



# LEMOGRAM

ver. 1.0 (EN)

WHITEPAPER

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# 1. INTRODUCTION

Instant messaging is a continually growing trend, as shown by a number of studies highlighting this change in messaging preference. New communication technologies are efficient alternatives to consolidated ways to communicate. As the market offers various possibilities, modern communication cannot be limited to just one method of communication. New communication technologies have enabled users to form relationships that are more stimulating and less chaotic than the usual social media interactions. New methods of communication might also be preferred for several reasons such as simplicity, speed, or privacy.

With Lemogram, we want to offer something more. We take advantage of new features designed by us, like Smart Contact (with anti-stalking system), in-call video and/or audio filters, writing in letter mode, a new more intuitive interface, typical social media features adapted for the Chat App and other features currently being defined, which will be published on our website. Our Chat App basically offers the best of existing services, along with additional features and a greater social media feel, supported by the latest technologies currently available, like blockchain. The development will be carried out by Lemogram's core staff and designers, in cooperation with external teams.

## 2. MARKET CONTEXT

### 2.1 How does Chat App differ from a social media platform?

- Only the content of a small circle of selected users, individuals or groups of people is streamed, rather than everyone's;
- There are no sorting algorithms. This means that content is shown in chronological order and multimedia content is saved and stored;
- Conversation takes place in an environment that feels more intimate. That “intimate” feel is, in our opinion, what attracts users to this platform the most. It recreates that one-to-one communication feeling that is lost when the same message is broadcast to multiple users.

Facebook Messenger and WhatsApp are the main trends for messaging at the moment. Facebook alone holds a substantial percentage of Chat Apps users. In order to reinforce and shift attention to its flagship product, Facebook Messenger, Facebook has issued a fairly complete and interactive info-graphic display of statistics to show how unstoppable the growth trend is, and how likely it is to grow even more.

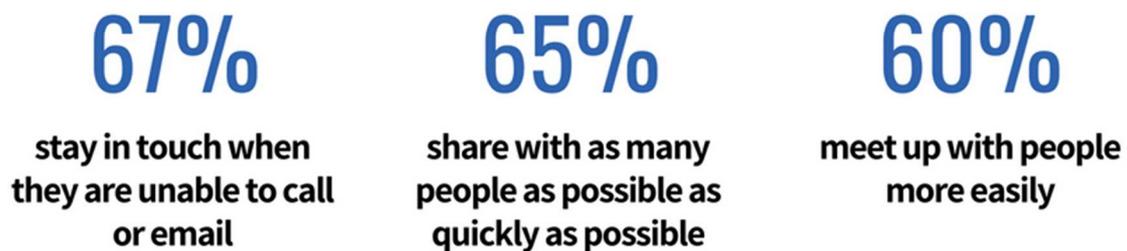
### 2.2 Chat Apps in daily life

The general impression is that new forms of communication are a tool for improving relationships and forming new friendships, including international ones, and this has a positive impact on users. In 76% of cases users agree that instant messaging has improved their lives.

Among all existing types of new communication technology – SMS, calls, social media interactions, etc. – Chat Apps are the preferred method of communicating and are the top choice for both individual and group chats.

Specifically, the tools become useful when you want an immediate contact with a person who may not be able to answer a call, but to whom a message must be sent urgently.

## People say messaging enables them to



### 2.3 Chat Apps in business

Messaging also means business, and we are not just talking about bots. A billion messages are exchanged by businesses via Facebook Messenger every month, and business people also agree that the tool will grow, even suggesting an increase as large as 67% in the use of Chat Apps in the next two years.

This is a clear signal to suggest the future of these channels is expanding. Upon entering the business sector, it will lead to a massive growth of users, especially those involving business relations.

Establishing communication with customers through messaging Apps also means faster replies and a more constant presence. If a company that sells products delays its interaction in providing support in the preliminary phase, this can negatively affect customer relationships. Therefore, bots are also increasing their importance within businesses, as they offer instant and helpful forms of contact in any phase: preliminary, sales and post sales.

## 2.4 Chat Apps and Shopping

A sizable 53% of consumers is more favorably impressed by companies who communicate via Chat Apps, and this is probably why chats are considered the second-best choice for communication with a business.

We should also consider that online commercial activity using Chat Apps offers many advantages at every phase of user acquisition.

For example, data shows that:

- In the initial contact phase, the user can quickly initiate communication with the company and receive immediate answers (35%), even to fairly frequent questions such as a company's opening times (33%);
- They can be useful in the conversion phase, by confirming an appointment (34%) or finalizing an order (33%);
- In the phase following a customer's purchase, Chat Apps are effective for receiving feedback on purchases (30%) or even sharing images of a product (39%).



**35%**

ask a business a question

**34%**

make or confirm an appointment

**30%**

provide feedback about a business

**33%**

ask about store hours, location or inventory

**33%**

make or purchase or place an order

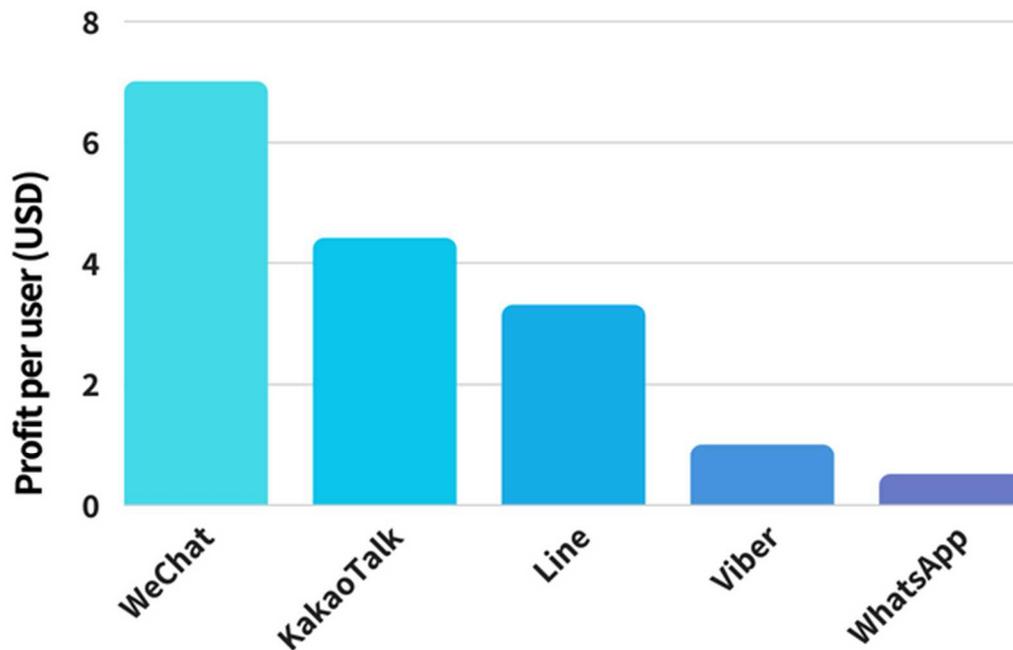
**39%**

share photos of products

In short, the Chat Apps phenomenon cannot be disregarded. Ignoring them would mean cutting yourself off from the biggest slice of the market.

We are talking about a business with billions in turnover each year. It is safe to conclude that companies that supply these services and share their customers gain a turnover with enormous figures that are constantly growing. Earnings are not just linked to the number of users, but derive also from the monetization of users, which is the conversion from users to customers, who provide effective income. This conversion generally occurs through paid subscriptions, ads and in-app sales (stickers, apps and games within the app).

In this regard, as reported by Activate at the WSJD Live conference, the most important messaging apps currently on the market have these reports:



WeChat reaches about 4.2 billion dollars with its 600 million active users, LINE about 632 million dollars from the 200 million people that use the service while WhatsApp only 54 million dollars, despite more than 900 million active users.

Finally, we must bear in mind that income will grow: according to Activate messaging apps will reach 1.1 billion new users within the first half of 2018, of which 579 million new users in the Middle East and Africa and 256 million in Asia.

## 3. OUR PROJECT

### 3.1 Why Lemogram?

Our objective is to enter this promising growth market with an application that offers the best of current instant messaging services and to integrate it with revolutionary features and adding new technologies. The fundamental points of the project are constant innovation, greater privacy and better contact between users. Lemogram is an application that benefits from blockchain technology, uses (Lemon) tokens within its ecosystem and since it is a project with a futuristic vision it is also environmentally-friendly, as it aims to only use sustainable energy sources.

We have designed new features for fulfilling the needs and requests of the market without distorting communication and in fact improving contact between users while also increasing protection of interpersonal relations with features that complement each other. Leaving out those features that are still under evaluation and development, we will illustrate only some of the above-mentioned additional functions, which have already had very high percentages of positive feedback.

### 3.2 Smart Contact

#### 3.2.1 *Introduction to Smart Contact*

We know how annoying it is to change telephone number. You need to advise all your contacts, which is not always possible, and therefore possibly lose old but important contacts. You will also need to memorize the new number, which takes many people various months to do. Therefore, being able to keep your number is always important, as acknowledged by telephone companies in many countries who offer the possibility of switching from one operator to another while keeping your number, which didn't use to be possible.



Also, you can't always afford the time to evaluate whether you ought to give your number to someone you don't know well. If you do, you will give it in good faith, hoping for the receiver will use it correctly, reassured that if that's not the case you can just not answer or block the contact, and everything will be fine. However, the number will remain in possession of the other person, and you will not be able to undo that fact. Even by blocking the contact, that person will always be able to contact you at his leisure through other numbers or using third parties, as well as being able to distribute your number at his or her discretion (stalking, publishing it online, writing it in public places and/or on publicly owned objects, sell it or share it for the purposes of earning money or other business interests).

Therefore, generally we tend to always be careful about giving out our telephone numbers and, in some cases, we use a second sim, which leads to extra costs. The "block contact" option only offers the illusion of blocking the person, as in fact it only blocks one of his or her numbers that we know. Smart Contact helps with an intermediary step, which fills in the gap between not having any type of contact and opening a channel where one can always be contacted.

### *3.2.2 How Smart Contact works*

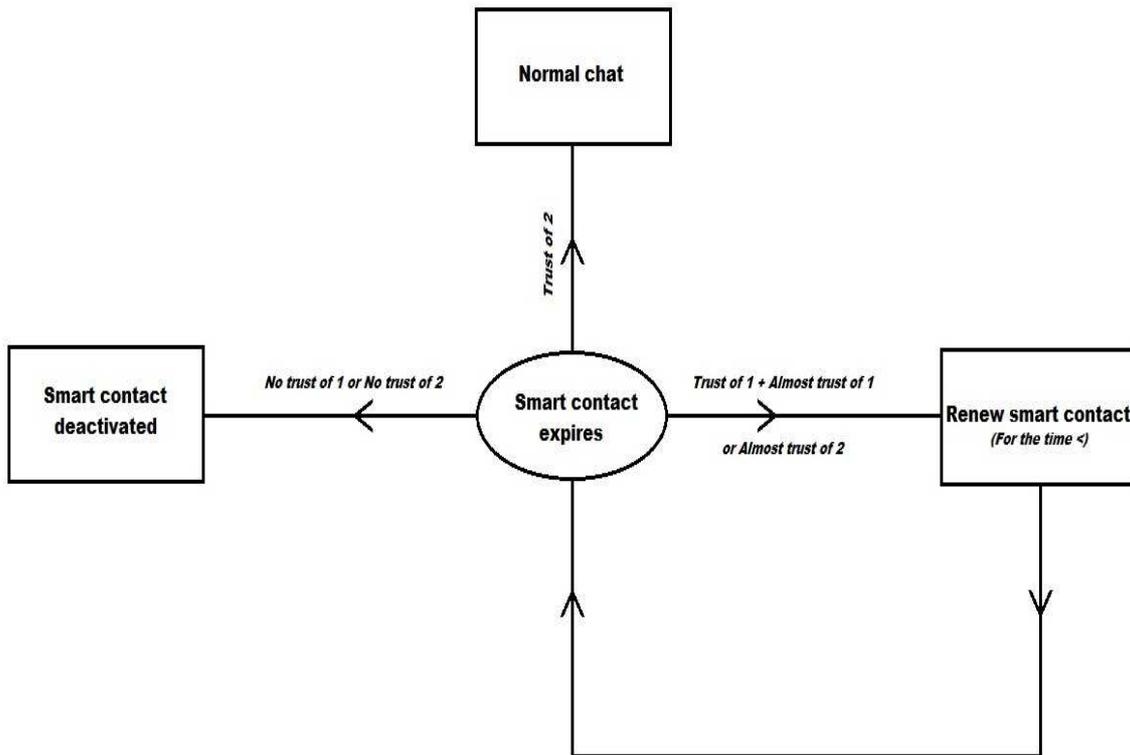
We have developed a feature that solves this privacy problem. The feature is called "Smart Contact" and is a system that allows the exchange of a temporary telephone number: a contact with an expiry date. You only have to open the application and click on the button that generates a Smart Contact (an alphanumeric code with related QR code), set the duration and advise the person with whom you intend to keep in contact. The latter will therefore be able to access the app and enter the code (or read the QR code through their Smartphone's camera). From that moment you can chat, call, send multimedia files and anything you would do with a normal instant messaging app, until the moment the contact expires. At that point Smart Contact will be deactivated, and they won't be able to contact you through that code. On the other hand, should you wish to continue communication, you can renew it, and the renewal will only be validated if both users click on the renew button.

Upon renewing, the person who received the contact will also be able to set a duration, and the system will validate the contact renewal by always choosing the briefest duration selected by the users in question.

If a certain level of trust has been reached, at any time you can click on the appropriate button and move to a traditional chat mode, using the regular number associated with the sim card (keeping all previous chats), but only when there is consent from both parties (by clicking on the appropriate button and entering a security password/touch ID/face ID). Otherwise, both users can cancel the contact at any time. In addition, the feature described above, Smart Contacts can be generated for multiple connections, such as, for public announcements whereby more than one person will need your contact number. There is also a chat group feature with which to communicate simultaneously.

The applicability of Smart Contact is therefore very wide. It can be particularly useful, as well as for one-to-one relationships among strangers, for working or other type of groups in the corporate sector, for commercial relations with customers and for subjects who are at risk of stalking, such as public figures and other categories.

### SMART CONTACT LOGICS DIAGRAM (simplified) (1 to 1):



### 3.3 Based on blockchain

Lemogram uses blockchain technology, a peer to peer algorithm network to manage the collection of agreements and approval of operations based on consent for many of the features it will provide. For operations such as the verification and recording of events, processing of some data and the circle of (Lemon) tokens within the Lemogram ecosystem, blockchain will be used along with technological support for user data management. The system will therefore be partially self-regulated, in a manner that ensures greater privacy for all users and to guarantee no tampering of some central systems for the security of data exchange. The telephone number will not be linked to the communication but associated with encrypted alphanumeric codes stored in part in our servers and in part in the peer to peer network. This will further guarantee security if any third parties attempt to access the communications.

### 3.4 Filtered calls and video calls

Many applications such as Snapchat allow the recording and publication of videos with animated filters that adapt and respond to the movement of users. With Lemogram it will be possible to use this feature during video calls. Dynamic filters can be used during calls that add various visual effects to the user's face image. In addition, voice filters can modify the voice in both video calls and normal voice conversations. The voice filter feature will allow the modification of the voice's tone and timbre and adding particular effects. Upgrading to premium will also allow the use of the voices of famous people. These features will be implemented and improved gradually and only in the second phase, when the quality will be deemed sufficient to allow the user to enjoy the experience.

### 3.5 Personalized keyboard

This feature adds something to the usual cold and impersonal writing method normally offered by chats: although they are functional, they place limits on personal expression. This is the "letter mode" feature: messages can be written with your own handwriting using the regular QWERTY keyboard. We chose to use this system and not a typical on-screen handwriting, to avoid communication issues between users and to maintain a high quality and orderly writing speed, even if not bound to standard fonts.

As soon as the app is loaded and installed (and even later) you will be able to begin configuring your personalized keyboard. This consists of following a guided procedure and writing letters, numbers and symbols with your handwriting, which will be instantly evaluated by software according to legibility criteria and entered in the user's personalized keyboard.

### 3.6 Technical Note

For any request for technical explanations and/or analyses, please register at the website <HTTPS://WWW.LEMOGRAM.COM> and write an email to [info@lemogram.com](mailto:info@lemogram.com), specifying the nature of the request for technical information. You will be contacted as soon as possible (priority will be given to owners of Lemon tokens).

### 3.7 Environmental sustainability

Renewal of resources is at the center of environmental sustainability and is considered as the world's intrinsic capability to transform cyclically, it must be defended in order not to change the Earth's natural balance.

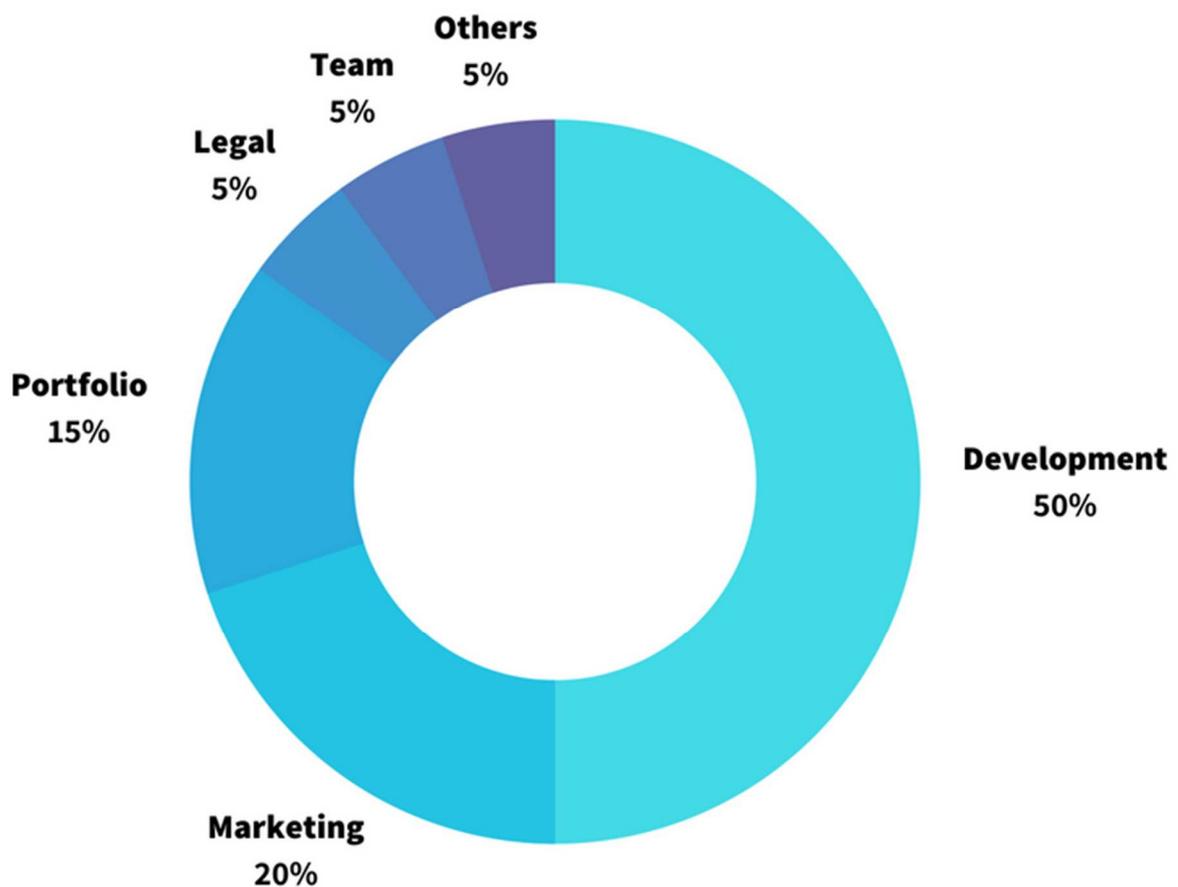
The whole project is aimed at self-sufficiency with zero impact using energy from strictly renewable resources. This is a choice that comes not only from the perspective of some economic advantages in the short and long term but also from the long-term view that the company sets for itself and the ethics of the founders, developers, collaborators and above all the supporters.

### 3.8 Corporate philosophy

The whole Lemogram ecosystem is based on overall concepts that form our corporate philosophy. They are fixed points on which the whole project is based, aimed at ensuring a specific place in the reference market that sets us apart from the competition and lends stability and consistency over time. The first is the concept of customer care: the customer is always central to the entire project and caring for customers will always be an essential part of the system, operating similarly to the Amazon model as we aim to become a symbol of reliability. Another key point is innovation: a considerable part of our resources and energy will be constantly used for research and development, striving to always be at the leading edge for all the relevant fields of the Lemogram ecosystem.

### 3.9 Distribution of funds

The funds collected during the distribution of the tokens will be used for the development, management and maintenance of the Lemogram ecosystem. Even if a large part of the planning and an appreciable quantity of work has already been carried out through our private investors' funds, we understand that the entirety of the project's development and achieving mass acceptance of Lemogram requires greater financing than what we currently have available. From the work carried out up until now, we have managed to derive the estimated budget needed to bring the project to completion and the percentages to be distributed between the major work areas in order to maintain a balanced growth of the project from all points of view.



## **Development 50%**

These funds will be assigned to both the existing central core and the recruiting of new developers. The affected parties plan to allocate no less than 20% of these funds to a process of recruitment open to the community.

The remaining 30% will be available for the physical part of the project, the construction and maintenance of the operational data center that will last over time and all the other physical structures needed.

## **Marketing 20%**

We understand that to ensure Lemogram becomes a must among communications systems, we need pay great attention to market exposure. With this premise, we have assigned a substantial portion of the funds to marketing and branding. The marketing strategies will include online campaigns, analytical marketing and viral marketing.

## **Portfolio 15%**

Portfolio refers to the set of projects and programs that we will manage in the period allotted by the corporate strategic plan. Each project or program present in the portfolio will therefore be associated with specific business targets and will be evaluated in relation to its contribution to corporate business.

The aim of the project's portfolio management is to ensure that the priorities of the single projects or programs are regularly reviewed for the purpose of allocating resources and investments consistently and in line with the organizational and strategic objectives.

## **Legal 5%**

These funds will be used for the legal review of all the service agreements, the terms and privacy. We also use a part of these funds for any potential jurisdictional review if necessary.

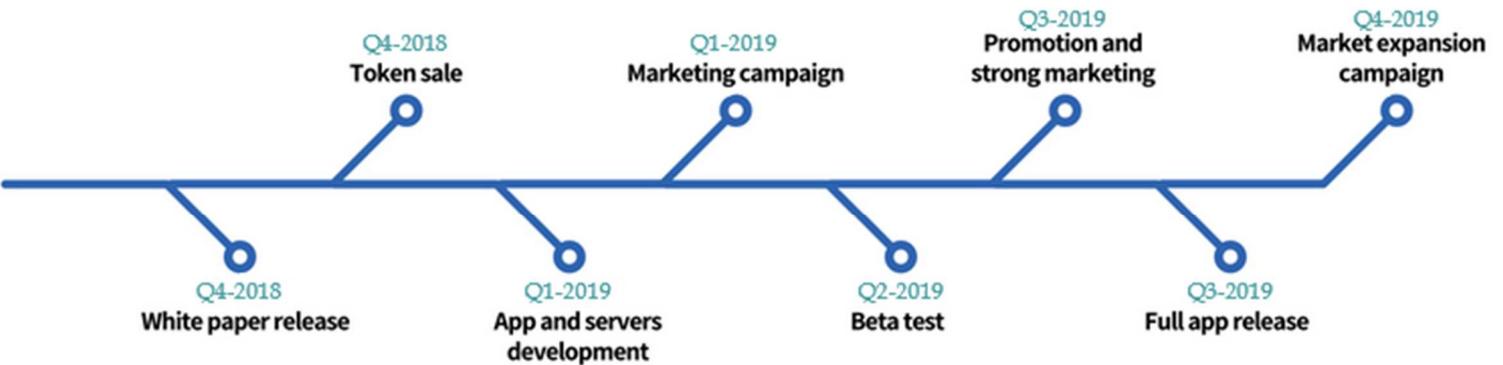
## **Team 5%**

In virtue of the past and future work of the team on the birth, development and constitution of the related Lemogram ecosystem, about 5% of the funds will be allocated to the team that designed and started the project.

## **Others 5%**

Others includes all miscellaneous expenses, unexpected changes and additional costs during operations. Eventually it will also be the cash fund to at least partially mitigate changes in the market and to act as a cushion in the distribution of funds between various work areas.

## 3.10 Roadmap



### Q4-2018 WHITE PAPER RELEASE

The project's official Whitepaper will be released online in the second half of 2018.

### Q4-2018 TOKEN SALE

The sale of tokens for the collection of funds will begin on the Lemogram official website at the same time as the release of the Whitepaper.

### Q1-2019 APP AND SERVERS DEVELOPMENT

The actual development of the software and hardware part will begin once fundraising has been completed. Therefore, all physical parts such as servers, structures and data centers are expected to be completed by the first quarter of 2019, at the same time as the creation of the software. The Lemogram core team and external teams involved in the process will be working in tandem for this part.

### **Q1-2019 MARKETING CAMPAIGN**

The promotional campaign will be a constant part of the project. The campaign will be intensified at crucial intervals to the point that it will almost be the main focus of the project. We are strongly aware of the importance of making our presence felt in the market and the importance of branding.

### **Q2-2019 BETA TEST** *(in selected countries)*

A beta version will be tested at the first half of 2019 in a number of defined areas which, for economic/socio-cultural reasons, are suitable for the purpose of this phase. The countries chosen are: Malaysia, Indonesia, Thailand, Japan, Turkmenistan, Estonia and Cuba.

### **Q3-2019 PROMOTION AND STRONG MARKETING**

As stated in the campaign marketing phase, there will be strategic periods during which the promotional campaign will be boosted. The fourth quarter will be the period in which these efforts will be the greatest.

### **Q3-2019 FULL APP RELEASE**

The focal moment will be the official and complete release of the app. It will occur in the third quarter of 2019, when the whole all the ecosystem should be ready to have the expected impact on the greater audience. It will be available in IOS and Android operating systems and will be released in all the AppStores and PlayStores.

### **Q4-2019 MARKET EXPANSION CAMPAIGN**

The official launch of the application will be followed by a campaign aimed at mass adoption and consolidation of the product on the market.

## 4. TOKEN SALE

### 4.1 Token sale description

During the token sale phases, 6.000.000.000 ERC20 LMN tokens will be created on the Ethereum network; these tokens are sold to the public in exchange for cryptocurrencies (ETH). LMN token DO NOT have Security/Equity token status, do not guarantee dividends to investors; may only be used within the Lemogram App for use of the services provided as premium features. LMN tokens holders are not entitled to attend the shareholders' meetings of Lemogram Group. Tokens purchased during the token sale phases will, in no case, be reimbursed by Lemogram Group. The LMN token was not created for speculation on foreign exchange markets or as a means of investment, but only for exclusive use within the Lemogram App. By participating in Lemogram token sale, or by purchasing LMN tokens elsewhere, the buyer declares that they have carefully read this Whitepaper, any other document issued by Lemogram Group (and available on our website [lemogram.com](http://lemogram.com)) related to the risks and benefits associated with the LMN tokens. Anyone who participates in the Lemogram token sale declares they have solid experience in the field of cryptocurrencies and blockchain-related services; declares that they understand all the risks associated with the token sale, including those relating to the sending, raising and management of cryptocurrencies and ERC20 tokens. They also declare that they understand Ethereum technology, and the risks associated with the loss or theft of private keys and hardware wallets. Lemogram Group cannot be held responsible for the loss or theft of LMN tokens, since it does not have direct control of tokens, which will be issued on the Ethereum blockchain network. The token sale will end when one or both of the following conditions are met: achievement of the hard cap and expiry of the sales period.

## 4.2 Lemons crowdsale details

**Symbol** LMN

**Token contract address:** Will be published through various channels 48hrs before  
crowdsale launch date

**Total Supply** 6,000,000,000

**Ico Supply** 4,282,000,000

**Emission Rate** No new tokens will be created

**Price** 20'000 LMN per 1 ETH

**Stage 1 price** (80% bonus) 100'000 LMN per 1 ETH

**Stage 2 price** (50%bonus) 40'000 LMN per 1 ETH

**Stage 3 price** (37.5% bonus) 32'000 LMN per 1 ETH

**Final stage price** (20% bonus) 25'000 LMN per 1 ETH

**Sale Period** 20/12/2018 13:00 UTC to 10/02/2019 13:00 UTC

**Accepted Currencies** ETH

**Token distribution** 15th February to 24th February 2019

**Soft cap** NO

**Hard cap** 116.000 ETH

## 5. CONCLUSIONS

The market in which we will operate is a sector that is continually growing, with much to offer to investors in the field. Lemogram wants to enter at the core of instant communications services by launching an innovative service, using the technologies available today and developing new ones. The project is solid and well defined, driven by a strong core team that firmly believes in the idea. Feedback on the work carried out so far and on the Lemogram's vision has been very encouraging. This premise allows us to hope that Lemogram will be an integral app on every Smartphone in the not too distant future.