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1. SUMMARY

Join the revolution! LikeBit is a new innovative app that connects the digital market with physical stores for the first time, as it is both an advertising catalog and a discount mechanism with a cryptocurrency philosophy.

What makes the app revolutionary is how it gathers funds for its users: Any user participating in a social network can connect to the app. The app measures the user's activity on social networks and rewards them with LikeBits (LBTS), which can be redeemed at partnering businesses.

Businesses, on their part, gain significant benefits: By joining this new dynamic community, they increase their popularity through the app, and correspondingly, their consumer base, resulting in increased profits. The LikeBit app aims to disrupt the market by aggressively entering within the next six to eight months, establishing a network of cooperating stores.

Greece has been selected as the initial application field, aiming to achieve nationwide adoption. The Greek market and public are intended to serve as the primary testbed before expanding globally.

2. LIKEBIT APP

2.1 INTRO

Over the past 15 years, online shopping has experienced a significant upward trend. Particularly in recent years, this trend has accelerated as consumers increasingly seek even the slightest savings to cover their expenses. Understandably, the preference for online shopping has resulted in a decline in local market activity.

The LikeBit company is developing an app that finally connects social media users with physical stores offering products and services. Through the app, every interaction on social media translates into discounts offered by cooperating stores. Additionally, the app incorporates an advertising module to enhance its benefits further.

2.2 THE IDEA THAT MADE THE TWIST

"They say time is money. How come no one thought before to make time spent on social media profitable? That would be... revolutionary!"

2.3 FOR THE USERS AND THE BUSINESSES

Users install the application for free on their devices and connect it with their social media accounts (SoM). Thus, quite simply, the LikeBit application, without requiring any further action, monitors the user's behavior on social networks and estimates the interaction of their accounts (like, love, comment, share) from any device. Using this data, the app assigns LikeBit Tokens (LBTS), which can be redeemed for discounts on products and services offered by businesses within the LikeBit network.

Likewise, every entrepreneur who opts to join the LikeBit network installs the application on their device and sets up their business profile. They specify the discounts they are willing to offer, proportionate to the level of consumption required from the user.

By registering their business in the LikeBit network, entrepreneurs receive a gift credit of 10 euros, corresponding to the first discounts they will offer. They then have the option to renew their advertising package by selecting the discount package that suits them best.

That's all! The revolution has begun. Now, users and businesses have something that connects them: They are participants in a sincere, reciprocal agreement from which everyone benefits without effort!

2.4 ADVERTISEMENT FOR THE BUSINESSES

Through the application's special advertising section, entrepreneurs can specifically promote their business to expand their customer base and boost visitation to their physical store, since the advertisement's display is based on the following criteria:

Gender, age group, number of viewers, and the area or city they wish to advertise in.

The innovation of the application begins with the user viewing the advertisement. Through customization, users who see the advertisement and are in the vicinity receive a significant discount as an incentive to visit the store. In this way, the entrepreneur can monitor the performance of their advertisement and receive notifications from the application for every sale resulting from the display of the advertisement. This new mechanism provides entrepreneurs with comprehensive data on the performance of their advertising campaign

3. ENVIRONMENT

3.1 MARKET ANALYSIS

The Greek economy was and is in a continuous restructuring process through successive adverse circumstances: The unprecedented disaster of the 2009-2019 period was followed by the COVID-19 pandemic, and today it faces an energy crisis due to global military conflicts. The results of the ongoing crises are evident in businesses and the purchasing power of households, as even people who until recently belonged to the higher strata of society suddenly found themselves among those "in need".

The shrinkage of purchasing power leads to reduced consumption and the search for a better price for the product/service through the Internet. Users seek the best possible combination of quality/price for their desired purchases and try to benefit from the available discounts and offers they can find. The public's turn to online shopping* has a direct impact on the traffic of local markets.

*According to data from the Hellenic Statistical Authority, more than 3 in 10 people made purchases via the Internet in the first quarter of 2017, increasing by 11% the percentage of users who made electronic purchases in the corresponding quarter of 2016.

3.2 OPPORTUNITIES

In light of prevailing market trends, it is evident that the LikeBit application offers timely and beneficial solutions, including:

- Incentives for users to support local businesses.
- Immediate financial benefits for users at the business's cash register.
- Instant acquisition of products by choosing to buy from local stores.
- Stimulation of the economy, particularly the local economy, which is often challenged by crises.

LikeBit enters the market dynamically, serving as a direct link between consumers (users) and a network of cooperating stores nationwide, effectively addressing the diverse needs of both parties. Consumers can discover discounts for any need they wish to fulfill, while businesses gain access to a broader market share.

3.3 U.S.P. – COMPETITIVE ADVANTAGE

LikeBit innovates in a radical way in which the user accumulates their money and benefits from the offered discounts. In the simplest way and without complicated processes, LikeBit rewards the users for every interaction they perform on social media, giving them LikeBits, which can be redeemed in the cooperating network of businesses. LikeBit is the only application that rewards the users of social networks for these interactions and allows them to "save" money for future purchases with immediate financial benefits, without requiring any further action!

Through the application, businesses increase their popularity as they address an expanded consumer audience, thereby increasing their profitability as well.

The primary goal of LikeBit is to change consumer habits once and for all and become an integral part of the users' daily lives, just as social networks already are. To win the hearts of thousands of passionate fans who will make it the "No. 1" application for discount shopping nationwide.

3.4 TARGET GROUP

AUDIENCE A – USERS

The primary criterion for participation in LikeBit's sales strategy is the user's engagement with at least one social network. Unlike traditional criteria such as age, financial status, or education level, LikeBit is accessible to all users regardless of these factors.

The use of social networks is rapidly increasing in Greece, Europe, and worldwide, with platforms offering a wide variety of capabilities to users. This trend is expected to continue as social networks serve not only as communication tools but also as platforms for business development.

AUDIENCE B - BUSINESSES

When it comes to collaborating businesses, the data is even more encouraging, as LikeBit caters to a diverse range of sectors without imposing substantial criteria for their inclusion in the application. We aim to provide incentives and support, particularly to local businesses that may lack online stores or experience low traffic.

3.5 COMPETITION

In both domestic and international markets, numerous businesses offer similar services, such as discounts, offers, and coupons.

Let's briefly look at what these are:

Networks that operate on the pyramid scheme model are now deprecated by both the Greek and international consumer communities. One major disadvantage is their reliance on a structure that often leads to unsustainable practices and negative outcomes. Additionally, these networks may impose a de facto annual subscription on contracted businesses without considering whether they ultimately benefit from the arrangement or not.

While some applications promise a return of expenses for purchases made at contracted supermarkets, they often prove to be cumbersome, time-consuming, and complex for users. These applications typically require significant user involvement both before and after purchases, without guaranteeing discounts for the items users want to buy. As supermarket purchases involve a large number of consumers and occur regularly, the inefficiency of these applications can be particularly frustrating for users.

These applications primarily focus on finding discount coupons and gift cards online, catering exclusively to purchases from online stores. However, a notable weakness of these applications is their promotion of transactions solely through online retailers. Consequently, this can lead to a weakening of local market traffic and an increased outflow of money to third countries from the buyer's country.

Banking applications provided by banks and credit institutions often offer cashback rewards to their customers, typically involving small amounts. However, these rewards usually necessitate the ownership and regular use of debit or credit cards associated with the respective financial institution.

We thus find that although large businesses, such as banks, offer discounts and rewards in cooperating stores, these are often limited to specific product categories or services. Conversely, smaller businesses focus more on creating discounts for customers who buy directly from the store to maintain and increase visitation.

Simultaneously, managing multiple applications to enjoy discounts and rewards can become time-consuming and complex for users.

3.6 DIFFERENTIATION FROM THE COMPETITION

LikeBit - One Application, Countless Opportunities!

LikeBit stands out by providing a unified, user-friendly solution: As an innovative application, LikeBit consolidates discounts from various stores into a single environment where its users can enjoy benefits from a variety of businesses without the hassle of managing multiple apps. With LikeBit, users have access to a rich array of discounts, creating a delightful experience for them and boosting foot traffic to businesses.

In essence, LikeBit offers discounts to everyone, for everything, without hassle, without limitations, and without the need for special cards.

LikeBit stands out because it offers without boundaries and without criteria:

It does not impose conditions that trouble, concern, or constrain users.

It does not require any subscription, only renewal of cooperation each time the collaborating company observes positive results with the application and again, if it so desires.

It does not require the use of a bank card for transactions, as the only thing the user needs is their mobile phone and nothing else.

3.7 SWOT ANALYSIS

Strengths:

Innovative integration of social media activity with real-world rewards.

Encourages local shopping, strengthening local economies.

Accessible to anyone with a social media account, eliminating barriers to entry.

Offers businesses a unique way to increase visibility and customer engagement.

Weaknesses:

Dependence on user and business adoption for success.

Potential challenges in balancing the value of rewards with business profitability.

Requires ongoing technological updates and maintenance to ensure user engagement and security.

Opportunities:

Expansion into new markets beyond Greece, leveraging the universal appeal of social media.

Potential partnerships with a wide range of businesses, from local boutiques to larger retail chains.

Development of additional features, such as personalized recommendations or social sharing incentives, to increase user engagement.

Threats:

Competition from existing discount and loyalty programs that may introduce similar features.

Changes in social media platforms' policies or algorithms could affect the app's functionality or user engagement.

Potential cybersecurity risks that could undermine user trust.

4. STRATEGY

4.1 WHY GREECE?

Greece's selection as the initial application field, despite its 'difficult' and 'fluid' economic environment, raises the question: What makes it so attractive as to be chosen as the cradle of... a revolution?

Overall, Greece provides a favorable and significant market for the successful launch and development of LikeBit:

Technology Infrastructure: Greece has a high percentage of smartphone users and a large number of residents with digital skills, a necessary condition for the adoption of LikeBit.

Extensive Use of Social Networks: Greeks participate in social networks to a large extent, which serves the more effective promotion of LikeBit.

Access to European Markets: Greece is in the European Union, and the Eurozone, is governed by European Law, and represents a sample of opportunities and limitations, thus serving as an excellent starting point before spreading LikeBit to other European countries.

Variety of Consumer Behavior: The variety of consumer habits in Greece provides an opportunity to test and improve the application in various environments.

Job Creation: Creating jobs in Greece will be recognized as a generous contribution to the economy, earning a positive image for the company.

The core team of LikeBit has extensive experience living in Greece, allowing them to develop a deep understanding of the social and consumer trends within the Greek market. This intimate knowledge positions the team to tailor LikeBit's offerings to effectively meet the needs and preferences of Greek consumers, contributing to the platform's success in the region.

However, the benefits extend beyond technological and social incentives. Selecting a small country like Greece can also yield economic advantages, as it helps to limit the company's expenses, particularly in terms of promoting LikeBit:

Communication Flexibility: The smaller market size makes it easier to adapt advertising campaigns to the specific needs and preferences of the local audience.

Lower Advertising Costs: Media and advertising carriers are smaller in Greece than in other, larger markets, requiring lower advertising expenses.

Easier Targeting: The small market size allows for effective targeting of the audience without the need for expensive mass campaigns.

Possibility of Strategic Partnerships: In smaller markets, it is easier to create strategic partnerships with local businesses and organizations, allowing the company to strengthen its presence.

User Community: As in small markets, so in Greece, user communities are more cohesive. Thus, community management is more "human", with personal contact and interaction.

4.2 THE NEED OF NEW CRYPTOCURRENCY

In the preceding sections, we learned that LikeBit endeavors to aid both individuals and businesses seeking to advertise within a burgeoning and continually changing market aligned with contemporary trends. Moreover, it aims to revitalize traditional indoor shopping experiences. In bridging the physical and technological realms, LikeBit introduces two novel transactional units: the LBT and LBTS cryptocurrencies.

The reason LikeBit offers its own cryptocurrencies is twofold. Initially, (LBT) aims to raise the necessary funds to finance and create the mobile application, as well as cover the company's initial expenses. Subsequently, the cryptocurrency (LBTS) will serve the operation of the service by acting as a reward for users for their interactions on social networks.

At the same time, mining the LBTS coin is expected to become an attractive parallel activity.

The first buyers of the private sale and pre-sale will receive significant bonuses from the LikeBit company, as outlined in the tokenomics. This not only makes them purchasers but also entitles them to a share of the venture's net profits.

4.3 LET'S MAKE IT HAPPEN!

The pre-sale aims to raise at least 150,000 € which will be allocated for the implementation of our plan.

Expense Analysis:

Signing a contract for the development of an application that includes the Minimum Viable Product (MVP) such as:

Gamification for users, based on their activities, offers fun experiences and encourages continuous participation.

A ranking system for companies, providing a way to recognize their performance on the platform.

Advertisement displays to users from companies.

User and company profiles.

Geolocation mechanisms for each city and market (users-businesses).

Artificial intelligence for better results, based on user preferences.

Coin mining is based on user activity.

Digital wallet for the user, Web App wallet for the store.

Detailed analytics for both users and businesses.

Subscription for companies, free for users.

Extra features will be announced after the MVP launch.

Total Cost: 74,400 € (+/- 10%). This budget will cover the expenses associated with implementing both the mobile app and the web app.

The implementation time is expected to last (on average) from 4 to 5 months and cannot exceed 6 months.

Our technological approach will be cross-platform architecture, using technologies such as React, React Native, Nest.js, MySQL, MongoDB, GraphQL, and Python. Based on this tech stack, we will proceed with the implementation of the application.

Marketing plan where at least 35,000 € will be allocated for the promotion of the cryptocurrency - application.

Annual partner fees and company operating expenses 35,000 €.

It is noted that in case of failure to collect the initial amount, it will be returned to the investors, and these terms are explicitly stated in the agreement they will sign with this purchase.

5. LBT TOKENOMICS

5.1 A NEW CRYPTOCURRENCY

LikeBit announces the creation of the cryptocurrency named LikeBit Token (LBT). Our goal is to offer a secure and reliable digital currency that will meet the needs of the modern digital economy. The LBT cryptocurrency will have a total supply of 10,000,000 coins, which will be released into the market over time. Through our platform, likebittoken.com, users can conduct secure and efficient transactions with LBT and enjoy the benefits of an innovative digital experience. LikeBit is committed to providing high-quality services and ensuring the security and transparency of every transaction. With the trust of our users, we aim to develop a dynamic ecosystem that will contribute to the progress and prosperity of our community.

5.2 ECONOMIC DATA

The company's objective is to finance itself through the sale of cryptocurrency, aiming at the development and creation of a discount and advertising application.

The cryptocurrency LBT, with a total number of 10,000,000 coins, will be distributed according to the following table:

Table A'

PRIVATE SALE	1.000.000
PRESALE	1.000.000
EXCHANGES	5.500.000
COMPANY	2.000.000
ADVERTISEMENTS	500.000
TOTAL	10.000.000

In total, LikeBit will hold 2,500,000 LBT, of which one-fifth will be allocated for the promotion of the project, and the rest will serve as company capital.

The remaining 7,500,000 coins will be available for sale, offering a unique opportunity for investors and ambitious partners to participate in the development of this innovative project.

5.3 SALES STAGES

Three stages of coin sales will be conducted:

A. Private Sale:

Total number of coins: 1,000,000 LBT

Sale price: 1.25 \$ for the first 500,000 coins and 1.50 \$ for the remaining.

B. Pre Sale:

Total number of coins: 1,000,000 LBT

Sale price: 1.75 \$ for the first 500,000 coins and 2.00 \$ for the remaining.

C. Exchange:

Total number of coins: 5,500,000 LBT

Sale price: 2.25 \$

5.4 STAGE ANALYSIS

A. Private sale

Aiming to attract investors and fund the company, we have set the sale price of the coin at 1.25 \$, with transactions scheduled to begin in May.

Maximum funding:

500,000 coins x 1.25 \$ = 625,000 \$ and

500,000 coins x 1.50 \$ = 750,000 \$.

Total maximum funding 1,375,000 \$

If the funding in the Private Sale stage is less than 162,000 \$ (150,000€), then the capital will be returned to the investors minus transaction fees, and all transactions will cease. However, if the funding exceeds the minimum threshold of 162,000 \$ (150,000€), all procedures for achieving the company's goals will be activated. This includes signing the contract for the application's creation, advertising expenses, and operational expenses.

Once investments commence, no investor will be able to request a refund or return the coins to the company. However, they will be able to exchange or officially sell them once trading begins on an exchange.

Investor Benefits

The benefits for investors from funding the application in the private sale stage include:

1. Purchase of cryptocurrency at the lowest price.
2. The company will distribute a percentage of its profits to investors every year according to the following table:

Table B'

For the years from	2027 to 2033	20%
For the years from	2034 to 2043	15%
For the years from	2044 to 2053	10%

Even in years where the company does not record profits or its profits are less than the following percentages, the distribution of LBT tokens it holds will still occur based on the following percentages:

Table B' LBT

For the years from	2024 to 2028	5%
For the years from	2029 to 2033	4%
For the years from	2034 to 2053	3%

3. Additionally, they will receive a 15% percentage of their initial investment in the second currency (LBTS).
4. If the total initial investment is more than 2700 \$ (2500€), then investors gain an additional advantage. They will be able to increase their coins in the future and have the rewards of the first two stages.*

*The coins purchased later will participate in an independent pool with a fixed yield of 5% for all years until 2053. The maximum number of coins that can participate is 1,000,000 coins.

5. All LBT coin holders will have the privilege to mine coins (LBTS) in the application.

B. Presale

Aiming to attract new investors and fund the company, we set the sale price of the coin at 1.75 \$ and the start date of transactions between October - November.

Maximum funding:

500.000 coins x 1,75 \$ = 875.000 \$ and

500.000 coins x 2 \$ = 1.000.000 \$.

Total maximum funding: 1.875.000 \$

Investor Benefits

Just like in the private sale stage, investors in the pre-sale stage will receive privileges from purchasing the cryptocurrency, such as:

1. Purchase of cryptocurrency at a lower price.
2. The company will distribute a percentage of its profits to investors every year according to the following table:

Table C'

For the years from	2027 to 2033	15%
For the years from	2034 to 2043	10%
For the years from	2044 to 2053	5%

Even in years where the company does not record profits or its profits are less than the following percentages, the distribution of LBT tokens it holds will still occur based on the following percentages:

Table C'LBT

For the years from	2024 to 2028	5%
For the years from	2029 to 2033	4%
For the years from	2034 to 2053	3%

3. Additionally, they will receive a 10% percentage of their initial investment in the second currency (LBTS).
4. If the total initial investment is more than 4860 \$ (4500€), then investors gain an additional advantage. They will be able to increase their coins in the future and have the rewards of the first two stages.*

*The coins purchased later will participate in an independent pool with a fixed yield of 5% for all years until 2053. The maximum number of coins that can participate is 1,000,000 coins.

5. All LBT coin holders will have the privilege to mine coins (LBTS) in the application.

C. Exchange

A search will be conducted for a suitable and reliable exchange to securely dispose of the remaining coins. Holders will be able to sell them officially on the exchange.

5.5 OBLIGATIONS OF THE COMPANY TO INVESTORS

The company will have 2,000,000 coins at its disposal, which it will not be able to sell for 30 years. However, it will only be able to transfer them to investors' wallets. The company will be obligated to transfer a percentage (according to tables B and C) of its profitability to the investors for the corresponding years.

If there is no profitability or if the profitability is less than the percentage due for transfer, then the percentage of LBT will be transferred to the investors according to the percentages of Tables B' and C'. These transfers will fulfill the company's obligation to the investors.

A record of the wallets participating in the first two stages (private-pre) will be kept, and at the end of each year, they will be checked. If there is a decrease in the coins, the profits will be distributed based on the total coins in the wallet.

For the coins that are not purchased, 25% will be transferred to the company's capital, and the remaining 75% will be transferred to the next stage of sale.

For the first three years, where there won't be significant profitability for the business, only LBT will be transferred.

All holders of LBT coins will have the privilege of mining coins (LBTS) in the application, according to the following table:

From 1 to 99 LBT	For each action in the application, the reward will be multiplied by 1
From 100 to 199 LBT	For each action in the application, the reward will be multiplied by 1.1
From 200 to 299 LBT	For each action in the application, the reward will be multiplied by 1,2
From 300 to 399 LBT	For each action in the application, the reward will be multiplied by 1,3
From 400 to 499 LBT	For each action in the application, the reward will be multiplied by 1,4
From 500 to 599 LBT	For each action in the application, the reward will be multiplied by 1,5
From 600 to 699 LBT	For each action in the application, the reward will be multiplied by 1,6
From 700 to 799 LBT	For each action in the application, the reward will be multiplied by 1,7
From 800 to 899 LBT	For each action in the application, the reward will be multiplied by 1,8
From 900 to 999 LBT	For each action in the application, the reward will be multiplied by 1,9
From 1,000 and above.	For each action in the application, the reward will be multiplied by 2

6. WRAP IT UP

Within the pages of this Whitepaper, unfolds an idea that unlocks vast opportunities. Our vision for an exciting journey in commerce, economy, and technology is presented. An innovative and profitable revolutionary venture is analyzed.

LikeBit is ready to launch. Will you join us?