



Lendingblock

The Lendingblock platform

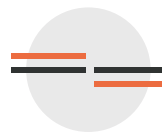
The Lendingblock platform is a self-contained ecosystem for **fully collateralised borrowing and lending of crypto assets**, comprised of two discrete yet complementary parts. These are i) a real-time exchange linking borrowers and (multiple) lenders that transparently provides best execution for both parties, and ii) a smart contract based operational system that implements the terms of the lending agreement created by the exchange, including initial transfer, interest payments, collateral management, default processing, and repayment.

Lendingblock platform benefits



Lend any digital asset

Lenders including individuals and institutions can simply and safely earn additional income on long term investments



Borrow any digital asset

Borrowers including funds, investors, market makers and traders can access assets to support trading, fund working capital, or investment funding needs



Simple and transparent

Borrowers and Lenders are transparently and fairly matched on a “best rate, first date” basis



Safe and secure

Actively managed collateral and advanced cryptographic security protect both borrowers and lenders

The LND token

The LND token plays a critical part in this ecosystem, functioning as the sole medium for payment of interest by borrowers to lenders, and as the sole medium for payment of Lendingblock platform fees.

The use of the LND token as the medium of payment has two primary benefits:

- A.** It is expected that a significant proportion of Lendingblock users will have a portfolio of crypto-loans, that will be both earning interest and requiring interest payments. Use of a common medium across such a portfolio will simplify the receipt and payment of interest, and reduce the cost of exchange fees that would otherwise be incurred.
- B.** Use of a common currency enables a significantly simpler technical solution to meet the operational processing requirements of a loan, reducing complexity, risk, and expense which would otherwise be passed on to platform users, resulting in lower returns for lenders and higher costs for borrowers.

Supply and demand of the LND token

Price of an asset in an efficient market is a function of supply and demand.

Total supply of the LND token is permanently capped at 1,000,000,000 LND, of which

A. LND Supply

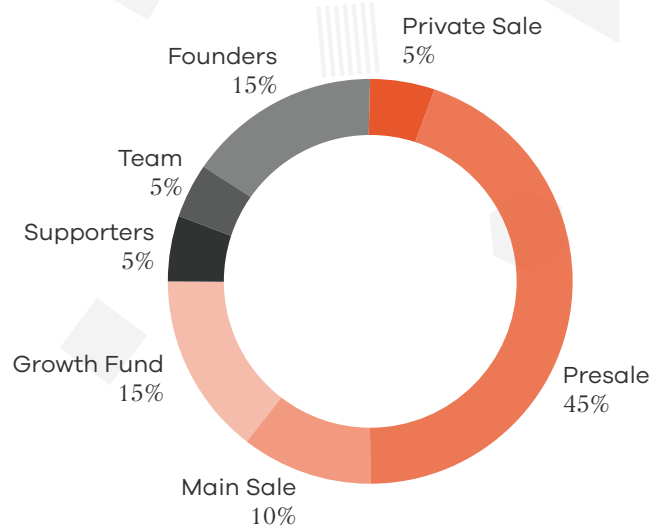
600,000,000 (60%) will be distributed during the three phases of the token sale

150,000,000 (15%) will be retained as a strategic growth and investment fund

200,000,000 (20%) will be distributed to founders and team and subject to vesting over two years

50,000,000 (5%) will be distributed to advisors and supporters, and not subject to a vesting period

Token Distribution



Given the hard cap of \$10m contribution for the 60% of total supply, this results in an effective initial price per LND of USD 0.01666667.

Aside from the circulating supply defined above, the effective available supply is reduced by the number of LND tokens held as passive investments who are long term investors rather than active platform users.

B. LND Demand

Given the LND token use, the level of demand is driven by the level of use of the Lendingblock platform including:

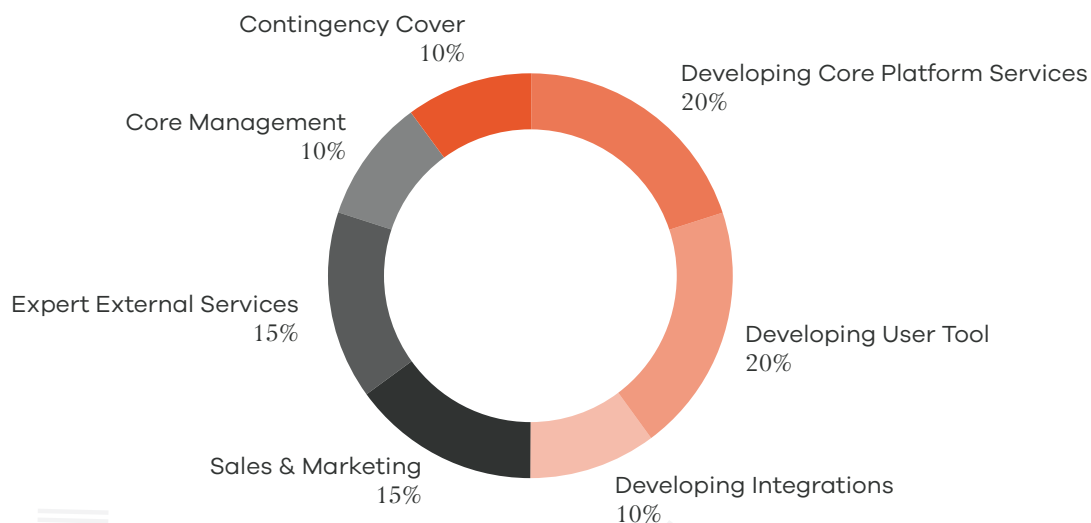
- ◆ The number of participants and loans
- ◆ The size of loans
- ◆ The duration of loans

Token sale details

Type	Utility Token	LND token is a utility token. It is the sole medium for paying and receiving interest on the platform
Token Compatibility	ERC-20	
Token Sale Allocation	600 million	60% of the total supply will be offered through in private, presale and main sale
Accepted currencies	ETH	No other forms of contribution will be accepted
Soft cap	5 million USD	Failure to reach target will result in ETH being returned to purchasers (minus expenses incurred)
Hard Cap	10 million USD	
Token Sale Dates	9th – 30th March	Presale 9th-16th March Main sale 23rd – 30th March
Unsold Tokens	Burned	

	Pre-sale	Main sale
Sale starts	15:00 GMT, March 9th	15:00 GMT, March 23rd
Sale ends	15:00 GMT, March 16th	15:00 GMT, March 30th
Tokens allocated (including bonus)	450,000,000 (45%)	100,000,000 (10%)
Bonus	20% bonus	No bonus
Lock up for bonus tokens	30 days	-
Target / cap	\$7.5m	\$2m
Individual cap	min \$25,000 and max \$500,000	max \$25,000
Effective price / LND	\$0.01667	\$0.02

Use of funds



Founding team



Steve Swain Co-Founder & CEO
20 years Investment Banking Technology MD and Partner; Lehman, Macquarie, Credit Suisse, UBS, Deloitte



Linda Wang Co-Founder & COO
Blockchain product developer and lending platform CEO, computer scientist; UCL, Cambridge, Deloitte, EF