



SuccessLife

White Paper

The World's Leading Marketplace
for Premium Personal and
Business Development Content

www.SuccessLife.com



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There is no requirement for the offer of the SuccessCoin tokens to be accompanied by any prospectus. Nor is there any requirement for any prospectus to be lodged with the Monetary Authority of Singapore ("MAS").

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Abstract

SuccessLife: The World's Leading Marketplace for Premium Personal and Business Development Content

SuccessLife is the groundbreaking flagship product from **Success Resources**, the world's leading seminar and workshop organiser.

Speakers like Donald Trump, Bill Clinton, Sir Richard Branson, Tony Blair, Robert Kiyosaki, Tony Robbins, Gary Vaynerchuk, Jordan Belfort, and Nick Vujicic have embraced the Success Resources speaking platform. With over 10 million attendees attending over 500 events across 30 countries, **Success Resources is the #1 Seminar promoter in the world.**



With 25 years of experience behind its conception, this latest offering is poised to capture the largest market share in the personal development and corporate training industries - key markets its products, services and events have focused on serving.

With 472 million entrepreneurs worldwide attempting to start 305 million companies and approximately 100 million new businesses opening each year around the world,¹ the potential of this marketplace is tremendous.

¹ Mason, M. K. (n.d.). Worldwide Business Start-Ups. Retrieved October 10, 2017, from <http://www.moyak.com/papers/business-startups-entrepreneurs.html>



The exponential growth in new businesses sends a clear signal to expect a corresponding increase in demand for training, mentoring, coaching and educational resources to support development of their human capital.

The SuccessLife team recognises the market trending towards personal and business development, digitization of content, the shift to mobile learning, and the rise of cryptocurrencies:

- The Personal Development industry is estimated to be worth \$11 billion with up to \$500 million spent on personal development products every year in the United States alone.²
- The worldwide corporate e-learning market is estimated to increase at a compound annual Growth rate of 18.54% and is expected to reach close to US\$31bn in revenue by the end of 2020.³
- The worldwide market for Mobile Learning which is forecast to more than double in revenue in 66 countries and more than triple in revenue in 32 countries by 2019.⁴
- Cryptocurrencies saw an explosive uptrend over the past year and now stands at a staggering total market capitalisation of over \$207bn.⁵

Currently, consumers can engage with only a few prominent names - solely on their networks and on their terms.

2 LaRosa, J. (Ed.). (2017). *The Market For Self-Improvement Products & Services* (11th ed., pp. 5, Rep. No. FS15). Tampa, FL: Marketdata Enterprises Inc.

3 Technavio. (2017, October 1). *Corporate E-learning Sector: Worldwide Forecast until 2021* (Rep. No. IRTNTR15395). Retrieved October 10, 2017, from <https://www.technavio.com/report/global-corporate-e-learning-market>

4 Adkins, S. S. (2015, August 1). *2014-2019 Worldwide Mobile Learning Market Forecast: Premium Edition* (Rep.). Retrieved October 10, 2017, from Ambient Insight, LLC website: <http://www.ambientinsight.com/Resources/Documents/AmbientInsight-2014-2019-Worldwide-Mobile-Learning-Market-Executive-Overview.pdf>

5 Cryptocurrency Market Capitalizations | CoinMarketCap. (n.d.). Retrieved November 09, 2017, from <https://coinmarketcap.com/>



The SuccessLife team intends to seize the opportunity to replicate its 'offline' success to the 'online' space. Breaking away from the controlled environment of the industry, SuccessLife is built upon a decentralized digital platform that is a 24/7 "one-stop-shop", always open to everyone.

The SuccessLife platform overcomes the geographic and time-sensitive limitations of delivering live seminars by creating marketplace for personal and business development content to be collected, curated, and distributed anytime, anywhere, and on any device.

Each activity on the platform – from content creation to content consumption – is powered by SuccessCoins (SCs). These transactions are further secured by Smart Contracts.

Therefore, the content producers are rewarded, managed, and protected by SuccessCoins (SC's), while, content consumers can also access the content, courses, products and services within the SuccessLife platform using the same SuccessCoin cryptocurrency.

The advantages of SuccessCoin are three-fold:



Customers can rely on receiving consistent quality and value for every SuccessCoin spent on content as demand and ratings are recorded on the blockchain in a transparent manner.



Customers and contributors in the SuccessLife community benefit from the quick and secure payments through an online wallet, without incurring costly transactional fees.



Content ownership and attribution is recorded on the blockchain, virtually impossible to be tampered with, ensuring content creators of its authorised distribution and control over access limitations.

The SuccessCoin token sale is an opportunity for the Personal Development market to tap into the cryptocurrency trend standing at a total market capitalisation of \$207bn⁶ - a first for the industry.

⁶ Ibid.



Market Value and Potential

The primary target market for SuccessLife are entrepreneurs, small business owners, solopreneurs, early adopters, and Self-Wealth creators. The growth potential of the platform is clear given the context of the following statistics:⁷

- Approximately 543,000 new businesses get started each month.
- Over 50% of the working population work in a small business.
- Small businesses have generated over 65% of all new jobs since 1995.
- 7 out of 10 firms survive at least 2 years, half at least 5 years, a third at least 10 years and a quarter stay in business 15 years or more.
- 52% of all small businesses are home-based.

Considering the 472 million entrepreneurs worldwide and by extension, their staff, teams and business partners, all of whom are prospective clients actively seeking training and development, the sheer size and scale of the potential demand is an opportunity that is too lucrative to ignore.⁸

“The growing pressure on corporates to upgrade their training programs and processes will lead to the adoption of advanced technologies, which will help in the process of teaching and learning without compromising on the quality of training and employee productivity.”⁹

7 Nazar, J. (2014, June 30). 16 Surprising Statistics About Small Businesses. Retrieved November 09, 2017, from <https://www.forbes.com/sites/jasonnazar/2013/09/09/16-surprising-statistics-about-small-businesses/#6b11f7635ec8>

8 Mason, M. K. (n.d.). Worldwide Business Start-Ups. Retrieved October 10, 2017, from <http://www.moyak.com/papers/business-startups-entrepreneurs.html>

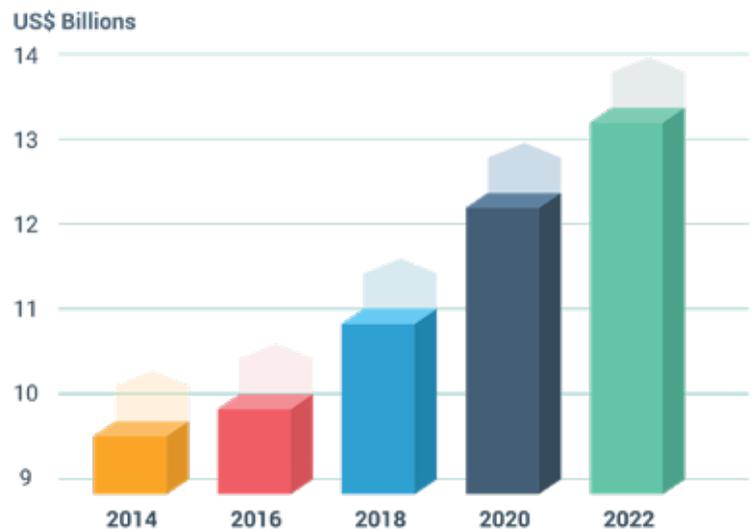
9 Technavio. (2017, October 1). Corporate E-learning Sector: Worldwide Forecast until 2021 (Rep. No. IRTNTR15395). Retrieved October 10, 2017, from <https://www.technavio.com/report/global-corporate-e-learning-market>



This recent rise in the trend of content digitalization will lead to the growth of the worldwide corporate e-learning market. This is estimated to increase at a compound annual Growth rate of 18.54% and is expected to reach close to USD 31 billion in revenue by the end of 2020.¹⁰

According to the latest Marketdata findings¹¹ in their August 2017 report, the Personal Development industry is estimated to be worth \$11 billion in the United States alone with up to \$500 million spent on personal development products every year.

This industry includes a variety of market segments from holistic institutes, infomercials, books and audio books, motivational speakers, websites, seminars, personal coaching, online education, weight loss, and stress management programs.



Source: Marketdata - *The U.S. Market for Self Improvement Products & Services, August 2017*

¹⁰ Ibid.

¹¹ LaRosa, J. (Ed.). (2017). *The Market For Self-Improvement Products & Services* (11th ed., pp. 5-47, Rep. No. FS15). Tampa, FL: Marketdata Enterprises Inc.



More importantly, 136.8mn people in the United States alone reported making personal improvement commitments.¹² Of these, the Baby Boomers (people born between 1946 and 1964) said they would spend an average of \$152 per year on self improvement. However, the millennials (18-34 year olds) said that they would spend twice the amount (close to \$300 a year) on self-improvement.

The growing high-value millennial market has a preference towards accessing self-improvement content via digital channels, thus providing yet another invaluable opportunity for the SuccessLife platform.

The impact of this shift is seen in the growth in the Mobile Learning products and services market, reaching \$8.4 billion in 2014.¹³ The global five-year compound annual growth rate is 11.3% and revenues will reach \$14.5 billion by 2019.¹⁴ In terms of expenditure, top-buying countries are expected to be China, followed by the US, India, Indonesia, and Brazil by 2019.¹⁵

¹² Beaton, C. (2016, March 29). Never Good Enough: Why Millennials Are Obsessed With Self-Improvement. Retrieved October 15, 2017, from <https://www.forbes.com/sites/carolinebeaton/2016/02/25/never-good-enough-why-millennials-are-obsessed-with-self-improvement>

¹³ Adkins, S. S. (2015, August 1). 2014-2019 Worldwide Mobile Learning Market Forecast: Premium Edition (Rep.). Retrieved October 10, 2017, from Ambient Insight, LLC website: <http://www.ambientinsight.com/Resources/Documents/AmbientInsight-2014-2019-Worldwide-Mobile-Learning-Market-Executive-Overview.pdf>

¹⁴ Ibid.

¹⁵ Ibid.

Challenges

The personal development industry is going through a phase of generational change and is on the cusp of a major breakthrough. The underlying demographic, social, and technological trends have instilled this disruptive phase in the industry. While these trends pose challenges, they also offer significant opportunities for future growth.



01. Shift to Millennials:

The demographics have decisively tilted towards the younger population across the USA and the emerging Asia. These young consumers demand a different kind of content; particularly that based on East Asian and Oriental philosophies. The traditional material prosperity ethos are largely being replaced by 'experiences over possessions' ethos. This has precipitated a change in the type of content being demanded.



02. The Digital and Mobile Trend:

The in-person seminar and workshop coaching model is increasingly being replaced by webinars and podcasts. In the USA alone, for the 9th consecutive year, the number of students taking at least one online course continued to expand at a far higher rate than the growth of overall higher education enrollment.



03. **Change of Old Guard:**

A lot of old, renowned personal development 'masters' have moved out of the industry. Some have died, many have retired, and others have simply passed on their personal legacy to institutions. There exists a gap in the personal development market where everybody is waiting for the next Dale Carnegie.

This shift has resulted the decline of the \$400-\$500 Million live trainings & seminars business due to travel costs and speaker unavailability. In response, the trend is moving towards delivery and consumption of personal development content through online distribution channels such as webinars, teleseminars, audiobooks and online courses, which are gaining popularity because of their lower cost and constant availability.



04. **Accountability:**

The personal development industry has often come under attacks on the transparency and accountability of the advice it dispenses. This has created uncertainty in the minds of the consumers about the traditional, offline coaching space.



Growth Opportunity

SuccessLife is primed to take advantage of this growing trend and will be the world's leading marketplace for premium personal and business development content, harnessing the efficacy of cryptocurrency and the enhanced security that Blockchain technology brings.

SuccessLife opens a gateway to the vast content archives of Success Resources amassed from 25 years of seminars, courses and events. In SuccessLife, 10,000 hours of high quality exclusive personal and professional development content from the world's most recognisable thought leaders, business strategists, master trainers, inspirational icons, and industry professionals can now be accessed at one's convenience.

The SuccessLife digital platform is a state-of-the-art project conceived by industry veterans who have over 300 years of combined top leadership experience. Over 500 hours have been spent on executing this vision and the result is one of the most advanced platforms ever to be built in the personal development industry.

We intend for SuccessLife to be much more than a content aggregator. It will be a marketplace for speakers, trainers, coaches and experts, both established and emerging, to not only distribute their curated content and promote their services but also reap the rewards of the value they contribute with SuccessCoins.

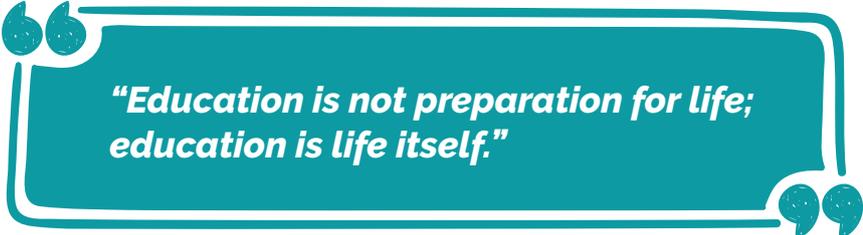
The final component of SuccessLife serves as a crowdfunding launchpad for business plans, innovative ideas and education-focused community service proposals. With funding raised in SuccessCoin, backers can ensure accountability by harnessing the enhanced security that Blockchain technology brings, while maintaining its transferability in global exchanges.

SuccessCoin is backed by the Ethereum blockchain and the code will be open-source to ensure complete transparency in our processes.



Overview

Introduction



“Education is not preparation for life; education is life itself.”

- John Dewey, Philosopher, Psychologist and Educational Reformer

Education is the cornerstone of human development. It is no wonder today education is a big industry and the top priority for most of the Governments across the world.

However, our current economic climate has resulted in a generation facing high tuition fees, rising cost of living, sluggish jobs markets, and low income growth. Student loan debt has reached close to \$1.3 tn in USA alone.¹⁶ As a result, professional college and university education has become increasingly unaffordable for the general population.

There is a large adult education market, where working professionals and retired elderly baby boomers enrol into training programs and certification courses to keep their skillsets up to date.

“The growing pressure on corporates to upgrade their training programs and processes will lead to the adoption of advanced technologies, which will help in the process of teaching and learning without compromising on the quality of training and employee productivity.”¹⁷

¹⁶ Friedman, Z. (2017, February 21). Student Loan Debt In 2017: A \$1.3 Trillion Crisis. Retrieved October 15, 2017, from <http://www.forbes.com/sites/zackfriedman/2017/02/21/student-loan-debt-statistics-2017>

¹⁷ Technavio. (2017, October 1). Corporate E-learning Sector: Worldwide Forecast until 2021 (Rep. No. IRTNTR15395). Retrieved October 10, 2017, from <https://www.technavio.com/report/global-corporate-e-learning-market>



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Considering the 472 million entrepreneurs worldwide and by extension, their staff, teams and business partners, all of whom are prospective clients actively seeking training and development, the sheer size and scale of the potential demand is an opportunity that is too lucrative to ignore.¹⁹

This recent rise in the trend of content digitalization will lead to the growth of the worldwide corporate e-learning market. This is estimated to increase at a compound annual Growth rate of 18.54% and is expected to reach close to USD 31 billion in revenue by the end of 2020.²⁰

This industry also has a high retention rate among consumers, particularly among business owners and employees of startups and small companies.

¹⁸ Nazar, J. (2014, June 30). 16 Surprising Statistics About Small Businesses. Retrieved November 09, 2017, from <https://www.forbes.com/sites/jasonnazar/2013/09/09/16-surprising-statistics-about-small-businesses/#6b11f7635ec8>

¹⁹ Mason, M. K. (n.d.). Worldwide Business Start-Ups. Retrieved October 10, 2017, from <http://www.moyak.com/papers/business-startups-entrepreneurs.html>

²⁰ Ibid.



Not only business development but personal development programs – such as spiritual development, physical well-being programs, stress management programs – are also in high demand. The market for such personal development programs is valued at \$11bn²¹ in USA alone.

Success Resources, currently a member of ASX listed Success Global Media Limited – the parent company of SuccessLife – has been a market leader in the personal development industry for the last 25 years. With over 10,000 hours of high quality personal and professional development content from the world's most recognisable thought leaders, SuccessLife is the most advanced and comprehensive self-improvement marketplace ever built in the digital space.

Historically, the marketplace has been around for as long as trade existed and has been a cornerstone of society, across cultures and over generations serving as financial hub, centre of commerce, meeting place, and public forum.

SuccessLife was conceived from and developed around this same concept of a marketplace. Driven by real life entrepreneurs, it is the place where content creators and service providers connect with consumers. It is the place where culturally diverse and geographically isolated individuals can converge. In this open source, supportive environment, they devise strategies, combine resources, and pool their talents. From industry veterans to academic experts to experienced professionals, together, they discover solutions, develop ideas and design their aspirations.

SuccessLife is the Netflix, Apple Store, and Amazon of Personal, Professional and Business Development content combined.



21 Friedman, Z. (2017, February 21). Student Loan Debt In 2017: A \$1.3 Trillion Crisis. Retrieved October 15, 2017, from <https://www.forbes.com/sites/zackfriedman/2017/02/21/student-loan-debt-statistics-2017>



The Challenge

Personal Development is one of the fastest growing industries in the world, but there is a distinct lack of channels or platforms that allow for people to easily and safely access personal development content. Through the use of SuccessLife and SuccessCoins (SC) we hope to address and overcome the problems highlighted below:





01.

No options for Digital Personal Development Content

Digital media has become much more mobile over the past few years. Services such as Netflix, Amazon Prime, Apple Store and Spotify each have their own massive selection of movies, TV episodes, music, podcasts, digital books, audiobooks and apps.

However, lacking from their content libraries are Personal and Professional development videos and courses that cover topics such as sales training, business and leadership development, marketing strategies, inspiration and motivation, etc.

YouTube has short form user generated content but without curation, serialization and digital rights protection, it becomes a challenge to navigate and secure stored content.

However, with no big entrants for the Personal and Business Development Industry, the demand is still high and as of yet, unmet.



Solutions

SuccessLife seeks to change this status quo. As industry leaders, SuccessLife has the vision and the capability to create an online platform where customers will have access to 10,000 hours of high quality personal and professional development audio and video content.

Speakers, trainers, coaches and experts both established and emerging can host their content, all in one place for users to access on-demand, at their convenience.

All these content creators would be given a secured account (for payment acceptance) enabled with readymade templates to allow them to focus on what they do best – train people. The platform also gives these creators the platform to showcase and sell their training programs to a unified, large user base.



02.

**Industry Focus
on Offline
Delivery, Not
Online User
Experience**

A lot of platforms have tried to solve the problem of user experience. Whether it's a mobile game, healthcare software platform, or marketing website, engagement requires detailed strategy and effective execution.

Taking personal development online faces the same challenges. However, there has been no single viable solution that satisfies the four requirements of an excellent product and platform, taken from the CUBI Model for Project Success.²²

Developers in the tech industry have come up with incredible user experiences and interfaces on mobile and web apps that deliver content effectively and efficiently in unbelievably appealing ways. However, what they lack is curated content, experience working within the industry with content creators to grasp the nature and goals of the business and understanding the needs and desired outcomes of the target market.

Industry experts focus on delivering their personal development content in highly experiential, personal encounters. They prefer traditional channels such as in-person seminars, bootcamps, live events, printed books and infomercials. Most have attempted but failed to capture much attention in the online, digital space and position their content where the trend is leading - the mobile and Internet context.

²² Stern, C. (2014, September 25). CUBI: A User Experience Model for Project Success. Retrieved October 15, 2017, from <https://uxmag.com/articles/cubi-a-user-experience-model-for-project-success>



Solutions

Success Resources has been the leader in the industry for more than 25 years now. Leading success and business icons such as Tony Robbins, Sir Richard Branson, Bill Clinton, Robert Kiyosaki, and T. Harv Eker have embraced our stage to share their valuable knowledge and experience on stages engaging crowds in the 10,000s of listeners. There is no dearth of the quality or the quantity of content with SuccessLife.

As industry leaders, SuccessLife has the access and resources to acquire some of the best technological and content curators to create the ideal user experience. We have chosen Blockchain as the underlying technology because it is the future and brings a competitive edge to our platform by introducing transparency.

We have more than 10,000 hours of quality video content sources from some of the best speakers, coaches, and motivators from across the globe on a variety of issues. This gives SuccessLife unmatched scale in the industry. Combine this with our experience in the understanding what it takes to be successful in this industry for the past 25 years, the pedigree that we at SuccessLife enjoy is unparalleled in the industry.

SuccessLife will leverage on the current network of Success Resources' satisfied clients and its loyal worldwide fan base to deliver its best live events in the online environment.

◀ **What Makes A Good USER EXPERIENCE**





03.

Transparency

Often on content websites the viewership and rating data on the content is inconsistent, incomplete, or manipulated by blackhat marketing strategies. This makes it virtually impossible for end-users to determine the authenticity of its popularity, quality and value.

Ownership and digital rights management is held in tension between conflicting directions. Existing platforms segregate premium content which can only be accessed through higher-tiered subscriptions or pay-per-view. Protecting the digital rights of content producers this way limits its breadth of distribution. Unfortunately, since the advent of digital content, minimal progress has been made as far as ownership attribution and digital rights as demonstrated by the persistent presence of illegal downloads communities.

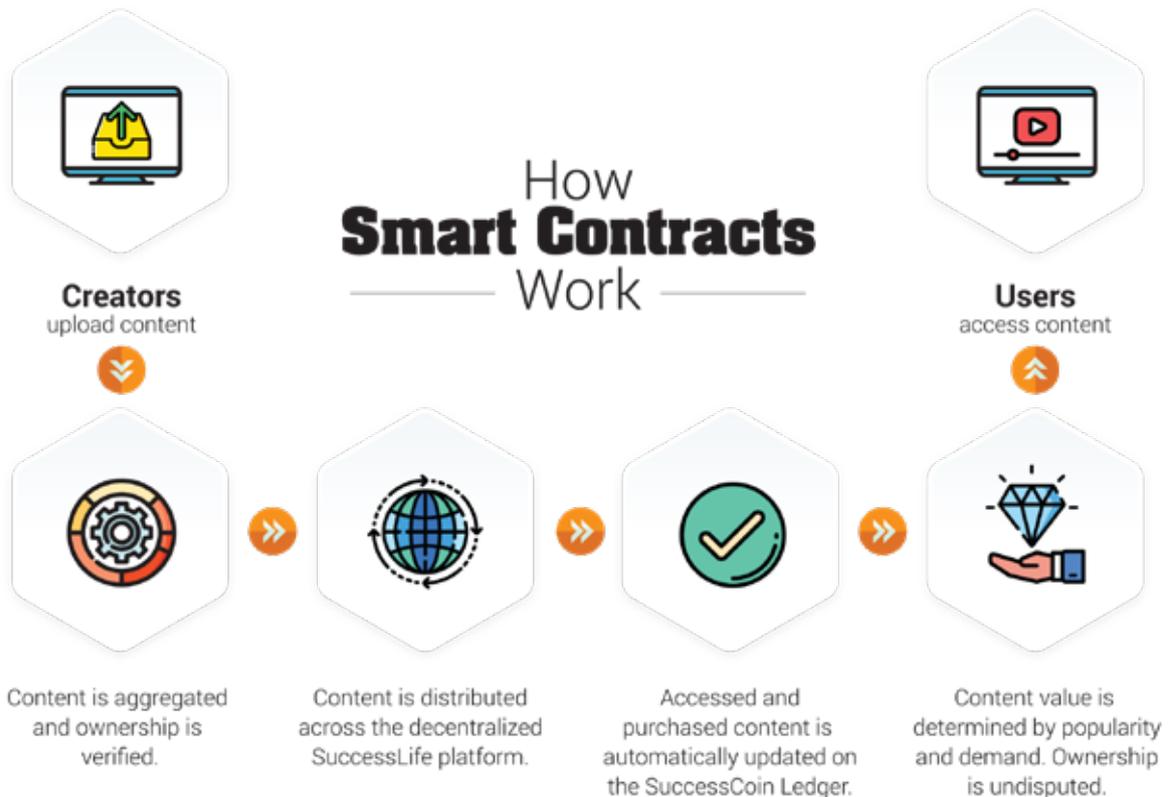


Solutions

In the SuccessLife platform, demand, value and quality is determined by the marketplace through its proprietary Blockchain powered analysis algorithm.

Access frequency, ratings and reviews are peer-verified, uniquely recorded and kept up-to-date on the blockchain. This feature ensures a robust ecosystem that is far more resilient to manipulation. Users can be confident of the consistent quality and value they receive with every SuccessCoin spent.

Any metadata tagged to uploaded content will be digitally recorded on the blockchain, virtually impossible to be tampered with. Content ownership is attributed to the right source and their digital rights are protected without limiting ease of access and distribution.





04.
**Banks
imposing costly
transaction fees**



Solutions

For international platforms which accept payments from all around the world, cross-border transactions involving traditional fiat currencies typically go through banks which incur transactional fees. Also included are risks such as the hijacking of funds or identity theft.

There's also the issue of time where the validation process and actual transfer periods may end up taking more time than necessary.

SuccessLife has created its own cryptocurrency called SuccessCoin. Based on the secured ERC 20 protocol, this unique cryptocurrency would be the first of its kind in the personal development industry.

It will serve as the bedrock of any and all transactions on the SuccessLife network, and would be positioned as the de facto cryptocurrency to be used in the personal development industry.

To expand the availability and liquidity of SuccessCoins, we intend to list the coin in 4-5 exchanges post completion of the token sale.

What is Success Resources?

About Success Resources

SuccessLife is part of the Success Resources Group of companies.

Established in 1992, Success Resources has grown to become one of the leading global providers of educational resources, seminars, and workshops. We believe that education and learning experiences transcend the boundaries of a classroom, and in the course of 27 years, we have proudly, and positively impacted over 10 million lives across 35 countries. Success Resources is the Number 1 Seminar Promoter in the world.



Vision

Be the world's leading provider of life changing education.

Higher Purpose Statement

We change lives globally through our extraordinary, high impact, and experiential breakthrough programs, resulting in both immediate and long-term changes through transformed mindsets, wealth, relationships and a sense of purpose.

What we do

Success Resources holds over 500 events a year globally, including world renowned events such as Unleash The Power Within, The National Achievers Congress and Success Summit.

We've had the pleasure of having world-renowned speakers and experts at our events; including Sir Richard Branson; founder of the Virgin Group, Tony Blair; former Prime Minister of the United Kingdom, Tony Robbins; the world's number one success coach, and Nick Vujicic; world renowned inspirational speaker.

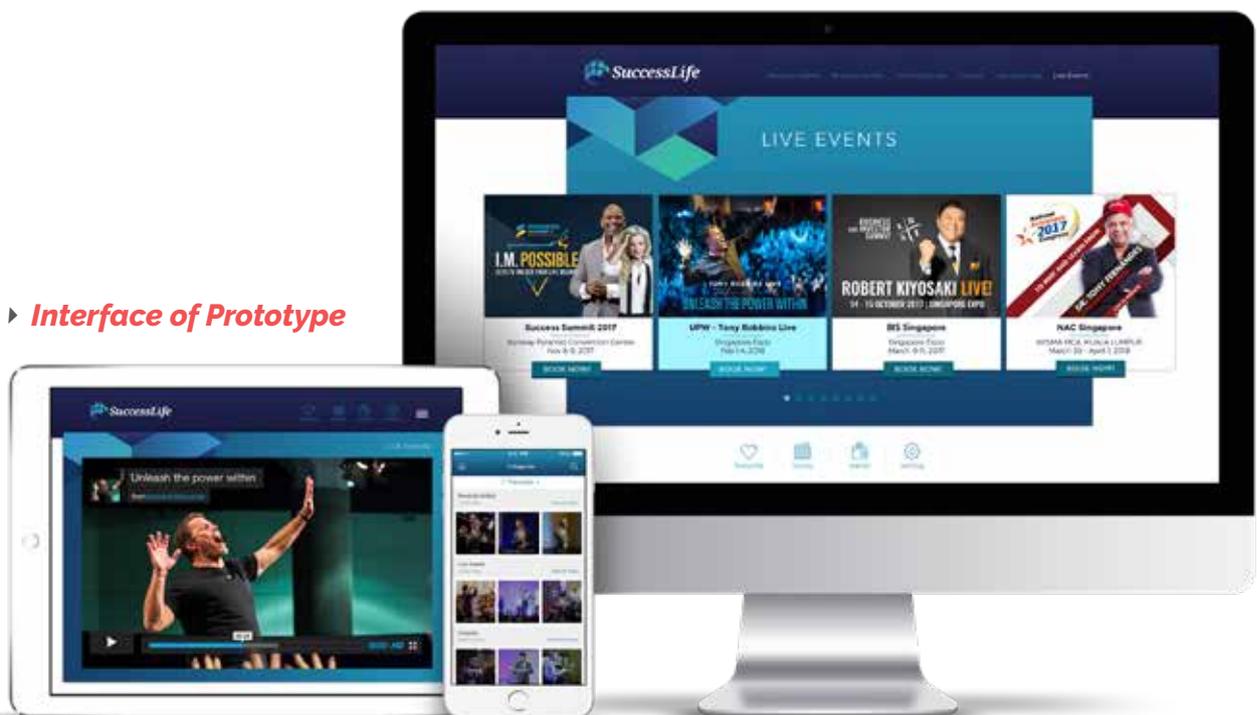
What is SuccessLife?

SuccessLife's vision is to build on the legacy of Success Resources (the parent company) and become the world's largest global online and offline community for entrepreneurs or anyone looking to be inspired or motivated. SuccessLife will comprise of a myriad of online training and content onto a single, centralised platform; consisting of written, audio, and video content.

One of the problems we seek to address is that while there's a growing volume of personal development content, the way it's segregated and distributed is not available at a single place. This makes it much more difficult for people to find or search for content that is relevant to their needs.

On the SuccessLife platform, all content will be aggregated for varying demographics, similar to how TED Talks functions. Premium content that is normally not available to the public-at-large will also be licensed or purchased from renowned personal development providers (including Tony Robbins, Tom Hopkins, Brian Tracy and Jay Abraham) as part of our overall service offering.

► *Interface of Prototype*





As the amount of content available will be substantial, all of our content will be catalogued in different categories such as "author" and "topic". All of our content will be available on a subscription basis.

Our ultimate aim would be to create our own content in a way that is not only engaging and relevant, but also easily accessible to the audience. The content type shall range from streaming live seminars to the production of our own content featuring celebrity or high profile speakers to better serve the needs of our subscribers.

SuccessLife isn't a platform to simply receive; it's also a chance for you to deliver. It will be an open-site platform for third-party content and service providers to upload, share, and promote their own digital content such as courses, programs, seminars, workshops or just content.

Furthermore, SuccessLife will also enable our subscribers to read about and register for events globally and to purchase both products and services via our proprietary e-commerce system built into the platform.

Subscribers won't just have access to our content or seminars. In fact, all of our subscribers will benefit from early-bird discounts or notifications about third-party seminars, allowing you to purchase them from the SuccessLife platform similar as to how Eventbrite functions.

Content will be accessible



Any **Time**



Any **Where**



Any **Device**



Product Development Roadmap

SuccessLife is being executed at a scale never before seen in the history of the personal development industry. It brings together a massive content library powered to deliver content to over 10mn users across the globe.

Furthermore, it is powered by a decentralized blockchain network that will ensure transparency and independence in the system, thereby democratizing the industry from the clutches of the powerful few.

It is also envisioned to be device and platform independent but with a synchronized feed across platforms. This means that if the user leaves a video at a given point of time on one device, he/she can continue watching that video on another device seamlessly.

Naturally, a project of this scale and complexity would be executed in phases, the success of each determining the outcome of the larger product.

We have defined the following stages for the platform development in our roadmap:



Product Development Roadmap



What Is SuccessCoin?

SuccessCoin – the proprietary blockchain based cryptocurrency of SuccessLife – lies at the heart of the SuccessLife platform.

SuccessLife is built as a pure decentralized system, one in which the content's hosting, sales, and review are all captured transparently and seamlessly in the audit trail of the blockchain. These blockchain transactions are powered by the SuccessCoin.

Therefore, the more the content and the number of users creating and consuming the content, the more the consumption and demand for SuccessCoins will be. This creates a direct correlation between the demand and usage of SuccessLife with the SuccessCoin platform.

Further, all the transactions on the SuccessLife platform are powered by the SuccessCoin. By utilising the blockchain technology, SuccessCoin will be able to offer its subscribers a payments system that is not only fast, but secure.

In addition to this, SuccessCoin, like most cryptocurrencies, offer a number of benefits to token holders in order to increase its usage and circulation. In the case of SuccessCoin, these benefits include:



Being able to purchase event tickets, products, and services from our SuccessLife platform and through our proprietary e-commerce platform



Securing slots on SuccessLife to share and promote anyone who wishes has their own content



Crowd-funding features for third-party event organisers to fund their events

Why SuccessCoin?

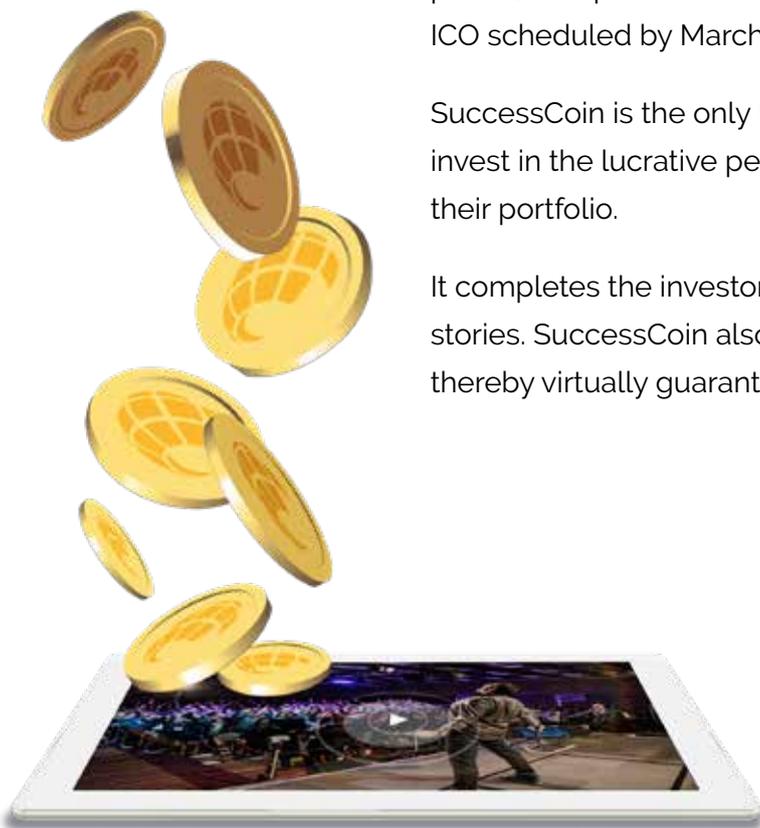
SuccessCoin is a direct play on the fast growing personal development market worldwide. It is based on the world's largest seminar provider which is backed by 27 years of gold standard legacy. Therefore, it is not only a direct exposure in the personal development industry, but also exposure to one of the best and the largest companies in the space.

As explained above, SuccessCoin is linked very closely to the SuccessLife and Success Resources platform, which have served more than 10mn people worldwide. With such a massive customer base and exposure levels, SuccessCoin is bound to gain recognition and increased acceptance on a widely used platform.

SuccessCoin will be released through different milestones to the public, with pre-sales lasting 2 weeks, pre-ICO, and after which an ICO scheduled by March 2018.

SuccessCoin is the only Digital Currency that allows the investor to invest in the lucrative personal development market and diversify their portfolio.

It completes the investor's diversification into direct consumer stories. SuccessCoin also has a captive user base of 10 million, thereby virtually guaranteeing high demand.





SuccessCoin Business Use Cases

- **Clients**

Our clients benefit from having a diverse range of options in which the SuccessCoin token is used. As part of SuccessLife's integrated structure, clients are assured of fast and secured subscriptions and other payments through SuccessLife's proprietary e-commerce platform.

As we further develop the SuccessLife and SuccessCoin ecosystem in accordance with our roadmap, stakeholders can expect greater functionality throughout the platform as a whole.

- **Merchants**

Merchants and content/service providers will be able to benefit from SuccessLife's e-commerce system by accepting payments for their product or digital content as well as to create end-to-end transactions for both physical and digital goods.

They can also take advantage of SuccessLife's subscription system to maintain an ongoing schedule payment for either the provision of premium or exclusive content.

- **Advertising**

The SuccessLife platform will function as an E-mail, and will thus allow for the display of advertising in order for merchants to reach out to the public as a viable channel for traffic. Advertising space will comprise of options such as banners, pop-ups, and homepage takeovers.

Anyone is free to purchase advertising rates, with either SuccessCoins or fiat currency, but advertisers who purchase space with SuccessCoin tokens will be given special advertising rates.

All advertisers will be evaluated and vetted against a stringent compliance policy designed to protect our clients.



- **Crowd Funding**

SuccessLife also acts as an avenue for smaller event organisers or individual entities to not only showcase their events, workshops, and knowledge, but to also offer them a chance to raise funds through crowd funding.

Clients and merchants alike will be able to contribute funds to these up and coming projects through the use of SuccessCoin tokens. All crowd funding projects within SuccessLife will be subject to a stringent compliance process.

- **Cross-platform usage**

As part of SuccessCoin's commitment to its plan for growth through increased usage, SuccessCoin can be used on other cryptocurrency platforms to trade, and more importantly, be available as a payment option for businesses that are not affiliated with Success Resources.

At the same time, SuccessCoin will also be partnered with various payment gateways, which means that both clients and merchants will have access to even more payments solutions such as Visa or MasterCard in order to facilitate a wider variety of payments and receivables options.

In parallel, SuccessCoin would be listed on 4-5 exchanges post completion of the token sale to create liquidity for the coin to the public. This would also help in better price discovery of the coin and boost loyalty of the SuccessLife platform.

Technology

SuccessLife is being built as the futuristic learning platform that would bring autonomy to the e-learning space. No longer would the content be delivered by a central website or institution.

The learning content would be sourced from the best in the world, with each content creator having the full liberty to structure, deliver, and charge for their programs as they deem fit.

At the heart of this technological development is SuccessLife's proprietary technology named BOLT or Blockchain Operated Learning Technology. The structure of the application would be Distributed in nature, thereby creating the first Dapp in the Personality Development industry.



BOLT

At SuccessLife, one of the key values is that the learning content providers need to enjoy absolute autonomy over what and how they teach. The effectiveness and usefulness of these programs is then adjudged by a refined audience rating system.

Considering these two design considerations, it was decided to develop a decentralized system. We call it BOLT – or Blockchain Operated Learning Technology – and it clearly showcases our vision on how we want to disrupt the digital learning content delivery space.

A sample BOLT based use case would look like as below:



In all the above steps, the BOLT technology creates an entry in the Blockchain and enables Provenance (Audit trail).

1. The user's search history and interest is captured in the student level blockchain. This will help better understand the student user's interests and requirements.
2. The viewing a demo step would create an entry in the lesson level blockchain which would help the trainer identify how many times were his/her lessons requested for a demo.



A record in the student level blockchain is also made to capture the student user's interest

3. The payment for the lesson would create a record in the SC blockchain and also the student user's, trainer's, and the lesson's blockchain records. This step would affect all the sub-level blockchains.

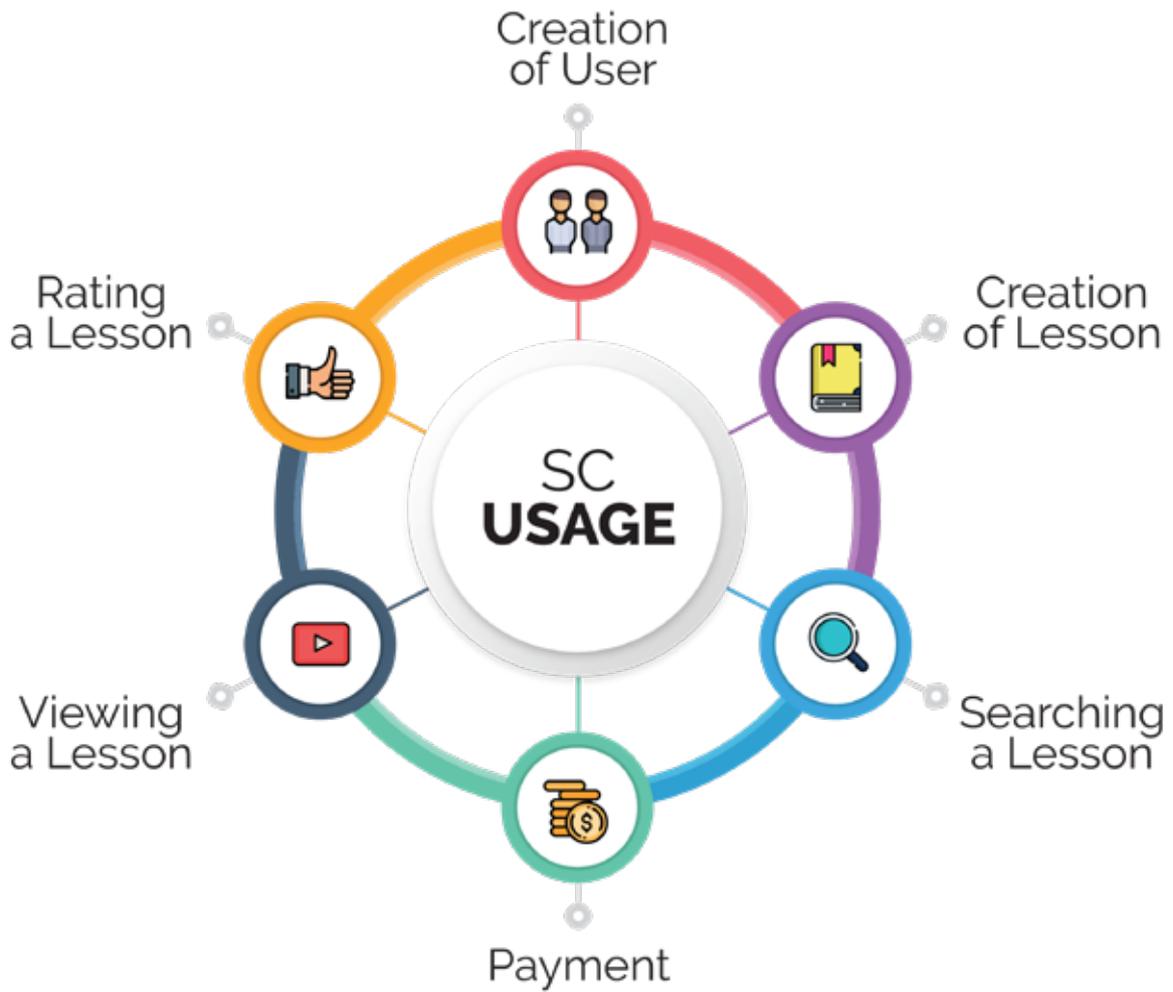
4. The video watching progress is tracked in the student level blockchain with clear insights on the dropout rates and resume watching analytics.

5. The ratings are recorded in the trainer level and lesson level blockchains and publicly made available to the rest of the community for enhanced transparency.

As we can see the underpinning of BOLT is based on the key blockchain concept of Provenance, i.e. Transparent Audit Trails.



For each Blockchain entry as described above, the SC coins are consumed. This creates an inherent and robust demand for SC in the platform.





SuccessLife's Initial Coin Offering (ICO)

The sale of the SuccessLife's SuccessCoin (SC) will be executed in stages.

Each prospective SuccessLife ICO participant is solely responsible to determine whether they are eligible to participate based on their respective jurisdiction of residence.

The SuccessCoin token sale is an opportunity for the Personal Development market to tap into the cryptocurrency trend standing at a total market capitalisation of \$207bn²³ - a first for the industry.

SuccessCoin Token Mechanics

We aim to raise a total amount of 50M USD during the ICO period which includes both the pre-sale and the ICO. At the time of writing of the paper, this is close to 136,000 Ethers or 6,067 BTC.

Total Number of SC Coin: 300 million (300,000,000)

Average Coin Value: 1 SC = US\$ 0.1667

Final Stage Coin Value: 1 SC = US\$ 1.00

We would be raising USD 20M during the pre-sale period. The rest USD 30M of the target will be raised during the full-fledged token sale.

²³ Cryptocurrency Market Capitalizations | CoinMarketCap. (n.d.). Retrieved November 09, 2017, from <https://coinmarketcap.com/>



Distribution of SuccessCoin – Supply Side Mechanics

SuccessCoin will be pooled to will fuel the acquisition of world class content from renowned author and speakers through licensing and royalties. Part of this pool are use to reward content publishers to create user generated content on SuccessLife platform. The usage of these coin will be strictly controlled by the SuccessCoin Smart Contracts.

The usage of SuccessCoins would be strictly controlled by the SuccessLife smart contract.

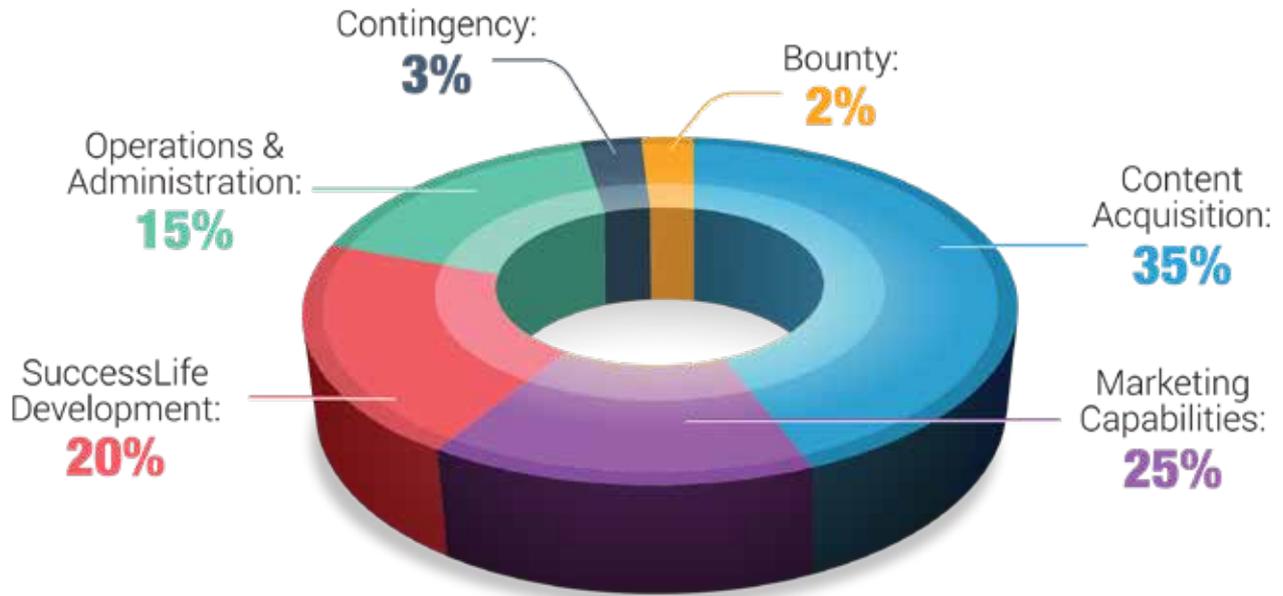
The SCs for SuccessLife team will be vested over a period of 2 years.

The SC used for development will be controlled via an Escrow that ensures that fair and transparent process of sale of those tokens and their development.

Procedure to earn SC reserved for bounty program will be updated on SuccessLife's official website.

The ICO and Pre-Sale SC will be distributed to the investors within 15 days from the end of the ICO period.

Usage of Sale Proceeds



The proceeds will be used for the following:

1. Content Acquisition (35%):

Our goal is to build a global web content portal with 10,000 hours of audio and video content from industries expert like Anthony Robbins and Robert Kiyosaki covering Entrepreneurial, Aspirational, Inspirational, Wealth Creation, motivational content provider. We aim to be the largest online curator, aggregator, editor, creator of content on the planet. This large content catalogue would be easily searchable and navigatable by the user. An intuitive suggestion algorithm would be implemented to better elaborate the user's interests in a given subject.

The team would also build a global event listing site for every kind of Seminars, workshops, conferences and training provided across 5 continents.



2. Marketing Capabilities (25%):

Build a team of high level smart young enthusiastic team with global outlook to grow client base to 30,000,000. The teams would be build across functions with a specific focus on building technology, marketing, and evangelising teams. Getting the SuccessLife vision to the masses if a critical piece of the product, and we intend to hire a dedicated team for that purpose.

Marketing funds would also be utilized for tasks such as branding, PR, outreach to social media and the wider Crypto Hedge Fund community. This would also include awareness campaigns designed around data privacy, and educating users about data theft.

In addition to these, the marketing funds would be utilized to list the SuccessCoins on 2-4 exchanges within the first 45 days of completion of the Token Sale.

3. SuccessLife Development (20%):

Development of Blockchain and Smart Contract with integration with ERP integration in the SuccessLife environment. This would require significant investments in:

- a. **Systems:** The software licenses and the support system costs are expected to take up the bulk of development costs.
- b. **Blockchain Engineers:** Seasoned Blockchain engineers are a rare and expensive talent to hire. To build a sustainable product with global outreach, we plan to spend a significant amount of money to permanently hire experienced Blockchain engineers to take SuccessLife platform to the masses.



4. Operations & Administration capabilities (15%):

A part of the funds raised would be used to run the day-to-day activities of SuccessLife's new leap forward. A significant part of this would be spent in the Legal and Compliance area.

We intend on making this Token Sale Fully AML compliant, wherein it is mandatory for every investor to provide their KYC (Know Your Customer) information prior to participation. To follow the compliances, standards and abide by certain regulations that are demanded by the Law.

This additional check would ensure that the SuccessLife Token Sale stands out from the rest of the offerings by offering a superior legally compliant comfort to the investors.

5. Contingency (3%):

This amount will be used to meet any unforeseen costs, if any.

6. Bounty (2%):

The official Bounty Program will reward SuccessLife supporters who help to expand its reach and presence on the social web. A total of 3% out of the total supply of tokens, are reserved for the bounty campaign.



SC Flow & Usage – Demand side Mechanics

SC would be used in Success Resource events. The flow of SuccessCoin and their use within the ecosystem can be expressed in the following scenarios:

1. Within the Success Resources and SuccessLife economy:

Use of SCs will be encouraged attendant to Success Resources seminars globally and transaction on SuccessLife platform. The algos of authenticity etc. will decide the amount of SCs being distributed to the involved parties. With Success Resources being the #1 seminar company in the world; with over 500 events every year and lifetime audience participation at 10mn, this usage would provide a constant captive demand for SCs.

2. Payments to the content publishers and creators:

The content creators would be compensated in SCs for the content they post. This would enable faster, more secure, and affordable cross-border payments thereby improving liquidity cycle and realisations for the content creators. This would make them prefer the SuccessLife platform for their future content publishing needs as well, thereby further cementing the platform's position in the market. The SCs will only be given once the content is approved by other content publishers using the approval mechanisms described in the smart contract.

3. Purchase of Content by Users:

The consumers who would be purchasing contents will be doing so by using SCs. This would enable faster and cheaper settlement of payments. From a demand perspective this constant consumer activity would ensure a healthy demand for SCs in the trading markets.

4. Advertisers:

One of the strengths of the Blockchain system is the transparent audit trail. For the content views, the entries would be made in the Blockchain in a transparent manner by using SCs. These fair and honest ratings data about each content item can be leveraged by the platform and the content creators to get targeted ads at the best possible price. The transactions from such advertisers would also; again, be powered by SuccessCoins.



Fund Keepers

The entirety of the investments raised during the Pre-sale as well as the Token Sale will be kept in multisig escrow wallets. The reason behind following this process is to give our investors the confidence that their contributions are kept in safe hands, and are not controlled only by SuccessLife. This allows us to bring credibility to the contributors and have clarity in our financials.



The Team

The Founders



Richard Tan . Michael Burnett . Veronica Chew . Dr Patrick Liew



Richard Tan

Co-founder & Board Chairman

Richard Tan is the former Co-Chairman, Asia Pacific Region of Meta Group. Meta Group is the market leader in providing IT and strategic research for info-communication industry and financial institution. He is among the first to pioneered online streaming content and among the first to successfully monetize streaming content reaching 52 countries and globally.

He is a successful serial entrepreneur, co-founded Success Resources accidentally from nothing and build it to be the global leading personal and business education provider that changes the life of many millions around the world. He has vast experience in conceptualizing, marketing, organizing and executing business tasks for success. He won the 2005 Singapore Phoenix Award. Once a year, government gave this award to inspire entrepreneurship in Singapore. He is also the recent winner and recipient of the 2017 CEO award by Brand Asia.



Michael Burnett

Co-founder & CEO

Michael Burnett is one of the most experienced and respected promoters of personal and business development events operating in the world today.

Michael has built his formidable reputation through not just presenting world leading programs but creating, organizing and packaging an extensive range of personal development, sales, marketing and business training programs, products and services.

With his leadership, Success Resources, has become regarded as an industry benchmark – with decades of continually growing success in Australia, New Zealand, and throughout the Asia Pacific region and expansion across the United States, Europe and the United Kingdom.

Michael is recognized for bringing the highest caliber names to his events. In addition to his long association with Anthony Robbins, he has introduced the world's most renowned experts, authors and speakers to attendees across the globe. His numerous recent headlining coups include Sir Richard Branson, Donald Trump, Lord Alan Sugar, Robert Kiyosaki, Jordan Belfort and T Harv Eker.

With offices in Sydney, Asia, Europe and the USA, his group's management and information systems, and direct sales and marketing systems, are at the leading edge of development in the business and personal training industry, cementing Michael's reputation as one of the world's leading promoters.



Veronica Chew

Co-founder & Group General Manager

Veronica Chew began her career as the Regional Marketing Manager of a government-backed arms manufacturer for several years prior to co-founding Success Resources. Her leadership and extensive deal making experience were invaluable to the expansion of Success Resources to new markets throughout Asia, Europe, Africa, and South America.

Veronica brings with her many years of experience in entrepreneurship, sales, marketing, and business leadership. She maintains a strong and ever expanding global network of relationships with international speakers, partners, and clients, most of whom have seen exponential growth through exposure on the Success Resources platform.

Veronica was recently awarded the 2017 Global Women award in London. The award recognises the contributions of women towards the advancement of personal growth and championing the development of businesswomen globally.



Dr Patrick Liew

Co-founder & Advisor

Dr. Patrick Liew is a multiple award-winning entrepreneur and investor, and mentors business leaders on how to globalize their businesses and tap the global capital markets. He was involved in listing three companies in three different securities exchanges in the USA, Australia and Singapore. Previously, he was the regional director of the Gartner Group, an American research and advisory firm providing information technology related insight for IT and other business leaders located across the world.

Patrick earned his doctorate degree from the University of Southern California and the focus of his dissertation is in financial literacy. Patrick provides leadership and advisory services to many professional and charity organisations. He is actively involved in supporting humanitarian, philanthropic, and charity causes. He has helped to organise many social missions and set five records in the Singapore Book of Records and the Guinness World Records in the process.

He has won numerous awards including the Global Leader Award, Asia Pacific Entrepreneurship Award, and the Entrepreneur of the Year Award for Social Contributions.



Top Level Management

The core leadership team of SuccessLife have had years of experience in their respective fields and are in the best position to make SuccessLife a reality and SuccessCoin the next cryptocurrency trend.

The team believes that everyone deserves a chance to be globally connected while having easy access to Personal Development, wherever they are in the world.



Country Managers



Davis Koh
Country Manager
Singapore



Chong Koh Vui
Country Manager
Malaysia



Faysal
Country Manager
UK / Europe



Michael Lane
Country Manager
Australia



Vivien Low
Country Manager
China

The Consultants



Prateek Dimri
Entrepreneur In Residence
at Darwin Labs Pvt Ltd
Blockchain & ICO Consulting



Divyashish Jindal
CEO @ Jacobi Partners
Blockchain & ICO Consulting



Nizam Ismail
Partner, RHTLaw Taylor Wessing
Corporate Banking & Finance



Speaker Testimonials

"Michael Burnett is the real thing and so is Success Resources. First of all, I've known Michael for more than 20 years and we've been dear friends and business partners because we share an absolute passion and we won't settle for anything but the best. We both want to serve people to the level that blows them away. That's how I've built my brand, that's how Michael built his. And Michael is constantly searching for who's the best today... in the area of wealth building, in the area of running their business, in the area of personal, emotional success and fulfilment, anything that can truly make a difference in lives. I just want you to know if you're considering doing business with these guys, they're the people that are the real thing and they're the largest of their type around the world."

- Tony Robbins

"In 1996, Kim and I created the Cashflow Board Game and we didn't know how to sell it. And then I got a phone call from Singapore from Richard and Veronica Tan. 21 years we've grown up together, we're spiritual partners, we're driven by mission. I found the right partners."

- Robert Kiyosaki

Acknowledgements

We appreciate everyone in our community for their support and belief in us.

We would also like to thank Jacobi Partners for their work in building things from the ground up together with us.

Disclaimers

All claims in this whitepaper are not final or binding. Everything is subject to change before the official release of the SuccessLife platform and the various stages of token sales.

Do not send ETH, Bitcoin or any fiat currency to any address besides the one that can be found on our website:

www.SuccessLife.com



Contact

For any enquiries, please direct them to:

support@successlife.com



SuccessLife

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