



SuccessLife

TOKEN

White Paper

A Customized Payment Solution
for the Educational, Personal and
Professional Development Industries



Table of Contents

3	Abstract
4	Executive Summary
6	Introduction
9	Industry Overview
10	Market Opportunity
13	Competitive Analysis
16	Innovation
19	SuccessLife Platform Architecture
21	SuccessLife Tokens
23	SuccessLife Ecosystem
28	Success Resources
30	SuccessLife
32	Project Development Roadmap
33	Top Level Management
34	The Founding Team
48	Fund Keepers
50	Acknowledgements/ Disclaimers



Abstract

SuccessLife Tokens: A Customized Payment Solution for the Educational, Personal and Professional Development Industries.

SuccessLife is a decentralized Blockchain ecosystem comprised of governments, institutions, and businesses that are involved in the education sector. SuccessLife will align the interests of all the stakeholders in the education sector to create a self-sustaining platform that flourishes on its own merit where users who generate, consume and curate educational content are rewarded.



Executive Summary

Education is the cornerstone of human development, yet many communities are not able to access meaningful education – particularly beyond the secondary or tertiary stage.

The education sector is a top priority for most governments around the world. The global education sector is expanding at an exponential rate both in terms of overall size and market dynamics. As of this writing, the US education market was valued at around US\$1.35 trillion and is expected to reach approximately US\$2.04 trillion by 2026.¹

In recent times, more niches have emerged within the education industry under the banner of consumption upgrade. Online education—defined by the twin characteristics of high demand and strong growth—has emerged as an ultimate choice for most learners. Online education traverses both space and time and extends a reach to persons who might not otherwise have enjoyed access.

The efficiency, abundant teaching resources, easy access & cost savings of the online education market has resulted in steady expansion over the past decade and is presently estimated to be worth \$165.21 billion and expected to rise to more than \$275.10 billion by 2022.²

Although online platforms have addressed the constraints of the offline market, they themselves have issues in that they largely generate their revenue from advertising. Online education is awash with middlemen, ad exchanges, audience segmentation and complex cross-device user tracking.

The industry is also fraught with fraud and the risk of identity theft.

Although the cost of online education has traditionally been lower than offline education this is no longer always the case. High marketing costs have caused many online educational platforms to increase their product prices thereby driving up the cost of education and resulting in the disenfranchisement of many potential e-learners.



These issues can be addressed by implementing a decentralized, Blockchain platform. And that is where we come in.

SuccessLife is a decentralized content sharing ecosystem comprised of governments, institutions, motivational and business orientated professionals on one hand and consumers proven to have demand in this space on the other. Leveraging purpose-built Multichain technology, SuccessLife will enable the wisdom of its stable of world leading educators to be delivered to those many millions who would not otherwise have enjoyed access as a result of not being able to physically attend an event or place of learning.

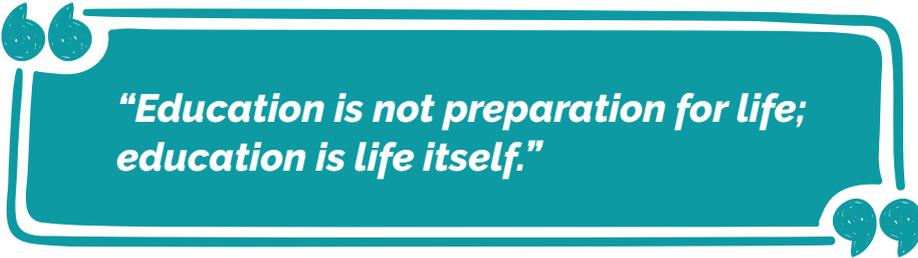
This White Paper covers an overview of the industry structure, the problem, our solution and roadmap for the ongoing implementation of SuccessLife.

Welcome.





Introduction



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

- John Dewey, Philosopher, Psychologist and Educational Reformer

Education is a crucial investment for both human and economic development. Government spending in the sector is huge and growing. For example, according to Zion Market Research, the overall size of the US education market was valued at around US\$1.35 trillion and is expected to reach approximately US\$2.04 trillion by 2026.³

But it's not just in the U.S.

Globally, the education sector has been expanding at an exponential rate both in overall size and market dynamics. Recent statistics released by EdTechXGlobal shows that the global education market is now over \$5 trillion. That is eight times the size of the software market and three-times the size of the entertainment sector.⁴

In recent times, the education sector has undergone constant change, thanks to the fast-paced, ever-evolving and complex global environments. Under the banner of consumption upgrade, more niches have emerged within the education industry to cater for emerging needs of different consumers.

SuccessLife, through its associated companies, are market leaders in the personal and professional development industry – itself a consistently growing niche market. More and more, individuals are seeking improvement and recognising that education does not stop when they finish school. The SuccessLife platform is an opportunity for millions to access previously unavailable educational content at the press of a button and you can be part of this



Online education has emerged as an ultimate choice for most learners. Instant access to multiple courses and virtually unlimited data has resulted in millions of learners around the globe opting for college or university courses and post tertiary education through an online platform.

Online learning can be regarded as the most significant revolution in modern education. It has resulted in huge changes to traditional education systems and opened a floodgate of opportunities for many learners who otherwise might have remained uneducated.

But there can be no online education without digital content. Content drives online learning.

As a result of this growing demand, many online education platforms have recently emerged. These platforms have created further demand for educational content. According to Technavio, content digitization is increasing at a compound annual growth rate of 18.54% and is expected to reach close to US\$31 billion in revenues by the end of 2020.⁵

But despite the benefits, the online sector is bedeviled with difficulties. The majority of online education platforms derive their revenue from digital advertising - an industry perforated with middlemen, ad exchanges, audience segmentation, and complex cross-device user tracking.

The advent of Web 2.0 has allowed content creators to create and distribute education content to reach virtually any user anywhere in the world. Users are becoming increasingly more comfortable with the concept of online education and are subscribing to online platforms in growing numbers.

It is estimated that Udemy— an online learning and teaching marketplace— presently has over 10M active users while Coursera (education-focused technology firm) has more than 23M active users.



While it has never been easier to distribute content as an individual, making a living off of your content becomes increasingly difficult. The cost of marketing to attract consumers is often prohibitive whilst third-party Web 2.0 distribution platforms are monolithic and largely depend on advertising revenue across major centralized platforms. This in turn has led to the favoring of mass-market content and preference for high-ranking creators.

SuccessLife represents a solution to these issues. Through the use of the SuccessLife Token, we offer educational content providers, both small and large, an online window to the world.

Our Vision

Our vision is to be the world's leading decentralised platform for self-improvement and life-changing education enabling content providers to trade directly with content consumers in a trustless environment.

Our Higher Purpose Statement

Using our purpose-built Multichain technology, we intend to create a decentralized platform that will enrich lives by connecting creators of high impact life improvement programs directly with consumers hungry for such knowledge. As has been proved with participants in our live events, these programs have the capacity to effect both immediate and long-term life changes through transformed mindsets, wealth, relationships and a sense of purpose



Industry Overview

Content digitization platforms comprise the following stakeholders:

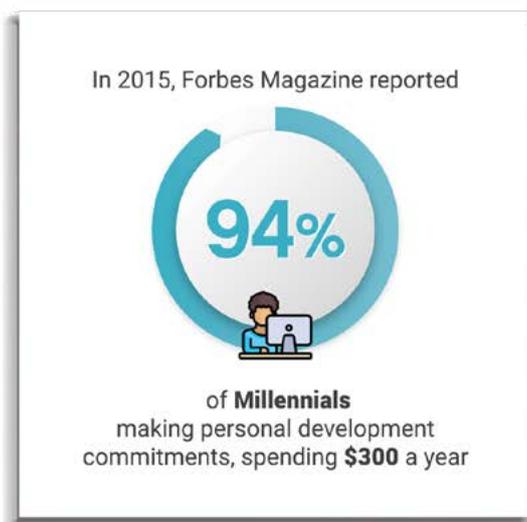
- *Publishers;*
 - *Advertisers;*
 - *Tutors/Creators;*
 - *Consumers/Learners/Subscribers; and*
 - *Resellers*
-
- **Publishers** are the centralized web 2.0 platforms that share educational content with consumers/learners or subscribers. They monetize the content by taking a percentage of sales and partnering with ad agencies and brokers. Under this framework, the publisher is paid a commission as a percentage of sales or ad revenue.
 - **Advertisers** provide intermediary services between content tutors/creators and publishers.
 - **Creators/tutors/providers** generate content for publishers to distribute.
 - **Content consumers/learners/subscribers** consume the content made available by publishers.
 - **Resellers** are organizations, businesses, or individuals who buy content from Web 2.0 platforms with the intention of reselling them.

Market Opportunity

Since the launch of the Internet, distance education has been undergoing transformation to adapt to the demands of learners and the requirements of contemporary educational systems. What started as e-Learning has mutated into different methods of delivering electronic educational content all contributing to an ever expanding sector.

A significant part of this expansion is the proliferation of the personal development programs including spiritual development, physical well-being programs, and stress management programs.

According to the latest Marketdata findings in their August 2017 report,⁶ the Personal Development industry is estimated to be worth US\$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 audiobooks, motivational speakers, websites, seminars, personal coaching, online education, weight loss, and stress management programs.





More importantly, 136.8M people in the United States alone reported making personal improvement commitments.⁷ 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 millennial market has a preference towards accessing self-improvement content via digital channels, thus providing yet another invaluable opportunity for SuccessLife. The impact of this shift is seen in the growth in the Mobile Learning products and services market, reaching \$8.4 billion in 2014.⁸

The global five-year compound annual growth rate is 11.3%, and revenues will reach \$14.5 billion by 2019. Countries with the highest expenditures are expected to be China, followed by the US, India, Indonesia, and Brazil by 2019.⁹

Recognizing these prevailing and emerging market conditions, Success Resources will be taking the lead in the educational, personal and professional development industries with the following innovations.

In a sense, Web 1.0 and Web 2.0 introduced revolutionary traits to online education. With each evolution of the Internet, e-Learning has been incorporating new facets. The advent of web 2.0 gave educational stakeholders the ability to create and receive electronic content in any form and any device.

What Web 1.0 and Web 2.0 failed to address the problem of centralization. By their nature, both Web 1.0 and Web 2.0 platforms are monolithic and highly centralized. Their business models compel them to rely on advertising revenues in an environment cluttered with intermediaries and beset with fraudulent transactions.

7. 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-goodenough-why-millennials-are-obsessed-with-self-improvement>

8. 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>

9. Ibid.



In the traditional Web 2.0 publishing platform, advertising revenue is required to fuel the enterprise. As such, the platform must adhere to the guidelines imposed by these intermediaries which can result in content creators surrendering their creative freedom.

SuccessLife intends to flip this business model to allow content creators to rely instead on the strength of the community rather than ad revenue.

A peer to peer decentralised platform made possible by the SuccessLife multi-chain technology will enable content creators and consumers to deal directly with each other without the need or the cost of the middleman or the cost of advertising spend. This will facilitate better returns for the content creators and lead to reduced prices for consumers.



Competitive Analysis

In the past, online education boasted lower prices compared to traditional education. Today, the story is different as a result of the multiple intermediaries the industry has spawned.

SuccessLife is a decentralized content sharing ecosystem comprised of governments, institutions, and businesses already involved in the education and personal development industry. These players will be incentivized to create, curate, moderate and distribute educational content within the SuccessLife ecosystem.

We are primed to become the destination of choice for anyone wishing to improve their personal or professional education – a one-stop online education platform that is truly transparent, verifiable and auditable.

Unlike other online education platforms (such as LiveEdu and Odem), we are already a global provider of educational resources, seminars, and workshops. We already have millions of happy and returning customers to our live events and over the course of the last 26 years, we have proudly and positively impacted over 10 million lives across more than 30 countries. The thirst for education and learning experiences demands a medium that transcends boundaries and physical attendance and as a result we have created the SuccessLife platform to enable us to live stream our events and deliver the experience as well as the products and services available at such events to anyone around the globe, rather than to only those able to be physically present at a live event.

Here is why we are different:

- We are the largest personal and professional education event operator in the world;
- We have over 25 years of experience in online education;
- We organize over 500 events a year;
- We are global - operating in 30 countries; and
- We have had 10+ million attendees over the years



Unlike our competitors, SuccessLife already has a thriving marketplace comprising millions of participants and we already have exclusive arrangements with many content providers, demand for whose content is proven amongst our subscriber base. We are already a trusted market place both for consumers and providers. This places us in an ideal position to expand our education and personal development content offering as this sector of the industry continues to grow.

Previously, we were constrained in our delivery of content as it was only available at live events. This meant that if you were not able to physically attend an event you would not be able to purchase the products or services that were available at that event. Of course you were also not able to attend the event if you were not physically in that city at that particular time. The SuccessLife platform removes this constraint. We will livestream events to anyone around the globe who wishes to attend in a virtual capacity. Our audience is now unlimited.

We are also distinguished by our niche market being personal, business and professional self-development as opposed to general education of which there are many existing and prospective providers. Our offering comprises the leading speakers and presenters in this industry, many of whom have exclusive contracts with us.

The SuccessLife platform will not however exclude general educational content. But rather than competing directly with this market sector, we will seek to partner with providers of primary, secondary and tertiary education through the SuccessLife ecosystem by providing a worldwide distribution channel which they are presently not able to access to the same extent as we are able to offer. Based on discussions already had, we are confident of attracting many current well known education providers who are seeking more far-reaching, cheaper and more efficient distribution for their products and courses.



The SuccessLife tokens represent a path to participate in our eco system in a direct, uncomplicated and cost effective manner. It offers education providers the ability to access the SuccessLife Platform and consumers the ability to access the products and services offered by the content providers. It is also a merchandisable and democratized payment solution, which will operate as a hedge against inflation and ease the many difficulties experienced in cross-border payments.

This will make it easier for consumers, particularly in poorer and developing countries, to find, rate and consume educational content at better prices irrespective of the provider or where they are located.



Innovation

SuccessLife is a Decentralized, Blockchain Global Online Education Ecosystem for governments, institutions and businesses.

SuccessLife will align the interests of creators, learners, and resellers by helping them earn an honest living. While removing socio-economic costs associated with the existing digital ad networks like privacy violations and fraud, the Platform will incentivize its stakeholders and protect them by rewarding behavior which strengthens the community and the content it generates.

The Platform Description

SuccessLife is a decentralized Blockchain platform that will align the interests of all the stakeholders in the education sector to create a self-sustaining system that flourishes on its own merit where users who generate, consume and curate educational content are rewarded.

The platform will be fueled by SLT (Success Life Tokens) which have been conceived as general purpose cryptocurrency powering transactions between the token holders and the Success Resources group of Companies.

The platform will provide 2 distinct marketplaces:

- The Content Marketplace; and
- The Skills Marketplace.

The Content Marketplace

The Content Marketplace is used purely for content generation and sharing. It has been designed not only to make it easy to find and consume educational content for learners but also to make it simple for educational content creators and providers to make their courseware available to the world, to distribute it and have it monetized efficiently.



The Skills Marketplace

Through the Skills Marketplace, the platform profiles and promotes professional resources around the world where businesses and organizations are able to search and contract people that match the needs they have for speakers, masters of ceremonies, motivators or presenters at their next big event or on a more personalized coaching or mentoring basis.

Roles and Actors Stakeholders

The SuccessLife ecosystem consists of content creators/providers/tutors, consumers, resellers, and moderators.

a. Content Creators

Content creators are producers or creators of the educational content—whether institutional, individual, via podcast, video, art, or other communication channels—around the globe for their learners. SuccessLife allows content creators to upload, share, and promote their own courses, programs, seminars, workshops or services. Content providers will be incentivized by increased margins, wider distribution leading to increased revenues, improved reporting capabilities, a reduction in fraud and bonus tokens.

b. Consumers

A Consumer is anyone wishing to learn or improve their knowledge by consuming content produced by creators. But SuccessLife is not only a platform for subscribers to download product - it also allows them to host their own livecast and StreamCast events.

SuccessLife also facilitates the purchase of third-party products and services through our proprietary e-commerce store.



Consumers will be incentivized to participate in the SuccessLife ecosystem by enjoying access to a greater store of knowledge (and in many cases content not available outside the SuccessLife ecosystem) together with increased privacy, robust security and added convenience when accessing and making payment for their content and services.

c. Resellers

These are organizations, businesses, or individuals who wish to buy content on the SuccessLife platform for purposes of resale. The Platform incorporates a reseller management portal for management and payment of commissions to reseller channels like streaming devices and educational organizations.

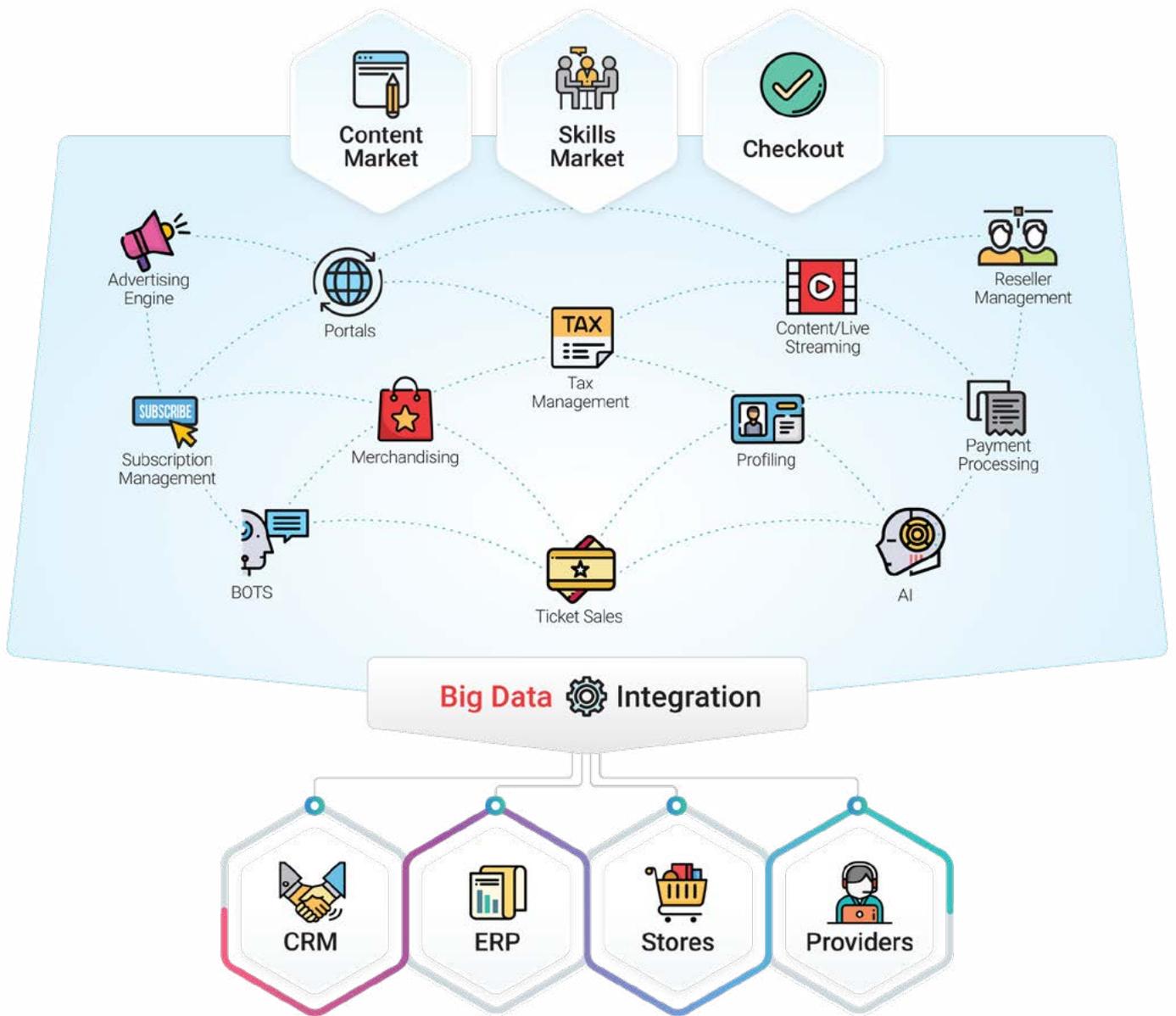
Resellers will similarly be incentivized with access to a wider (and often previously unobtainable) choice of product, enhanced revenue through a greater distribution channel, increased privacy and robust security via SuccessLife's multichain technology.

Technical Overview

SuccessLife will leverage Artificial Intelligence (AI) and Machine Learning (ML), as well as third-party integrations, to create a Blockchain ecosystem that eliminates socio-economic costs associated with the existing digital ad networks in Web 2.0 online educational platforms.

The diagram below illustrates the architecture of the SuccessLife Platform:

SuccessLife Platform Architecture





Here are the critical use cases of each module:

- **Portals:** A portal will be created for each type of community member to provide functions that suite that kind of member;
- **Reseller Management:** It will be used for management and payment of commissions to reseller channels like streaming devices and educational organizations;
- **Tax Management:** It will be used to manage and track sales taxes on a global scale;
- **Content/ Live Streaming:** It will deliver the best user experience for print, video and live streaming content;
- **Subscription Management:** It will define the subscription tiers and manage billings, inclusions, and payment collection;
- **Payment Processing:** It will provide a payment processing system for global payment collections including SLTs;
- **Merchandising:** It will be used to create and manage promotions, special offers, and deals;
- **Profiling:** It will profile all the community members including creators, consumers and tag them for search, curation, and analytics;
- **Advertising Engine:** It will integrate external advertising services into the marketplace, portals, and notifications;
- **BOTS:** It will provide automated user interaction and "live" communications;
- **Ratings:** It will be used to rate different content; and
- **Integration:** It will allow the integration of the Platform to external systems and services



SuccessLife Tokens

SLTs (SuccessLife Tokens) are the engine behind the platform.

The SuccessLife Token is an open source cryptographic token, which is envisioned as a general purpose cryptocurrency powering transactions between the holders, the Success Resources group of companies and generally within the SuccessLife Ecosystem being the educational, personal and professional development sectors.

Like other cryptocurrencies, SuccessLife Tokens will have a fixed supply, be fungible and transferable, and will be expected to trade on cryptocurrency exchanges.

SuccessLife Tokens will be implemented on our public Multichain blockchain.

Multichain is a blockchain that tracks ownership of digital tokens or assets. Building SuccessLife Tokens on the MultiChain blockchain comes with the following advantages:

a. *Transaction Speed*

Token holders can expect faster processing speed when transacting with SLTs.

b. *Data Sharing*

Multichain supports data sharing, time-stamping and encrypted archiving and is thus better suited to support content management for ongoing marketplace development.

c. *Permission Control*

SLT transactions can be verified seamlessly and token holders will be able to manage their wallet permissions directly in the platform.

d. *Connectivity*

Multichain will allow 3rd party adopters of the SLT to integrate to the Blockchain easily. These Multichain features make it the obvious solution for SuccessLife Tokens.



These Multichain features make it the obvious solution for SuccessLife Tokens.

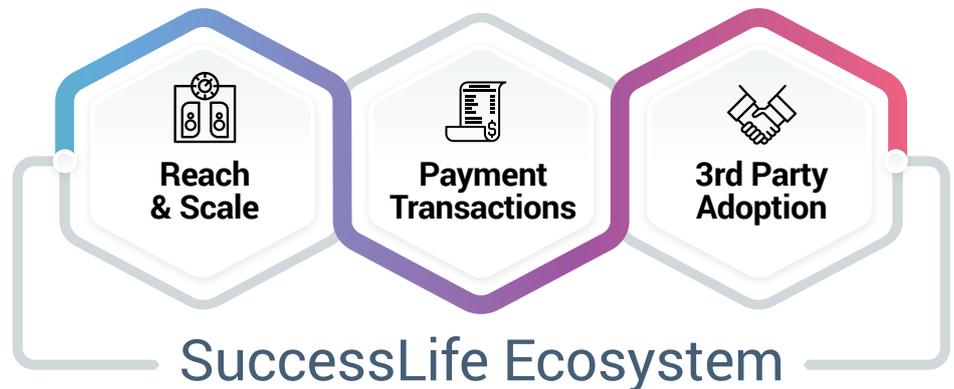
At the heart of SLTs is an architecture of entities and a blueprint of processes that are built to empower seamless payments for the learning sector.



The SuccessLife Blockchain will support transparency and accountability for the payments ledger and will be inextricably connected via the SuccessLife Payments API to the ecosystem's disparate systems and in this way ensure simplicity in connectivity and unhindered access to SuccessLife Tokens as a payment form from any source.



SuccessLife Ecosystem



The SuccessLife Ecosystem has been designed to expand and enhance the existing community of the Success Resource group of content providers and consumers.

We plan to execute this by:

- Expanding the existing SuccessLife market place to beyond the existing Success Resource group of companies to include 3rd party education providers and platforms and other commercial opportunities with Success Resource companies such as NewTycoon;
- Powering, incentivizing and expanding activities within the existing SuccessLife Market place via the use of SLTs;
- Making SLT ownership obligatory for distribution and consumption of certain content;
- Creating exclusive events, both online and off-line, which may only be accessed by the payment of SLTs;
- Enabling interactive communication with some content authors exclusively for those who have paid for that content with SLTs;



- Limiting content review to SLT holders;
- Providing and facilitating fast, secure, and seamless payments with SLTs; and
- Promoting third-party adoption and acceptance in the personal development industry by operating referral and rewards programs.

Reach and Scale

There are some inherent flaws in the presently existing forms of payments services including Bank Transfers, Credit Cards, PayPal, and cryptocurrencies; there are some intrinsic flaws including:

- **SuccessLife**

SuccessLife Tokens offer SuccessLife subscribers a payments system that is not only fast and secure but rewards token usage in order to increase its utility and circulation.

SuccessLife subscribers can also access different tiers of content unlocked only through the use of SLTs.

SLTs will be used to incentivize content creation by rewarding its creators. By allowing anyone to create content and earn SLTs we expect more users to participate and create content. Additional rewards for better reviewed and more frequently accessed content can be awarded which will result in higher value and quality user content.

- **Success Resources**

As in the case of SuccessLife, certain ticket categories for events will be available only through the use of SLTs.

SLT holders will also benefit from promotional rates and rewards tokens for transactions made through this payment option.



Payment Processing

There are some inherent flaws in the presently existing forms of payments services including Bank Transfers, Credit Cards, PayPal, and cryptocurrencies; there are some intrinsic flaws including:

- Bank Transfers are slow, require Personal Identity Information (PII) and Bank Account Information to be submitted. Further, the settlement period can vary from 1-3 days and in some cases, as high as 1 week.
- Credit card payments are quite expensive. The aggregate transaction charges (including foreign exchange conversion cost) for international payments can vary from 3-7%, thereby increasing the cost for the consumers.
- Payment services (like PayPal) are widely used solutions, but it is a centralized system and is prone to governmental regulations. Also, there are parts of the world where these services are not allowed for legitimate business purposes.

To combat these deficiencies, SLTs offer a seamless payment solution for the personal and professional development sector, where SuccessLife Tokens will allow settlement in virtually no time and with negligible transaction fees.



Third Party Adoption

SuccessLife will also seek to drive third party adoption of SLTs as a currency for their products and services. This will be achieved through SLT's being necessary for access to the SuccessLife Ecosystem for vendors across the globe to promote their products and services in exchange for SLTs.

The personal development industry is a massive industry with many organizations (including Success Resources but (often) suffers from a lack of cost-effectiveness and efficiency in payment processing. This results in an inferior experience for the user and negatively impacts customer conversion rates.

SLTs are positioned as an industry token, not just a company or a product token. This means SLT holders could use their tokens to purchase content or event tickets from other members of the SuccessLife Ecosystem willing to accept such tokens.

In partnership with Success Resources, one of the most established players in the industry, SuccessLife will champion SLTs as the preferred cryptocurrency payment option to its network of content creators, consumers, regional partners, resellers, affiliates and third-party products and services. As its established user base grows and with it the number of SLT fueled transaction, it is hoped that SLT's will gain acceptance by industry partners and third parties thereby, expanding its use cases.

The SuccessLife Ecosystem will sit at the center of a new digital economy for the educational, personal and professional development sectors.



NewTycoon Plus

NewTycoon Plus (NT+) allows its members to accumulate Bitcoin in a way that is simple, low risk, and available to anyone, even if they are not technically inclined. At its core, NT+ is a learning community where members "earn and learn" together.

NT+ members purchase Mining Power (MP) and lease it back to NT+ at a fixed rate for 7 months. At the end of the lease, NT+ members earn a bonus of +5% SLTs based on the original amount of MP purchased. SLTs earned can be redeemed on the SuccessLife Platform, for Success Resources event tickets or within the SuccessLife Ecosystem for third-party products and services.



Success Resources

The Global Provider of Life Changing Education Background

Established in 1993, Success Resources has grown to become a global provider of educational resources, seminars, and workshops. We believe that education and learning experiences transcend the boundaries of a classroom, and in the course of 26 years, we have proudly, and positively impacted over 10 million lives across 35 countries.

	10M Attendees
	500 Events Per Year
	30 Countries Represented
	18 Years of Footage Viewed
	#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 Donald Trump, Bill Clinton, Sir Richard Branson, Tony Blair, Robert Kiyosaki, Tony Robbins, Gary Vaynerchuk, Jordan Belfort, and Nick Vujicic., to name a few.





SuccessLife

The World's First Global Marketplace for Premium Personal and Professional Development and Education.

SuccessLife is a wholly owned subsidiary of Success Global Media and part of the Success Resources Group of companies. SuccessLife's vision is to build on the legacy of Success Resources with the aim of creating the world's leading digital marketplace for premium personal and professional development and educational content, the world's largest global online and offline community for entrepreneurs or individuals seeking inspiration, motivation or well-being.

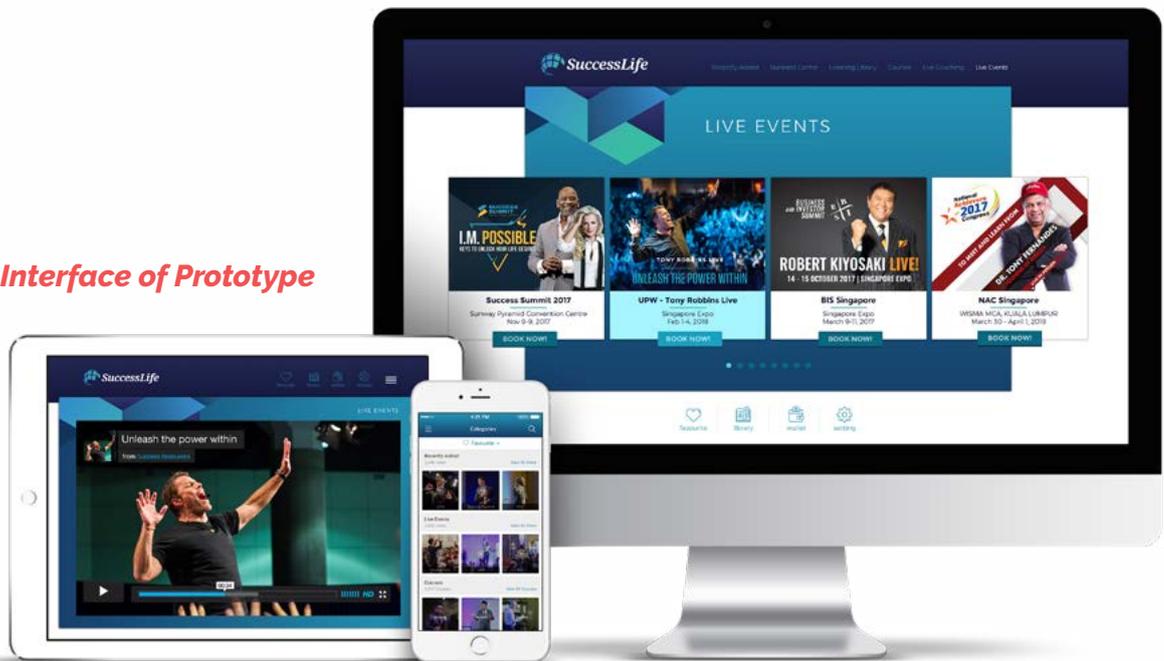
One of the primary functions of the SuccessLife platform is to aggregate written, audio, and video content, which is then curated, cataloged and filtered by categories and varying demographics. This overcomes the time consuming and often laborious task of searching our vast and growing archives for content relevant to one's individual needs.

Via the SuccessLife platform, anyone will be able to access the best content for their specific needs with topics including wealth creation, financial intelligence, business training, leadership skills, marketing and brand strategy, performance management and personal development.

Premium content that is usually not available to the general public will also be licensed or purchased from renowned personal development providers (including Tony Robbins, Tom Hopkins, Brian Tracy and Jay Abraham), some of which will only be accessible by the redemption of SLTs.

SuccessLife will also produce its own content channel featuring celebrities, high profile speakers, and industry professionals to serve the needs of our subscribers better. Livestreams of our events will also be included as part of our overall service offering.

► **Interface of Prototype**



SuccessLife is not a platform for subscribers to simply receive; it is also a chance for our subscribers to contribute. It will allow content creators to upload, share, and promote their own courses, programs, seminars, workshops or services. SuccessLife subscribers will also be able to host their own livecast and StreamCast events within the marketplace.

As set out above, some content will only be able to be distributed or made available for downloading by SLT holders whilst some content will only be able to be accessed by SLT holders.

Project Development Roadmap



Advisors



David Drake

Founder and Chairman at LDJ Capital

David Drake is Founder and Chairman at LDJ Capital, a multi-family office which deals in worldwide funds accessing over trillions in assets and maintains over 50+ global directors and family office partners.

More recently, David Drake is also seen as a leader in blockchain and cryptocurrency. He saw the value of digital assets when everyone was avoiding it. It all started in 2011 when Drake collaborated on the JOBS Act to create new laws underlying all fundraising in the U.S. for all ICOs. He runs a \$200M LDJ Cayman Fund focused on cryptocurrency, mining, and ICO acquisitions. LDJ Capital Credit also offers middle market bridge financing to seed upcoming ICO's. Previously, he held a majority stake as a Managing Partner with Robert Hambrecht in an Alternative Energy Fund NewCommons Capital 2009-2010.

Drake was born in Sweden and is fluent in six languages. He holds an MBA in Finance and an MA in International Law and Economics from George Washington University in DC where he was awarded the Wallenberg Scholarship for academic merit

Twitter: @LDJCapital

Facebook: www.facebook.com/LDJCapital

Linkedin: www.linkedin.com/in/ldjcapital

**Cat Song, Esq.**

Chief Investment Officer
New Dawn Fund, North America

Cat Song is Co-Founder and General Counsel of Exsulcoin, as well as an active angel investor and board advisor with interests in real estate, technology, art, and philanthropy.

*Cat is an author and speaker on the legal issues surrounding blockchain, ICOs, TGEs, TAOs, cryptocurrencies, cyber crimes, art, and refugee integration. She authored *The Burkenroad Report on Meadowcraft, Inc.*, distributed to over 3,000 investors and featured in the *Wall Street Journal*, the *Wall Street Transcript Buyside*, *The Chronicle of Higher Education*, *CNN-fn*, and *CNBC*. Her ventures have been mentioned in *Forbes*, *ICO Crowd Magazine*, *BusinessNewsDaily*, *Thrive Global*, *Money Inc*, *Hackernoon*, and the *Huffington Post*.*

A long-time advocate for anti-human trafficking initiatives, immigration, and legal rights for low-income populations, Cat's professional network includes entrepreneurs, investors, institutions and real estate companies in the United States, the E.U., Russia, Australia, Singapore, Japan, Korea, China, Taiwan, Vietnam, Bangladesh, and Myanmar.

*Cat's past and present projects include: serving as an advisory board member of *Satoshi Capital B.V.*, advisory board member of *RealVest*, Managing Partner of *The Croft Development Group* and *Croft Capital Partners*, CIO of *The New Dawn Fund*, Co-Founder and CEO of *Elemental Media*, and GC of *Faircap Angels*.*

Linkedin: www.linkedin.com/in/csong8

Advisors



Mark Lynd

Managing Partner at Relevant Track

Top 25 Global Influencer for Blockchain & Crypto

Mark Lynd (CISSP, ISSAP, ISSMP) is a top-ranked global influencer and public speaker for AI, FinTech, Crypto, Blockchain and Cybersecurity. He is an accomplished C-Level Innovator, Technologist, Board Member and Global Thought Leader for more than 20 years.

Mark has served as a C-level officer, adviser, consultant and influencer for several billion-dollar companies throughout his career.

Mark was named an Ernst & Young's "Entrepreneur of Year – Southwest Region" Finalist, presented the Doak Walker Award on ESPN's CFB Awards Show to a national television audience and has been featured/quoted in the Wall Street Journal, Information Week, eWeek, CRN, CSO and others.

Mark holds a Bachelor of Science from The University of Tulsa and honorably served in the US Army in the 3rd Ranger Battalion & 82d Airborne.

Linkedin: www.linkedin.com/in/marklynd

**The Founding
Team**



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 the info-communication industry and financial institutions. He is among the first to pioneer online streaming content and among the first to successfully monetise streaming content reaching 52 countries globally.

In 2005, he won the Singapore Phoenix Award from the Singapore government to acknowledge inspiring entrepreneurs who overcame extreme adversity to achieve success. He is also the recent winner and recipient of the 2017 Top 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 by 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.

Michael is recognized for bringing the highest caliber names to his events. In addition to his long association with Anthony Robbins, he has introduced some of 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.



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. 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 to the Success Resources platform.

Veronica was recently awarded the 2017 Global Women award in London. The award recognizes 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, American research and advisory firm providing information technology-related insight for IT and other business leaders located across the world.

Patrick earned his doctorate from the University of Southern California, and the focus of his dissertation is on financial literacy. Patrick provides leadership and advisory services to many professional and charity organizations. He is actively involved in supporting humanitarian, philanthropic, and charity causes. He has helped to organize 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 Tokens and the SuccessLife marketplace a reality.



Tony Lorge
Chief Executive Officer



Peggy Chan
Chief Financial Officer



Loh Chang Chiat
Chief Technical Officer



Joshua Goh
Vice President Marketing
& Communications



Clarence Ho
Vice President
Community Management



Jason Tyne
Growth Strategist



Bertus Fick
Vice President Operations



Helen Treloar
Vice President
Content Strategy



Michael Lane
Country Manager
Australia



Vivien Low
Country Manager
China



June Yoon
Country Manager
Europe



Chong Koh Vui
Country Manager
Malaysia



Davis Koh
Country Manager
Singapore



Totka Spasova
Country Manager
United Kingdom



Tony Lorge

CEO

Tony Lorge is the CEO of SuccessLife. He is a seasoned executive with a proven track record of building high-performance organizations and bringing world-class products and services to market. He has served as the Founder and CEO of numerous technology organizations over the past 25 years with a focus on building strong innovative teams that can deliver exceptional solutions that make a difference to people and businesses. He has been both investor and founder and has a very keen understanding of what it takes to run a business at any stage of its lifecycle - efficiently and profitably.

Consultant and Strategic Partners



Matt Loughran

Midtown West Media

*Blockchain CMO | ICO Media & PR Consultant
Token Sale Strategist |*

<https://www.linkedin.com/in/matthewloughran>



Daniel Sloan

BlockChainSaw

*Blockchain (MVP/PoC) Development, ICO launch services,
ICO Investor & Advisor*

<https://www.linkedin.com/in/sloandaniel>



Ivan Oshry

Head of Corporate

Kemp Strang Lawyers, Sydney, Australia

<https://www.linkedin.com/in/ivan-oshry-34b10213>



Chriss Okazaki

Strategic Partner

Japan

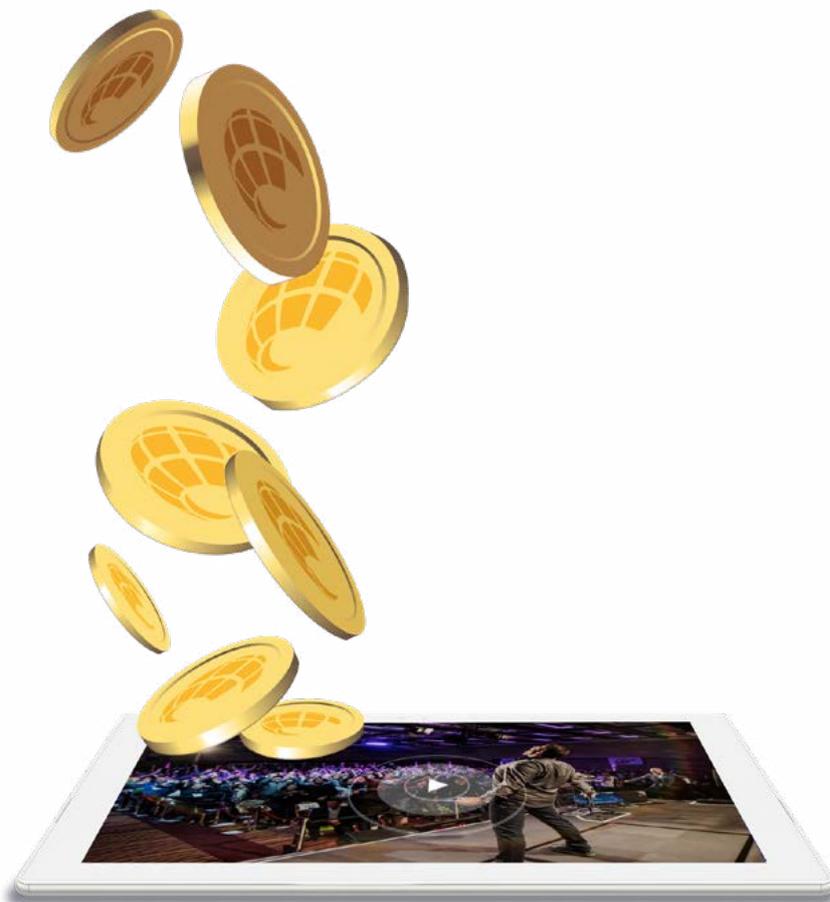
SuccessLife Token Sale

The SuccessLife Token Sale (SLT) will be executed in two Phases and in multiple Stages.

The Private Sale phase has taken place from 29 October 2017 to 15 March 2018.

The Public Sale phase will take place from 15 April 2018 to 31 May 2018 and will take place in seven stages.

The Public Sale stages will transition immediately once the target value for each stage has been raised.



The detailed schedule and prices for each stage of the Token Sale are outlined below:

Private Sale Stages

28SEP - 28OCT	
Subscription Value (US\$)	Bonus Tokens
\$ 100	0%
\$ 500	20%
\$ 1,000	40%
\$ 5,000	60%
\$ 10,000	80%
\$ 20,000	100%

STAGE 1 - \$ 0.25

29OCT - 29NOV	
Subscription Value (US\$)	Bonus Tokens
\$ 100	0%
\$ 500	0%
\$ 1,000	20%
\$ 5,000	40%
\$ 10,000	60%
\$ 20,000	80%
\$ 50,000	100%

STAGE 2 - \$ 0.35

30NOV - 30JAN	
Subscription Value (US\$)	Bonus Tokens
\$ 100	0%
\$ 500	0%
\$ 1,000	0%
\$ 5,000	20%
\$ 10,000	40%
\$ 20,000	60%
\$ 50,000	80%
\$ 100,000	100%

STAGE 3 - \$ 0.55

31JAN - 15MAR	
Subscription Value (US\$)	Bonus Tokens
\$ 100	0%
\$ 500	0%
\$ 1,000	0%
\$ 5,000	0%
\$ 10,000	15%
\$ 20,000	20%
\$ 50,000	25%
\$ 100,000	30%
\$ 200,000	35%

STAGE 4 - \$ 0.75

Public Sale Stages

Stage	Token Price	Target Value
1	\$ 0.80	\$ 2.7 M
2	\$ 0.85	\$ 2.7 M
3	\$ 0.90	\$ 2.7 M
4	\$ 0.95	\$ 2.7 M
5	\$ 1.00	\$ 2.7 M
6	\$ 1.05	\$ 2.7 M
7	\$ 1.10	\$ 2.8 M

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

The SuccessLife Token sale will be subject to the terms and conditions of the Terms of Sale Agreement.

SuccessLife Token Metrics

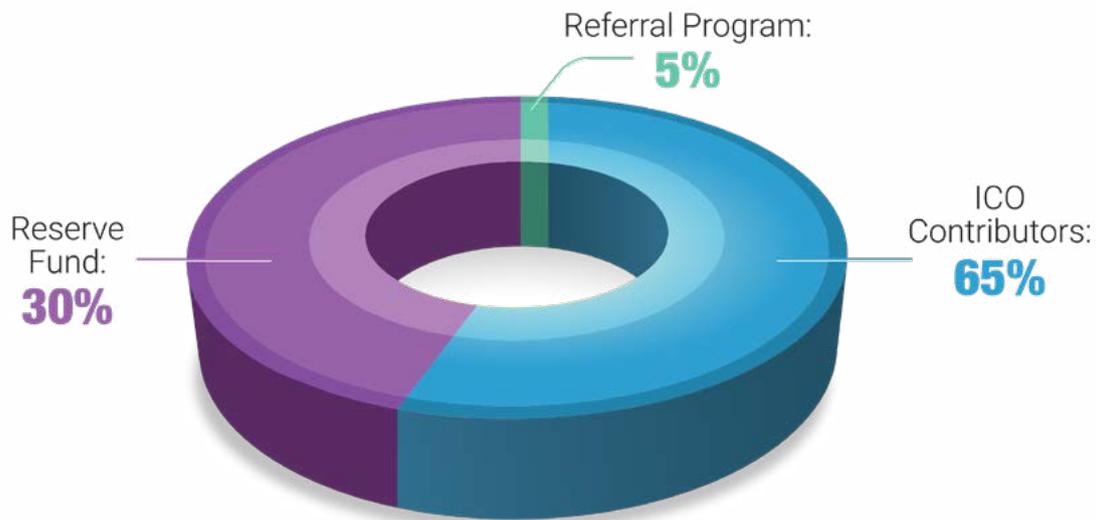
We aim to raise a total amount of 27M USD during the Token Sale period which includes both the Private Sale and the Public Sale.

Token Sale Soft Cap: US\$2 Million

Token Sale Hard Cap: US\$27 Million

Total Token Supply: 100 Million (100,000,000)

We will be raising USD 8M during the Private Sale period. The rest of the USD 19M target will be raised during the public sale.



Reserve Fund

It is the intention of the ICO to raise funding for the projects outlined in this whitepaper. The ICO is not designed to fund SuccessLife's staff, principals or shareholders. As such, no team allocation has been made and the reserve fund will not be used for this purpose.

The main reason for having the reserve fund is to drive the adoption of SuccessLife as follows:

- Rewards for the achievement of goals by customers;
- Gamification of learning;
- Rewarding content providers for providing quality content and for achieving high ratings and consumption;
- Attracting vendors to the SuccessLife Ecosystem;
- Merchandising 3rd party content offerings to reduce prices or to deliver additional benefits;

- Philanthropic purposes that promote education to the less privileged societies;
- Recirculation of tokens that have come back into Success Resources or SuccessLife for redemption of goods or services; and
- Rewarding supporters that refer customers and vendors to the Marketplace and the Ecosystem

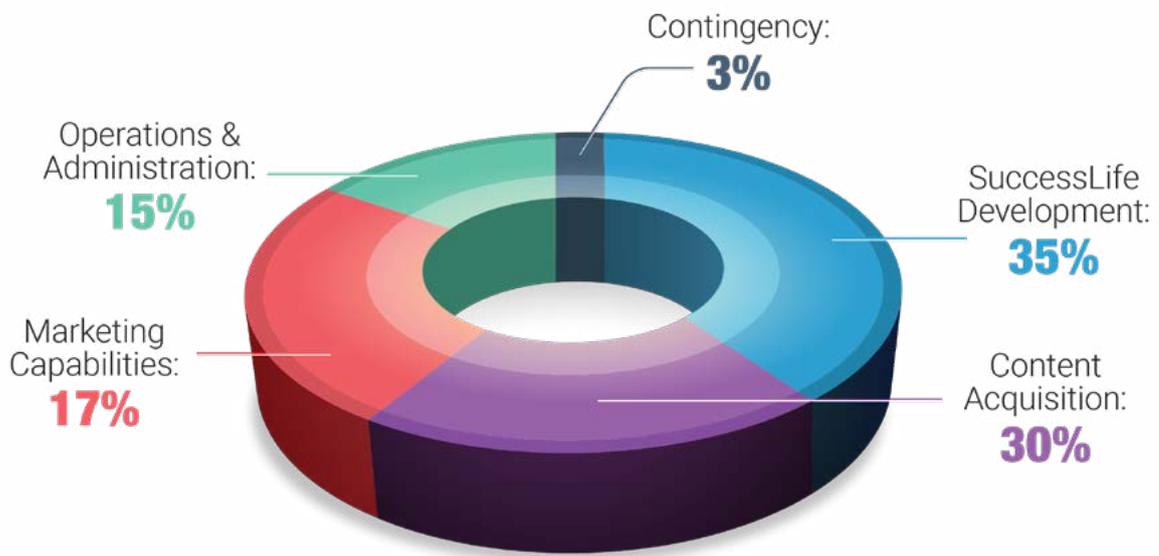
The Reserve Fund will have a treasury team managing it on a daily basis to ensure that supply and demand is being met and to ensure liquidity for the market and to execute on the above uses.

Part of the Reserve Fund pool will be used in the SuccessLife Ecosystem as rewards for content publishers and incentive programs for third-party service providers.

Another part of the reserve fund will also be used to incentivize and fund the promotion of the Token Sale for the SuccessLife team, advisors, and consultants.

The Private Sale and Public Sale SLTs will be distributed to investors within 14 days after the Token Sale concludes.

The Referral Program will reward SuccessLife Token Sale supporters who help to expand its reach engagement and presence on the social web. A total of 5% out of the total supply of tokens are reserved for the Referral Program. The mechanics of the referral program will be announced on the SuccessLife official website at the launch of the Public Sale.



SuccessLife Use of Funds

1. SuccessLife Development (35%):

Ongoing development of the SuccessLife marketplace with integration to the SuccessLife Ecosystem. This will require ongoing investment in:

a. Systems: Software licenses and support system costs

b. Development Engineers: Seasoned engineers are an essential talent to hire to maintain and enhance the SuccessLife platform.

2. Content Acquisition (30%):

Our goal is to achieve a global web content portal with more than 10,000 hours of audio and video content from industry experts and celebrity professionals. Obtaining premium content from such sources involves licensing and royalties that come with a high and recurring fee.



3. Marketing Capabilities (17%): We aim to grow the existing SuccessLife client base to more than 30 million over the next few years.

Marketing funds will also be utilized for tasks such as branding, PR, community management and reaching out to the broader crypto community.

4. Operations & Administration capabilities (15%): A part of the funds raised will be used to run the day-to-day activities of SuccessLife including ongoing regulatory compliance.

5. Contingency (3%): This amount will be used to meet any unforeseen costs if any.



Fund Keepers

The entirety of the funds raised during the Private Sale as well as the Public Sale will be kept in multisignature escrow wallets. The reason behind following this process is to give our subscribers the confidence that their contributions are in safe hands, and are not controlled only by SuccessLife. This allows us to establish credibility with the contributors and have clarity in our financials.



Important Notice

SuccessLife Tokens (SLTs) are not securities nor units in a collective investment scheme or business trust.

No regulatory authority has reviewed or approved any information in this White Paper. The publication, distribution or dissemination of this White Paper does not imply that applicable laws, regulations or rules in your jurisdiction have been complied with.

This White Paper is not intended for distribution in any jurisdiction where the offering of tokens as set out in this White Paper is regulated or prohibited.

Representation and Warranties

SuccessLife and/or any of its related entities does not make or purport to make any representation or warranty or undertaking in this White Paper or in connection of the SLT sale, to any person, including any representation, warranty or undertaking relating to the truth, completeness and accuracy of the information in this White Paper.

You represent and warrant that:

- You agree that SLTs are not securities nor units in a collective investment scheme or business trust;
- before offering to purchase any SLT, you agree to furnish personal information and documents which may be requested by SLT team for the purposes of conducting customer due diligence, and that any information furnished by yourself is true and accurate, and that you have not withheld any material information;
- You, your associates, your businesses enterprises (in which you are beneficial owner) or family members are not on any sanctions or terrorist list issued by the United Nations or any other jurisdiction;
- You, your associates, your businesses enterprises (in which you are beneficial owner) or family members, have not committed any previous criminal offences, and that you have not used any proceeds of crimes or tax offences (whether belonging to you or otherwise, and whether directly or otherwise) to purchase SLTs.
- You understand SuccessLife and/or any of its related entities are not providing you with any investment or financial advice, that you are acting of your own volition and have sought your independent financial, legal or other professional advice where appropriate.

Financial Advice

No information in this White Paper should be considered to be business, financial, tax, legal or general advice in relation to becoming an SLT token holder. Any figures or financial projections are intended to be illustrative only and must not be regarded as warranties or representations of actual or future results or performance.

Any purchase of SLTs must not be viewed as an investment to achieve returns but as a means to protect against inflated and rising costs of purchasing products or services within the educational, personal and professional development community; and

You are not a citizen, resident (tax or otherwise) in the People's Republic of China, or South Korea or any other jurisdiction in which the sale or purchase of crypto currency is prohibited.

This White Paper is available only on www.successlife.com and may not be published, reproduced or passed on to any other person without the prior written consent of SuccessLife.

Acknowledgements

We appreciate everyone in our community for their support and belief in 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 email:

support@successlife.com

Telegram:

<https://t.me/SuccessLifeGL>

