marketing.

2.4 Increase in People seeking knowledge on making money online: With the increase in technological unemployment (the loss of jobs caused by change in technology) and the increase in the market capitalization of online businesses, there is a growing demand for online business skill development. This is as a result of increasing market share of Internet companies (8 trillion dollars), E-commerce (9.9 billion dollars), forex (6.6 trillion dollars), cryptocurrency (1.5 trillion dollars) Network-marketing (180 billion dollars) there exist a large and robust money-making market online. The rise of

smartphones and mobile internet has also seen a rise in overnight gurus who sell empty courses without practical procedures of implementation leading knowledge seekers that into purchasing unproductive information products.

2.5 Language barrier: Language barriers are the most common communication barriers which causes misunderstanding and misinterpretation between people. Although we have apps that translate languages, training videos are most often not translated to local languages for the local man/woman to understand. Most training materials are recorded in English and other foreign languages. Many companies don't expand globally and are limited to region where they speak same languages, the effect of this is that people who are not fluent with the language may not benefit from the solution being proffered by the company. Therefore, there is a need to translate most of the training solutions to local languages.

2.6 Existing Education Model: The present global education system using ancient methods have proven to be virtually ineffective. The problems faced by the current education model includes expensive education, long-term incentives (promise of future employment), existing gaps between Market need and what the students are being taught, lack of motivation from students, and the constant and growing need for continuous learning. Learning is a part of economic survival therefore, it's important to stay current and up-to-date and continually reskilled in every profession.

2.7 Mass adoption of cryptocurrency: The mass adoption of cryptocurrency is being hampered by various factors which include, volatility, Cost and efficiency, Regulation and governance, Security and privacy, Awareness and understanding. The principal challenge associated with blockchain and cryptocurrency is a lack of awareness (proper information) of the technology, especially in sectors other than banking, and a widespread lack of understanding of how it works and how to profit from it.

3.0 LEEWAY SOLUTION

1. Leeway Edu Smart Contract
2. Leeway Token Launch
3. Leeway Wallet
4. Leeway Foundation

3.1 LEEWAY EDU SMART CONTRACT

Leeway Edu Platform is designed to be a blockchain-based incentivized online business educational platform that will empower individuals with skills that can help them make money online moving them from the poverty end of the spectrum to a point of financial freedom, hence the word “Leeway” (freedom).

Leeway Edu will align the incentives of students ensuring the students are rewarded with Leeway Tokens after successful completion of the training. The Leeway Edu platform will offer students online courses with a clear and transparent blockchain-based reward system and achievement tracking.

The course materials and contents are created by experienced mentors with years of practical implementation of the concepts and solutions being provided. The content will be broken into chunks in order to enable short-term effort in the reward cycle. Students will be rewarded with Leeway Token for showing learning progress. Students will be allowed to exchange the tokens on the exchange platform.

Leeway Edu will implement verification mechanism to verifying the effort of the students in studying the content of the courses provided. This is a proof of study mechanism this verification will be automated.

According to Yu-Kai Chou, core drivers of human motivation, Leeway Edu Platform will successfully achieve its goal by putting the factors listed into project development.

According to Yu-kai Chou, core drivers of people’s motivation are:

- a. Epic Meaning & Calling. If a person is engaged in a process and believes that it is the mission of great importance, he/she is ready to put a lot of effort, free time into pursuing this goal.

- b. Development & Accomplishment. People like to see the results of the performed activities, receive some bonuses or prizes for their accomplishments, and get to the leaders' list.
- c. Empowerment of Creativity & Feedback. None of the awards matters to a person if the goal can be easily obtained. Only those rewards matter, for which a person overcomes difficulties.
- d. Ownership & Possession. When a person possesses something, he/she instinctively tries to multiply the possessions and/or improve them.
- e. Social Influence & Relatedness. The fifth factor incorporates all social elements motivating people. When we see a friend reach a high level in a game, we, as a rule, wish to catch up with and overtake him/her.
- f. Scarcity & Impatience. The sixth factor that motivates a person is the desire to possess something simply because of its scarcity.
- g. Unpredictability & Curiosity. Curiosity encourages people to continue progress, because they want to know what will be next.
- h. Loss & Avoidance. The majority of people prefer to act immediately because of fear of losing the possibility forever.

Leeway Edu platform will run on a decentralized smart contract. However, for the sake of quality control there is the need for centralization of certain features. These features include course creation, course update, mentorship, and verification of study.

Our training courses and contents will be focused on the following areas; financial literacy, forex trading, cryptocurrency trading, e-commerce, digital marketing, affiliate marketing, network marketing, social media marketing, and online business development. These products will be translated to major local languages in Africa which include English, Igbo, French, Swahili, Yoruba, and Hausa. Our training courses will be updated periodically to ensure our students are updated and stay current with market demands. With a one-time payment system and a robust compensation plan, financial education has never been this cheap compared to other systems that offer monthly subscription. The payments on the platform are one-time payments with native blockchain token of Binance Smart Chain token, with short-term incentives students can start making money as soon as they wish either by sharing the platform with friends or by practically applying the contents of what they have learnt.

3.2 MARKET POTENTIAL OF LEEWAY EDU

The global education industry is at a stage of rapid expansion in terms of both overall industry size and market Dynamics with the online educational platforms having a market share of over 250 billion dollars online education breaks that time and space constraints of the traditional method of education this has resulted in high efficiency low barrier-to-entry cost-saving and abundant teaching resources moreover as the internet model moves forward numerous online education platform to manage and market demand is consistently On The Rise the size of the global online educational market is estimated to hit over \$423 billion dollars in 2023 with the incentivized learning model leeway model brings With It a wave of E-Learning adoption and with a robust compensation plan and over six language translation we estimate a user base of about 500,000 within the first year and this figure is estimated to double every two years.

Africa has a total revenue for self-paced e-learning product of about \$700 million. Leeway Edu courses being translated into over 5 languages aside English implies a potential market size of 322 million persons. A 3% market share of this figure would value 1 Leeway Token at \$480. Upon achievement of our first milestone of 1 million users 1 Leeway Token would be valued at over \$42 with the potential to get to \$500 in 2 years and this value is expected to double every 2 years.

With the recent approval of Bitcoin as a legal tender in El Salvador and most countries preparing to launch their own digital currency the crypto market is getting ready for mass adoption. Hence, there would be a ready market of individuals who want to learn how to profitably trade cryptocurrency this will further bring an exponential growth in the demand for cryptocurrency education. This growth can also be seen in the demand for online money-making skills as a result of the steady increase in the market share of the industry.

| INDUSTRY | MARKET SIZE IN USD |
|-----------------------------|---------------------------|
| Digital/Social Media Market | \$8 trillion |
| E-commerce | \$9.9 trillion |
| Forex | \$6.6 trillion |
| Cryptocurrency | \$1.5 trillion |
| Network Marketing | \$180 billion |

4.0 LEEWAY WALLET

To solve the major problem of cryptocurrency adoption which is limited knowledge of the workings of the blockchain and cryptocurrency leeway wallet will be launched. Leeway Wallet is a decentralized multi cryptocurrency wallet application designed to provide Dapps, DeFi access, and other crypto related use-cases. It allows users to store their crypto assets so they can be used for transactions on a P2P level without third-party interference or intermediaries and trade on decentralized exchanges.

Leeway Wallet will support multiple cryptocurrencies including LEWT, BTC, ETH, BNB, BSC, TRX as well as ERC20, BEP20 and TRC20 tokens. More cryptocurrencies will be added in the process of time.

Leeway Wallet will provide users with the ability to send, receive, exchange/swap, store, spend, and stake their cryptocurrencies at any time.

Users possess full custody of their crypto assets while they use the wallet as the wallet is fully decentralized and is not prone to hacking or other forms of malicious activity.

Features:

Users would be able to carry out the following features on their wallet

- Check account balance
- Send Cryptocurrency
- Receive cryptocurrency
- Stake our Native coins or third-party coins
- Purchase Cryptocurrency via third party affiliate
- Exchange and swap cryptocurrency
- Availability on Android and iOS devices

5.0 LEEWAY FOUNDATION

Leeway Foundation is a nonprofit organization dedicated to achieving the number one global sustainable development goals (No poverty) by adopting the power of blockchain technology.

Our vision is a continent (Africa) with little to Zero Poverty rate.

Our Mission is to alleviate and eradicate poverty in Africa by promoting business skills development, youth and women empowerment and sustainable development.

Africa's poverty index continues to Rise. Unfortunately, Nigeria, Burundi, Central Africa Republic, Madagascar, Republic of Congo, and Democratic Republic of Congo are major victims of this unpleasant trend.

The consequences of doing nothing is quite catastrophic. In the words of Mother Theresa - "When a poor person dies of hunger it has not happened because God did not take care of him or her. It has happened because neither you nor I wanted to give that person what he/she needed."

6.0 LEEWAY TOKEN LAUNCH

Leeway Token is a BEP20 compatible token with a fixed supply of 10 million tokens which will be used to provide incentives to users of the Leeway Edu Platform and will also be used as fee for wallet transactions in the Leeway Wallet.

6.1 LEEWAY TOKEN (LEWT)

| | |
|----------------------------|----------------------|
| Token Name: | Leeway Token |
| Token Ticker: | LEWT |
| Decimals: | 18 |
| Token Blockchain: | Binance Smart Chain |
| Maximum Supply: | 10,000,000 LEWT |
| Circulating Supply: | 4,200,000 LEWT |
| Token Sale Start: | 1st August, 2021 |
| Token Sale end: | 30th September, 2021 |
| Soft Cap: | \$500,000 |
| Hard Cap: | \$2,500,000 |

6.2 TOKEN DISTRIBUTION

Leeway Edu Reward: 35% of the Token (3,500,000) will be allocated for reward on the Leeway Edu Smart Contract Platform and will be Locked, to be released 6 months after launch of Leeway Edu.

ICO: 33% of the Token will be sold at different phases of the ICO and will Locked for 1 – 6 months to be released based on ICO lock duration

Founding Team: 12% of the Token will be allotted to the founding team as a reward for all the hard work put into the development of the project and will be locked for 48 months to be released 25% every 12 months.

Core Investors: 5% will be allotted to the core investors. These are those who believed in the project at inception and these tokens will be released immediately for their faith in the project.

Leeway Foundation: 5% of the token will be allotted to the Leeway Foundation to be used for various charitable purposes across Africa will be locked and released 12 months after the end of ICO sales.

Promotion: 4% be reserved for promotional purposed this include bounties, ICO referrals and other marketing campaign.

Development Team: 3% will be allotted to the project developers and will be locked to be released 3months after ICO sales end.

Airdrop: 3% of the token will be airdropped at different times for Immediate release to be distributed 90days after ICO sales end

6.3 ICO SALE

Phase 1 (1st – 21st Aug, 2021)

| | |
|--------------------------|-----------|
| Price: | \$0.50 |
| Minimum Purchase: | \$100 |
| Maximum Purchase: | \$2,000 |
| Total tokens: | 1,500,000 |
| Lock Duration: | 6 months |

Phase 2 (22nd Aug – 10th Sept, 2021)

| | |
|--------------------------|-----------|
| Price: | \$0.80 |
| Minimum Purchase: | \$100 |
| Maximum Purchase: | \$1,500 |
| Total tokens: | 1,000,000 |
| Lock Duration: | 3 months |

Phase 3 (11th – 30th Sept, 2021)

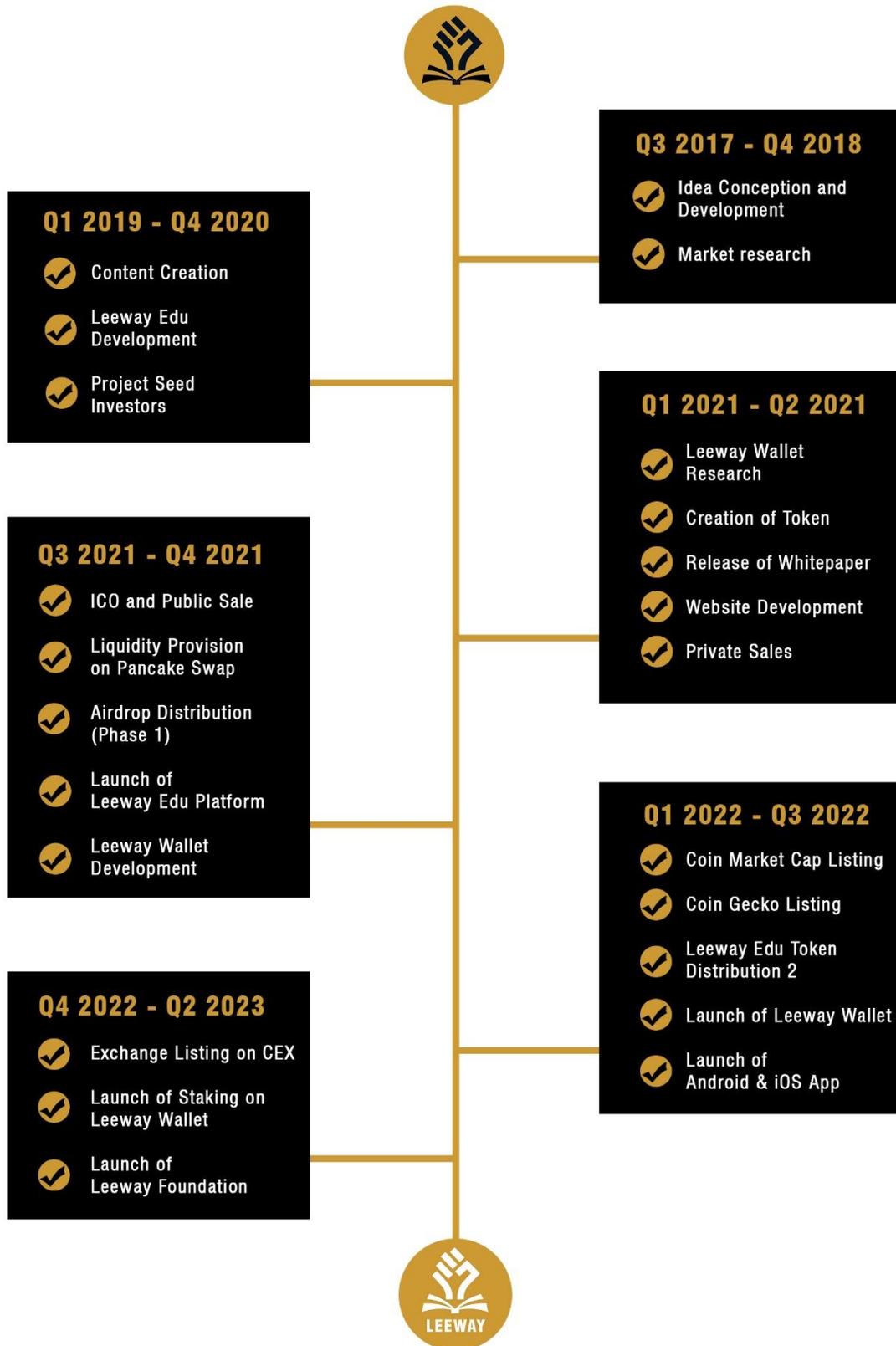
| | |
|--------------------------|----------|
| Price: | \$1.20 |
| Minimum Purchase: | \$200 |
| Maximum Purchase: | \$1,000 |
| Total tokens: | 800,000 |
| Lock Duration: | 1 months |

Token left unsold after ICO will be locked and used as staking rewards

Token sale goal is for the development of the Leeway Edu Platform and the development of Leeway Wallet.

7.0 ROAD MAP

LEEWAY ROADMAP



8.0 REFERENCE

Grandview Research – www.grandviewresearch.com

Investopedia – www.investopedia.com

Coin Market Cap – www.coinmarketcap.com

Modern Gentlemen – www.moderngentlemen.net

Company Market Cap - www.companiesmarketcap.com

PR News – www.prnewswire.com

Poverty Index – www.developmentaid.org

TAKING STOCK: Financial Education Initiative for the poor synthesis report

Entrepreneur – www.entrepreneur.com

Business Topia – www.businessstopia.net

Deloitte – <https://www2.deloitte.com/content/dam/Deloitte/uk/Documents/Innovation/>

Lead Wallet - https://www.leadwallet.io/pdf/Lead%20Wallet%20Whitepaper%201_0_2.pdf

BitDegree Whitepaper – <https://www.bitdegree.org/bitdegree-vision.pdf>

EduCoin whitepaper – https://whitepaper.edu.one/EduCoin_WhitePaper.pdf

9.0 TEAM

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10.0 DISCLAIMER

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- c. Nothing herein will constitute any basis of future undertakings or representations;
- d. We will not bear any loss arising out of relevant personnel or other respects of the white paper;
- e. To the extent that legal liability is non-exemptible, such liability is limited to the maximum extent permitted by applicable law.

Leeway Token is not suitable for anyone, and participants might have to complete a series of steps, including providing information and documents proving their identity. No one can guarantee or have any reason to believe that, Leeway Token held by you will increase in value, but instead they are likely to suffer the risk of depreciation. Holding of Leeway Token will not grant the holders any ownership and equity in the Leeway Project, nor grant them the right to directly control or make any decision on behalf of the Leeway Project.