

ILINK2MUSIC WHITEPAPER V.1

“The Power to Share and
Connect Global Music
Entertainment, Powered By
BlockChain”

Artists, Producers, Fans & Philanthropists – United



ilink²
music

INDEX

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iLink2Music is an emerging tailor-made Music Entertainment Social Media Platform Powered By BlockChain, Uniting Artists, Executives & Music Lovers worldwide, regardless of their age, experience, race or beliefs, providing exclusive international music entertainment content, networking, events, contests, prizes, products & services. We also pledge live exclusive global concert/charity fund raising streaming online, as well as feature exceptional co-creation content designed to facilitate & revolutionize the management of online "way of life."

INTRODUCTION: In the music entertainment industry, it is clear through music television shows, that people all over the world are trying everything in their power to either be discovered as a new talent, or to find new musical talent. The music industry is the engine helping to drive different segments of the entertainment world:

- Sports industry \$90 Billion USD globally
- Film industry \$106 Billion USD globally
- Music industry \$130 Billion USD globally
- Fashion industry \$1.2 Trillion USD globally

Worldwide entertainment & media markets generated revenues of approximately \$2.1 trillion USD.

The common denominator: Music

In this whitepaper, the BlockChain will be defined as:

A BlockChain is a registry of facts, replicated on several computers linked together by a peer-to-peer network.

Network computers are called nodes. The communication between the nodes is encrypted & guarantees the identity of the sender & the recipient. When a node wants to add a new fact to the register, it proposes it to the network that forms a consensus to determine where (and especially when) this fact should be entered in the register. This consensus is called a block.

OUR MISSION AND VISION: The Company's approach provides for a people-generated, user-driven structure. In this new environment ("Ecosystem"), the very concept of "producer" is blurred because anyone can broadcast to any number of people anywhere, from their loved ones to the entire planet. What this Ecosystem has lacked up until now is self-awareness (our members & partners are self-aware but the larger world is not) & a few core central-organizing principles. We believe that both of these will be "emergent properties" if there is a serious effort to broaden the use & applications whereby this symbiosis of human creativity & technology is combined. This is part of our methodology. We also believe that it is not possible for any one organization or company (no matter how attuned to this Ecosystem) to bring all these changes about. Therefore, we are focusing our efforts on bringing the symbiosis to the music production, social media, digital, & mobile landscape consumer consumption & distribution sub-Ecosystem.



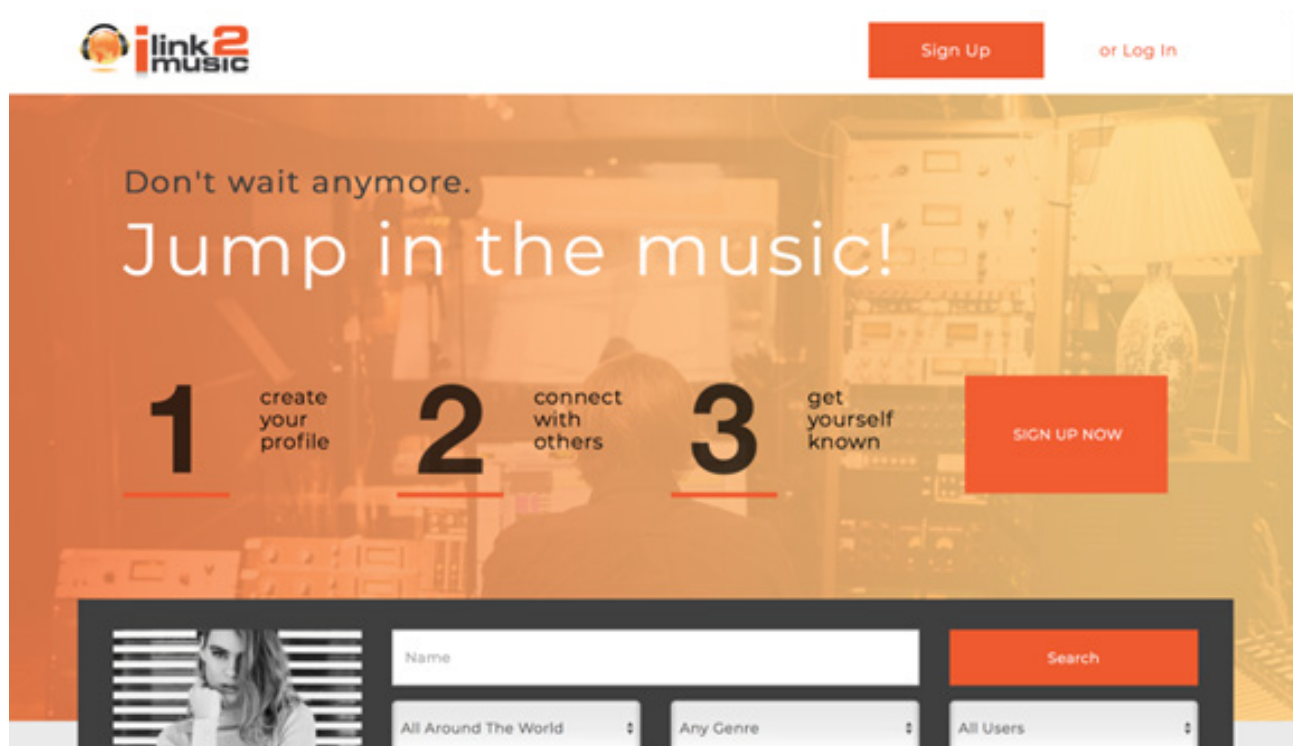
ABSTRACT

EFFECTIVE AND UNDERSTANDABLE USER INTERFACE:

Our platform is a horizontal-adaptable business model based on the strategic use of Multi-Sensory Branding, Co-Creation, Product Placement, Immersive User Experience Applications & ROI Relationship/Currency with Economy & Licensing Structures. It is built to adapt & to embrace the monumental shifts & disruptive technologies that are changing every facet of business. iLink2Music is positioned to leverage & facilitate change in the global, end user-driven Digital/Mobile content/Product Placement Ecosystem.

iLink2Music is based on user experience sensory aesthetics. It is optimally designed around end users' perceptions & creates the milieu that allows end users to act as lead designers, co-creators & actual tastemakers of lifestyle brands, products & services in a rapidly changing market.

Through our social media platform & Web 2.0, we will be able to involve consumers in more exciting & different ways, both through mass collaboration & intimate co-creation while at the same time finding ways of accumulating robust qualitative data from the web. Then research will have an exciting future ahead of it: it will herald a new era – Research 3.0.





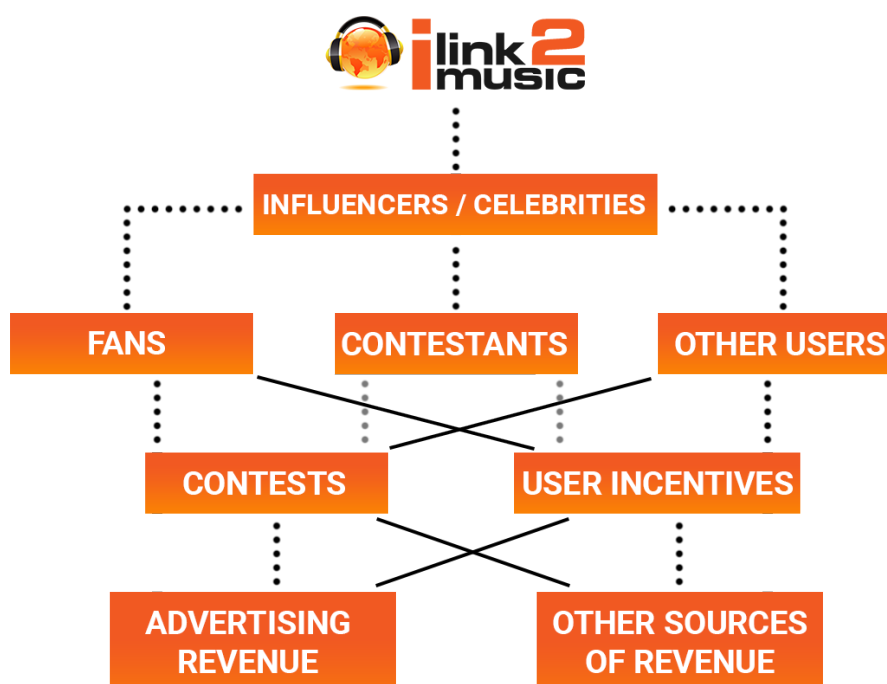
MARKET DYNAMICS

SUMMARY

The ELINK Token and related IL2Voting Platform enables users around the world to easily manage or participate in online voting with the highest possible level of verifiability, accessibility, security, and transparency. The ELINK Token and related Platform improves the efficiency of voting by ensuring the integrity of the voting process, the confidentiality of the voters' choice, and validity of the results - for both private and public Celebrity/Influencer contesting.

The ELINK Token can also be used for every transaction on the platform. The Token application will be fully supported by smart contracts technology & used for the suggested payments of all active user activities & features such as:

- Multiple Membership Purchasing Options
- Celebrity Contest Entry Purchasing Options
- Influencer & Ambassador Event Purchasing Options
- Co-Creation Workshops Purchasing Options regarding Music, Film, Fashion & Sports
- User Networking Purchasing Options
- Virtual Gaming Purchasing Options
- Profile Use as Electronic Press Kit & Other Purchasing Options
- Monthly Magazine Subscription & Membership Purchasing Options
- E-Card & Virtual Gift Purchasing Options
- Merchandising & E-Commerce Payment Options
- Live Streaming Payment Options
- Sponsorship & Advertising Payment Options
- Behavioural Based Advertising Payment Options
- And much more...



ELINK Token

The ELINK Token is an ERC-20 compliant digital token issued by iLink2Music and is the official token of the platform. These tokens will allow an individual or organization to secure access to the IL2Voting platform and its features to successfully operate Celebrity/Influencer contesting and secondary activities (Ads, Shows, sponsorship etc).

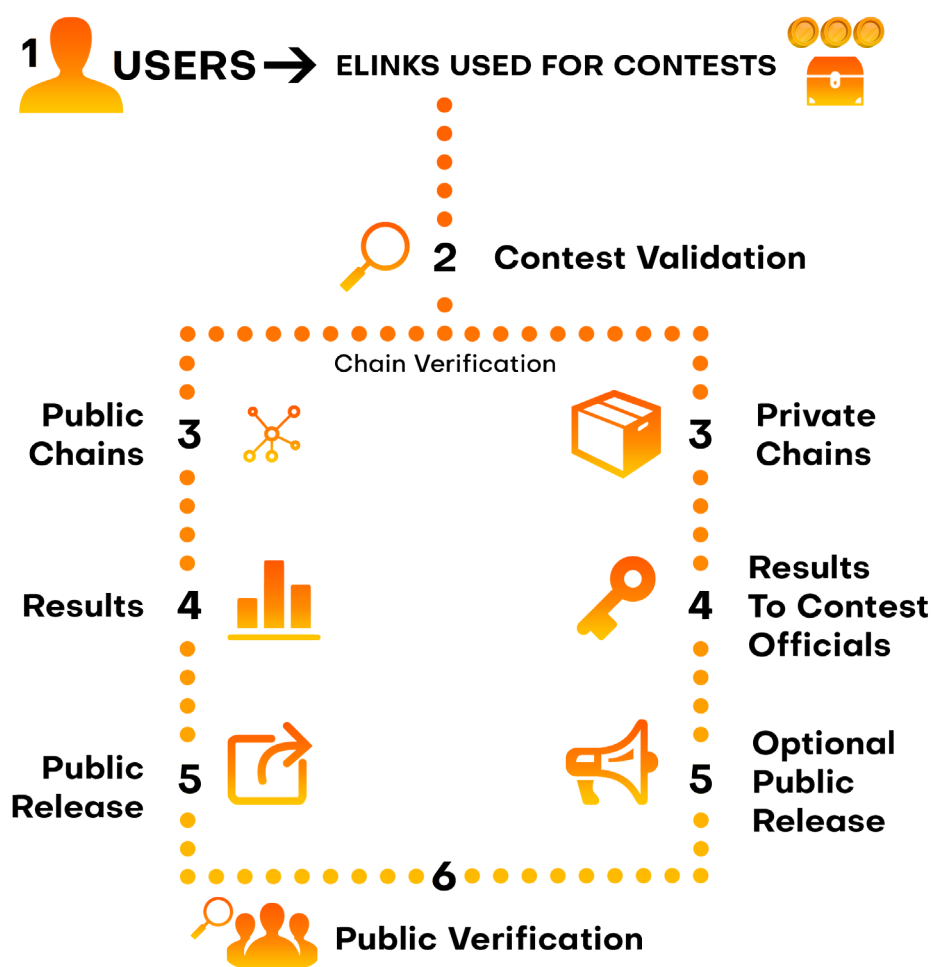
IL2Voting Platform

IL2Voting provides the functionality for running Celebrity/Influencer contests. We will create a new generation of blockchain technology that will be compiled with advanced capacities and features such as private and public frameworks, chains and inline storage functions. The technology combines advanced capabilities coupled with a private Blockchain framework with public sidechains for additional verification, using voter anonymizing technology schemas and mathematical proof of verifiability, all enabled by ELINK

Proof of Vote - End-to-End Verifiable

Voting Protocol

iLink2Music's Proof of Vote Public Protocol aims to provide unquestionable evidence of the result of a vote that was cast and tallied as intended and substantiated by users. Further, it provides third party validation for the benefit of the voter, the contests administrative body and interested parties.



PLATFORM DESIGN GOALS:

There are three critical elements of a voting system that must be in place in order to ensure a fair and free contest that engenders trust in voters; Verifiability, Security, and Transparency.

Verifiability

Through a combination of digital receipts and public bulletins, sufficient verification data is published such that voters can ensure that their vote was irrefutably casted as intended, counted as casted, that no ballots were lost or modified, and that votes were properly counted without sacrificing voters anonymity.

This notion of our End-to-End Verifiability, when coupled with BlockChain, creates an irrefutable digital chain of custody providing cryptographic proof that Celebrity/Influencer contesting integrity was preserved and counts are correct. In short, with the appropriate application of BlockChain technology, you do not have to blindly trust in a blackbox process where votes are counted out of sight and hope for accuracy. You can instantly verify it.

Security

Security is arguably the greatest risk for any contesting system. It represents the integrity of the vote, the confidentiality of the voter's choice, and the sanctity of the most fundamentally fair process.

Allegations of hacking rocked the 2016 U.S. Presidential Election and persist with increased fears of tampering by foreign states.

IL2Voting's Platform guarantees that votes are completely immune to alteration.

Transparency

By bringing Celebrity/Influencer contesting online, the standard for transparency is also raised. A global community, from cryptography experts to certification bodies to the general public, will externally vet, scrutinize, strengthen, and ultimately leverage our protocol and documentation. Transparency extends beyond the contest process; this is truly a commitment to open and auditable software, platforms and processes.

iLink2Music positions itself between the tech-savvy BlockChain entrepreneurs who don't understand the intricacies of running contests and the traditional systems who rely heavily on traditional voting methods. Our approach is deeply rooted in an understanding of both voter behavior and demands of contest officials.

There are 2 key components of our solution to which ELINK Token holders have a clear advantage of, including the following:

IL2Voting Platform

This is the application layer that provides the Voting Management System (VMS) and related functionality to support online contests. The Proof of Vote Protocol is the openly vetted protocol that provides the detailed method for conducting end-to-end verifiable contests using distributed ledger technology.

ELINK TOKEN

The Token provides access to the iLink2Music Platform, the BlockChain and the IL2Voting Platform.

KEY POINTS

100% Verifiable

Contest watchdog organisations can independently validate votes, and voters can confirm their votes were correctly counted, ensuring trust and preventing contest irregularities.

Fault-Tolerant

Records of the votes are stored across a distributed network on our public and private BlockChain, creating an error free system resistant to tampering and system failures so that contests can be up and running 100% of the authorised time.

Auditable

Cast vote records are validated in real time and create an irreversible real-time audit log providing multiple levels of auditability.

Unalterable

Contest data is stored across the BlockChain and is reinforced with every vote, enabling secure contests free from hacking and vote tampering.

Exchangeable

The Token can be used in daily transactions to exchange and to acquire physical products on the platform and its partners.

IL2VOTING PLATFORM

The IL2Voting Platform is the BlockChain-based Voting Management System that provides the functionality for running Celebrity/Influencer contesting on the iLink2Music platform.

The Platform implements the Proof of Vote Protocol using

- (a) private / public distributed ledger framework
- (b) voter anonymizing technological schemas

It is iLink2Music's intent to secure the appropriate international security certification standards allowing the ELINK community to realize the benefits of leveraging a fully compliant voting platform.

IL2Voting Platform Consists of:

(a) BlockChain Platform

According to a recent report from Gartner, a Technology Analyst firm "the long-term winning BlockChain platform hasn't been introduced yet, and there are pros and cons to all of the existing BlockChain platforms" including Ethereum, EOS and HyperLedger. Consequently, our BlockChain framework approach is rooted in pragmatism. Our current token leverages the ERC-20 framework. However, voting systems have strict performance, costs, scale, and privacy requirements. The Current BlockChain platforms do not provide strong guarantees with any of these previous requirements. Consequently, we will adopt a unique, hybrid BlockChain architecture. Our architecture will be designed to provide us with the flexibility required to accommodate a large spectrum of user needs. The base layer of this architecture is built on a public BlockChain powered by our new technology, which also serves as the foundation for our utility tokens and used to initiate Celebrity/Influencer contesting. This enables IL2Voting to tap into the existing frameworks for managing utility tokens, as well as the vast iLink2Music ecosystem.

At the discretion of the Celebrity/Influencer contesting authority, contests can be held directly on the underlying public BlockChain if the scale and cost metrics suit the application needs.

The token will provide us with the basic building blocks for certain privacy guarantees. Our focus is to handle voting scenarios with demanding requirements by coupling a private BlockChain onto the base layer. In such applications, every contest is initiated on the public BlockChain, and creates an initial branchpoint, a Genesis Block, for a corresponding, dedicated private BlockChain. The maintenance of this private BlockChain can then be performed in full compliance with the Celebrity/Influencer contesting authority's requirements, no matter the complexities. The voting ballots are then posted back onto the public BlockChain at the conclusion of the contest. The resulting private BlockChain can be made public if desired.

(b) Voter Anonymization

In order to conduct fair and tamper-free Celebrity/Influencer contesting, votes must be protected from untrusted parties and voter anonymity must be ensured. The Bedrock of our voting platform is the development of an end-to-end voting protocol fundamentally leveraging encryption schemes like Garzovak, threshold encryption, and Varym technologies in order to conduct (see our Protocol Paper, to be published).

We developed our protocol with the assumption that both mobile devices and desktop browsers and applications contain viruses, malware and other compromising software. The validity of the voting record is the most important aspect. The iLink2Music team developed a solution that addresses this significant risk with the IL2Voting Platform.

Access to IL2Voting is secured through an ELINK Token which unlocks all the features of the Platform.

Our protocol and application run on a private BlockChain framework, with public sidechains for additional verification, creating auditable vote records that can be validated in real time.

The flexibility of the architecture stems from how the voting process itself takes place, either directly on-chain or off chain, depending on the requirements of a given contest.

iLink2Music is developing native applications and a desktop/mobile experience that enable people to vote and participate from any device worldwide.

HOW DOES IT WORK?

Social media network

iLink2Music will enable you to create a user profile that displays your talent or expertise in the entertainment business, (artists, professionals or technicians) enroll in contests, get discovered & win exclusive prizes. You can also simply be a music fan that enjoys listening to music, socializing or following & supporting others. Each member will be able to network within our community in order to find what they're looking for globally, & possibly enable his/ her talent to be reviewed by successful entertainment influencers within their field; thus, transforming part of our platform into an exclusive worldwide online community based on the same principles as multiple mainstream music television shows with successful international growth worldwide.

Hour Glass System

Members may automatically enrol in our Hour Glass System or Virtual Points/Dollars Time Bank where users may receive a free sponsored mobile device (smart phone or tablet) after actively accumulating a certain number of hours or points on our website. This will be limited to all sponsorship negotiations. We will also enable members to use real money to accelerate the process if they wish to, provided they spend a minimum amount of time actively using our website.

MULTIPLE SOURCES OF REVENUE

Advertising revenue

Once we have a certain number of active members, we would potentially have a huge number of advertisers that should be very eager to advertise their products and/or services to our members. Any medium used for music, such as satellite radios, smart TV's, phones, tablets, instruments & MP3 players could be advertised. In addition, since we would also have a social media platform, a wide variety of potential advertisers could arise based on the knowledge of members' behavioural patterns through the dashboard/portal page—such as interests in real estate, finance, dating, gaming & so on.

Co-Creation Advertising, Advertising, Sponsorships & User-Generated Revenue will be our main source of revenue. However, we will simultaneously be exploring diverse revenue streams:

- Behavioural based advertising
- Token competitions, airdrops & multiple gaming options
- Premium subscription services
- Contest participation
- Promotions with music entertainment artists
- Exclusive live global concert streaming
- Music downloads
- On-line fashion & cTinema network fees,
- iLink2Music monthly magazine subscriptions
- E-cards & virtual gift
- Purchase musical instruments, audio equipment & a multitude of other products possibly at a preferred rate, etc.

SOCIAL MEDIA GAMES

At first blush, social media games aren't too different from traditional online gaming. Both types strategically focus on entertainment appealing to a wide audience, with simple mechanics & relatively short periods of play. Yet unlike traditional gaming, social media games are distributed through social networks & existing relationships with other users through invite systems, news feed postings, peer-to-peer notifications or paid acquisitions; these methods will keep people on our platform to co-create with us. Social augmented reality gaming allows games to create unique content & characters by tapping into a player's existing social network. We see three core elements that our augmented reality game or service should have to be considered social:

1. Our Social Graph Data is an aggregate profile of revealed preferences such as your friends, interests, demographic and lifestyle information.
2. Game play should be casual & co-user designed for short durations, leveraging high frequency & brief visits.
3. Our Social Media Games will most likely be free with revenue generated through virtual goods.

Premium services and Co-creation

While most features on our site will be free, we will also generate revenue from the sale of premium services & by implementing co-creation. The latest approaches have evolved into what we call "Innovation Co-creation (ICC)," where all the relevant stakeholders (Fans/Consumers) are participating across the value chain. This approach is not just about a one-sided contribution model — as in "give me your ideas & then we will figure out what to do with them" — but a more collaborative engagement with greater interaction & intensity of participation among creators from generation, selection & incubation. For instance, an example would be engaging audiences at live events with real-time text & video, screen to screen. Users can send pictures, video, audio & texts to the company running the campaign. Consumers can produce, design & direct product placement, product contests & giveaways on our platform from their mobile phone, tablet or laptop.

Why is co-creation so valuable? If you are immersed in narratives & developments around the evolving communications & social media landscape & changing brand-consumer relationships, it is easy to see the importance of co-creation as a philosophy & approach to consumer engagement. However, there are some really clear & tangible benefits to working this way & businesses are increasingly appreciating it. Co-Creation can help break the yo-yo effect of research & development, where clients go back & forth between creative agencies, research agencies & their audience. By working with your consumers rather than directing stuff at them in the hope that it will stick, clients get a real sense of what works & what doesn't as the ideation takes place. Ideas emerge, develop, & are refined & validated in collaboration with your audience, in real time. No need to wait around for endless tests. The proof is really in the pudding in so many cases with co-creation.

Time & time again we find that co-created concepts outperform siloed concepts in quant tests & across all manner of benchmarks. Consumer articulation & validation at the point of idea generation means outputs are richer & more complete, & ultimately ideas move to realization (and to market) more quickly & cost-effectively, & eventually even to marketing the new product or service. Furthermore, we believe that collaborating with online/Internet radio is another important key to user engagement because global online radio stations have no terrestrial limitations.

RADIO STATION

Users will also have access to our partnered-Internet radio station/international music entertainment zone that will include up-to-date global music entertainment news, forums, blogs, a variety of international radio stations & an array of exceptional co-creation contests & workshops featuring games, activities, tours, concerts & privileged content that will be created & tailored by our members, for our members.

Live event streaming

iLink2Music is also of the opinion that music is a powerful tool/common language that can inspire positive global change by emotionally connecting & empowering people of all cultures through the worldwide web. iLink2Music will stream its very own large-scale live global music concert tours/events, combining top international music acts/artists with various regional, national & world renown charities/foundations, in order to bring about unequivocal humanitarian & environmental awareness.

Partnerships

iLink2Music will also form numerous partnerships & be part of affiliate programs with retail & online music stores, e-sheet & lyric stores, clothing manufacturers, international online radio, interactive gaming providers & entertainment news sites to diversify, create additional revenue & add content to our site as soon as we launch. These partnerships will aid in increasing traffic to the site & increase potential revenue.

Copyrights & Trademarks

iLink2Music has trademark applications & copyrights for North America & all 28 countries in the European Union. As a result, iLink2music is positioned to expand internationally without any doubt of misrepresentation.

As a result of our copyrights & trademark applications, iLink2Music is better positioned to operate on a global scale, bringing all corners of the world closer through the power of music entertainment.

The initial development phase of our website is complete & we are now conducting an ICO to incorporate BlockChain technology into our platform, to give us the capability to market the site, to continue with new & ongoing programming & to increase the number of active members & followers. This will increase the amount of traffic on the site & make us attractive to potential advertisers.

IN DEVELOPMENT:

Our very own iLink2Music on-line radio station could also play a very important role in our growth & can add substantial diversified revenue such as on-air advertising that can be read by on-air personalities, our own special events or events in concert with advertising partners, possible syndication—if one of our shows became popular enough we would be able to sell the rights to air our show to other stations—and selling unique entertainment news feeds internationally as well.

Additional Strategically Integrated Modules to come:

- Members' Profile Page detailing additional "My Favourites" functions
- Custom Events Management System for members
- SS LEV website security certificate for member transactions
- Merchandising: integration of an e-commerce engine
- Automatic Ad Management & Ad Display Rotation Banner System
- System for users to sell their own music & receive payment
- System that allows users to buy music directly from us
- Internet Advertising PPC/key word search & competition analysis
- Search Engine Optimization SEO/keyword search & competition analysis
- Unique music entertainment industry news created by iLink2Music
- Live Global DJ streaming service (Pay Per Use)
- Virtual Products Core Programming
- IP-based & behavioural ad capabilities
- On-line ticket purchasing capability for members' events
- Premium membership packages for advanced use of website & profiles
- iLink2Music charity foundation contribution capabilities
- Global event listings & online purchasing capabilities
- Multiple online gaming options with virtual buy-ins
- iLink2Music Fashion Camera Crew/Production Team – Original Content Section
- Collaboration with Sporting Events Section
- Cinema Portfolio Review by Influencer Section



PROBLEM:



Fans-Consumers are increasingly in control but also increasingly confused.

Over the past five years, consumers have seen an explosion in their media choices. This past year highlights that: This blizzard of consumption choices is creating confusion in the minds of the consumer & this extends to the legitimacy of the content they access just from smart phones. In response, by innovating in agile ways & harnessing technologies to gain deep insight into consumers' tastes & behaviours', iLink2Music will be able to define a profitable, consumer-centric, multiplatform, multi-sensory future.

A race for content.

The rising value of content has fired the starting gun on an industry-wide race to acquire it. Recent years have seen several major acquisitions of content assets, as consumers' rising expectation of ubiquitous access to premium & library content drives companies to focus on licensing and/or acquiring content, as well as on developing deeper customer engagement & insights.

SOLUTIONS:

From “mass media” to “my media.”

As media consumption fragments across devices, consumers increasingly demand personalized experiences—their content on their chosen devices, when they want it. This move to “my media” can be seen in “cord-cutting,” where consumers abandon their pay TV subscriptions & instead access the content they want via cheaper, Internet & mobile broadband-based content services. Operators, who have already been successful in launching triple-play products that bundle TV, broadband & telephony, must adapt their services to changing consumer expectations for more on-demand content. A further manifestation of “my media” is consumers' growing use of the “second & third screen”—smart phones & tablets—to comment on & share the experience of TV & other companion content with friends. This will be the social media platform provided by iLink2Music. We will be able to partner with global content archive companies & real-time events sponsors. Multi-platform analytics drive advertiser insights into connected fans-consumers: iLink2Music understands how advertising spending is continuing to migrate to new digital platforms. As we witness an increase in the number of consumers accessing content across multiple screens, devices & platforms, advertising must also become platform-agnostic. The ability to attract advertising revenues in the future will depend on offering advertisers credible, cross-platform metrics that define & measure audience reach, engagement & relevance. iLink2Music's advertising model will only engage the user to Co-Create.

EXACT CONTENT CREATION

For content creators to adapt to the demands of connected consumers, they will need to get closer to the behaviours & needs of those consumers more than ever before. This includes harvesting data from social media, adapting the way products are created & distributed & embracing new business models, including partnerships. As they pursue these strategies, the good news for content creators is that content's central role in attracting, engaging & retaining consumers has been strengthened by the fragmentation of media choices.

iLink2Music is positioned to radically change new business models for content creators to engage connected consumers. We are a "Facilitation Social Media Platform," harnessed by fans & consumers, that thinks & sees from a user perspective. Therefore, we believe that in order to ensure content remains relevant & valuable to their audiences, content companies must build new business models around five imperatives:

- Harnessing the power of second & third screens, exploiting connected portable devices to allow users to access & deeply engage with content.
- Optimizing the windowing of video content to meet the needs of connected consumers.
- Bundling in order to add value for content providers, operators & consumers—people still love a bargain—including a bundle of services at a "discounted" rate.
- Overcoming the challenges of personalization by understanding consumers while respecting their privacy.
- Encouraging & facilitating content discovery/recommendations. Confused, connected consumers will need help navigating towards the content they want.

Digital distributors must deliver a differentiated experience to help deter piracy. Tackling piracy in the connected era cannot rely on just consumer education & tighter regulation & enforcement, important as they are. It means understanding consumers in order to deliver the right content to the right people, at the right time, place & price, via the right experience. It's also vital to signpost where the legitimate content is available.

iLink2Music understands that connected consumers are clearly in control, & an even greater portion of viewing & interaction of TV & film content will take place on multiple screens & devices. Therefore, we will seize the opportunity to deepen engagement with consumers by trying different business models for delivering content & experimenting with price points & offerings.

STRATEGIC GROWTH PLAN:

We will constantly market ourselves through social media, mobile applications & multiple venues while aggressively continuing ongoing programming, new partnerships, joint ventures & mergers or acquisitions in order to attract new users & members, & to retain existing ones. Furthermore, we will constantly ensure the diversification of our revenue source by regularly adding mobile strategies & cocreation content. Moreover, iLink2Music understands the importance of creating the proper social media plan in order to implement proper strategic growth.

1. We will listen to our audience: What are they saying? What type of content do they find appealing? What is the best format of content that our audience consumes?
2. We will engage; we will create content based on the areas or topics of interest learned from the listening phase. Overall, the content we create should be relevant, helpful, engaging & information-rich.

3. We will measure communications by tracking “likes,” “shares,” “re-tweets,” “clicks,” etc., so we can easily determine success, failure, & areas of improvement, most importantly what type of content is resonating with our audience.
4. We will constantly learn. Measuring results is useless unless we learn from it. The goal of measurement is not just to understand what happened in the past, but to determine our future as well. We can then tweak our strategy & try to solicit more engagement.

Understanding the new minds of consumers is key. Over the next two (2) years & beyond, iLink2Music will increasingly engage with a new & more diverse global customer base, with different needs & expectations, especially with a rising middle class across emerging markets. Going forward, iLink2Music will seize a profitable position because of its speed, flexibility & insight to engage & monetize the diverse global base of connected consumers by delivering personalized, relevant & ultimately indispensable content experiences.

THE FACTS

There is a High Demand for the Company's Services

We Have a Strong Professional Management Team

We Have a Solid & Aggressive Growth Plan

We Have a Unique Social Media Platform Powered By BlockChain

WHY US?

iLink2Music Will Respond to the High Demand

iLink2Music Management Will Respond to the Market

iLink2Music Has an Aggressive Growth Strategy

iLink2Music Has Developed Something Special

The long term competitive advantage will be to keep users & viewers active by continuing contests & by adding & suggesting other services one step at a time, giving active users rewards & prizes via Influencers, profiles as EPK's, Virtual Gaming Options, Monthly Magazine Subscriptions, E-Cards & Virtual Gifts, co-creation workshops, fashion contesting, sports contesting, film category contesting, DJ workshops, merchandising, live streaming, etc.

ILINK2MUSIC TOKEN SALE:



Crowdfunding Period

The amount raised in the PRE-ICO period will be used to create a team of front & backend developers for our BlockChain creation. We also need to increase our work efficiency & force by acquiring different departments of talent. For example, finance analysts, marketing and BlockChain specialists, etc.



Tokens

ELINK TOKENS WILL BE AVAILABLE AT OUR PRE-ICO BEGINNING ON JULY 23rd, 2018 AT 11:30AM EASTERN DAY TIME (NEW YORK TIME ZONE) UNTIL SEPTEMBER 30th, 2018 AT 11:59 PM EDT.



Pre-ICO and ICO

DURING THE PRE-ICO & ICO STAGES, DO NOT SEND MONEY TO ANY ADDRESS UNLESS IT IS AN OFFICIALLY ANNOUNCED ON OUR OFFICIAL WEBSITE, OUR SLACK & TELEGRAM COMMUNITY PAGE. WE WILL ALSO SEND EMAIL REMINDERS TO EARLY SUBSCRIBERS WITH ALL NEEDED INFORMATION IN ORDER TO PARTICIPATE TO THE CAMPAIGN.

TOKEN SUPPLY

Tokens will be limited to: **10,000,000,000 ELINKS**.

- 2% will be allocated to the private sale with a vesting period of 12 months
- 40% of the tokens will be released to public.
- 15% will be allocated to the project management, core developers and founders with a vesting period of 12 months.
- 7% will be allocated to our advisors with a vesting period of 3 months.
- 3% will be distributed to our users during our bounty and referral program.
- The remaining 23.6% will be in reserve for business development, user growth and future market expansion.
- Bonus Tokens 9.4% (Remaining tokens will be added to the reserve.)

TOKEN PRICE

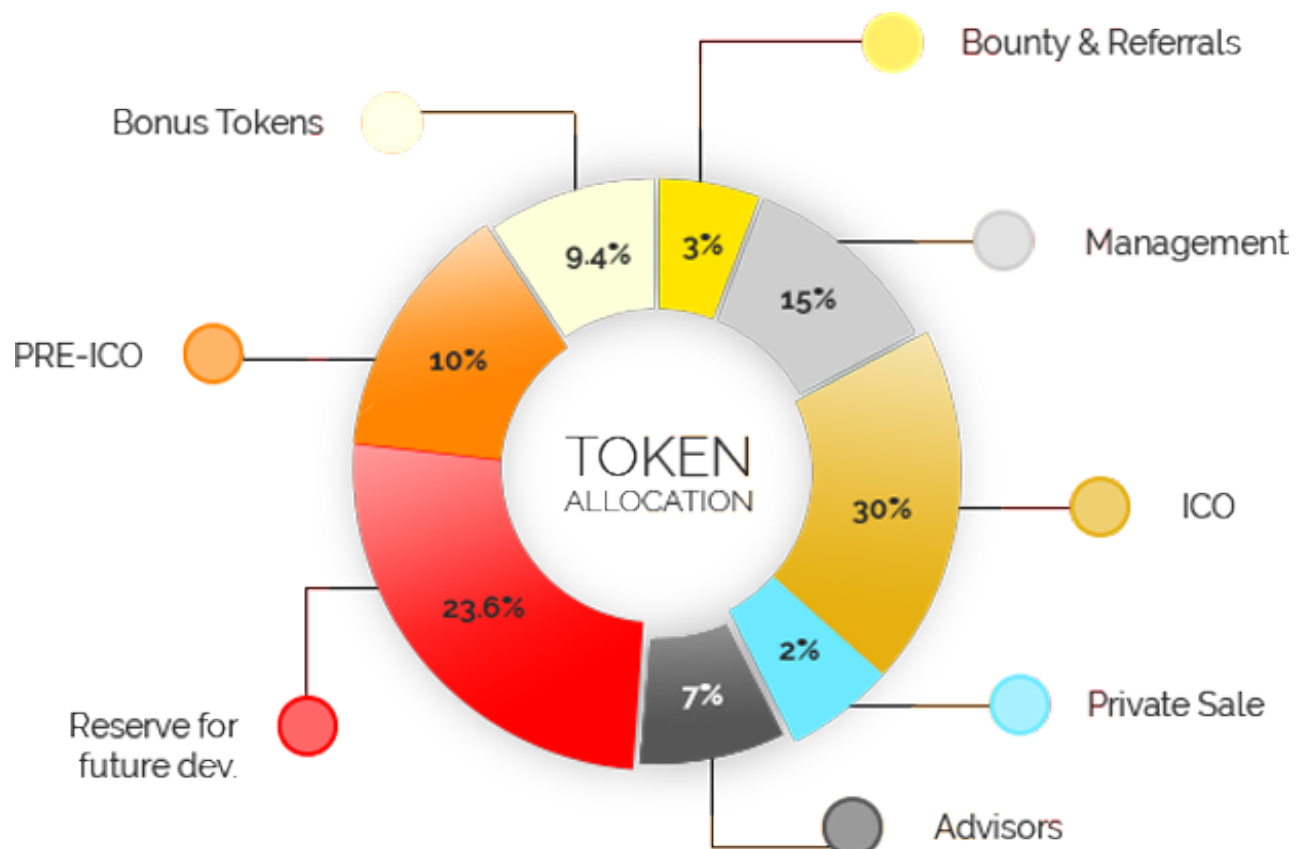
1ELINK = \$0,005

Minimum amount = 50\$ USD

Maximum amount = 50 000\$ USD

Accepted currencies: BTC, ETH, LTC, BCH, XRP, DASH, ETC, NEO, QTUM, TRX, ZEC, PayPal

TOKEN ALLOCATION



PRIVATE SALE

2% of the total supply - 290 000 000 ELINKS

PRE-ICO:

10% of the total supply = 1,000,000,000 ELINKS

End of PRE-ICO :1,000,000,000 ELINK or 30/09/2018

Amount	Minimum 50\$ USD or equivalent
Bonus	40%

Maximum Token Issued (Including bonuses): 1,400,000,000

PUBLIC ICO period:

30% of the total supply = 3,000,000,000 ELINKS

Soft-cap: \$3,500,000 or equivalent

Hard-cap: \$21,000,000 or equivalent

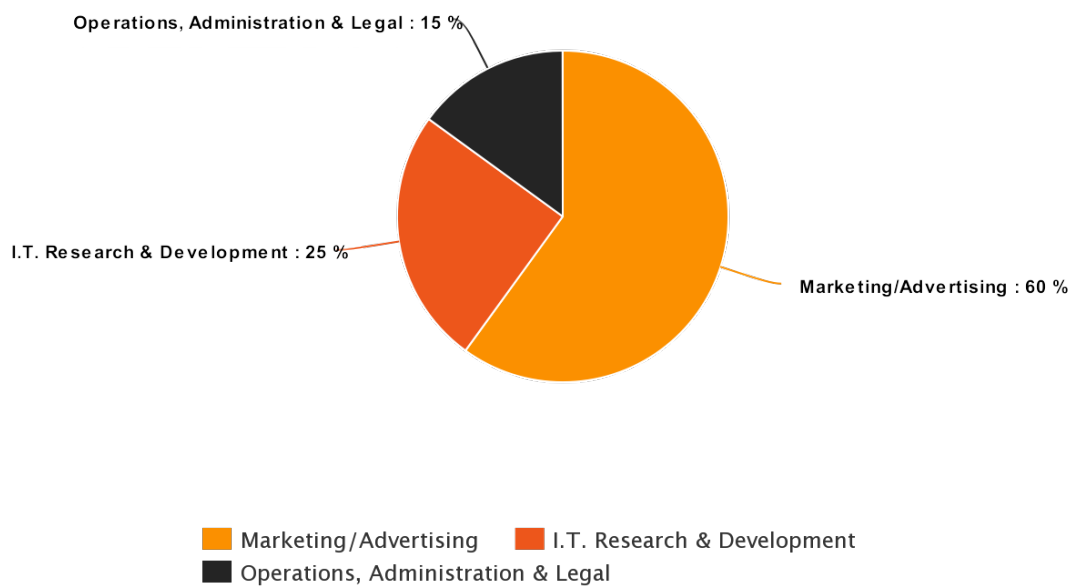
Profit compared to price at end of ICO

ICO BONUS	Minimum 50 USD	Maximum Token Issued (Including bonuses)
Stage 1	30%	975,000,000
Stage 2	20%	900,000,000
Stage 3	10%	825,000,000
Stage 4	0%	750,000,000

All remaining ELINK Tokens from the PRE-ICO will be transferred to the PUBLIC ICO balance and the remaining tokens from the PUBLIC ICO will be added to the future expansion & the frozen funds.

FUNDS ALLOCATION

- 60% will be allocated to Marketing/ Advertising (Social Media & Terrestrial).
- 25% will be allocated to I.T. Research & Development (Platform, APP & Security)
- 15% will be allocated to Operations, Administration & Legal



The amount of our actual expenditures will depend upon numerous factors. This table represents a good estimate of allocation of the gross proceeds based upon our current plans & estimates regarding anticipated expenditures. Actual expenditures may vary from these estimates, & we may find it necessary or advisable to re-allocate the gross proceeds within the above-described uses or for other purposes.

COMPETITION

iLink2Music has trademark applications & copyrights for North America & all 28 countries in the European Union. As a result, iLink2music is positioned to expand internationally without any doubt of misrepresentation.

Anybody can start a music website or app but how to populate it? iLink2Music has an enormous edge & advantage over any “would-be” competition through its solidified relationships with industry veterans & influencers.

OUR TEAM



Sarkis A. Tsaoussian

Founder, Chief Executive Officer



Hagop Ghazarian

Chief Operating Officer



Leveious Rolando

Chief Convergence Officer



Peter Bahlawanian

Director of Contests and
Productions



Ricky St Hilaire

Vice President of Content Creation
& Celebrity Contesting



James A. Ruggiero

Vice President of Fashion & Film
Contesting / Senior Advisor



Bob Brockmann

Chief Creative Officer



Youssef Atrassi

Marketing Team Director



Aret Sevan

Senior Manager of I.T.



Sergio Gentile

Vice President of Corporate &
Strategic Affairs



Samy Kalem

Head of Blockchain Technology & Security



Jason Hung

Advisor



Naviin Kapoor

Advisor



Alex Linenko

Advisor



Timo Trippler

Advisor



Arlene Decena

Bounty Manager



Daniel Romano

Community Manager



Joel Robinett

Head of I.T. Infrastructure



Sylvain Belanger

Head of Research & Development



Disclaimer of liability

To the maximum extent permitted by the applicable laws, regulations & rules, neither the Company nor the iLink2Music Team shall be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, & loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you. NO REPRESENTATIONS & WARRANTIES The Company does not make or purport to make, & hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy & completeness of any of the information set out in this Whitepaper.

REPRESENTATIONS & WARRANTIES BY YOU. By accessing and/or accepting possession of any information in this Whitepaper or such part thereof (as the case may be), you represent & warrant to the Company as follows: (a) you agree & acknowledge that the ELINK tokens do not constitute securities in any form in any jurisdiction; (b) you agree & acknowledge that this Whitepaper does not constitute a prospectus or offer document of any sort & is not intended to constitute an offer of securities in any jurisdiction or a solicitation for investment in securities & you are not bound to enter into any contract or binding legal commitment & no cryptocurrency or other form of payment is to be accepted on the basis of this Whitepaper; (c) you agree & acknowledge that no regulatory authority has examined or approved of the information set out in this Whitepaper, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction & the publication, distribution or dissemination of this Whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with; (d) you agree & acknowledge that this Whitepaper, the undertaking and/or the completion of the ELINK token sale, or future trading of the ELINK tokens on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of the Company, the ELINK tokens, the ELINK token sale & the underlying assets (each as referred to in this White Paper); (e) the distribution or dissemination of this Whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, & where any restrictions in relation to possession are applicable, you have observed & complied with all such restrictions at your own expense & without liability to the Company; (f) you agree & acknowledge that in the case where you wish to purchase any ELINK tokens, the ELINK tokens are not to be construed, interpreted, classified or treated as:

(i) any kind of currency other than cryptocurrency; (ii) debentures, stocks or shares issued by any person or entity; (i) rights, options or derivatives in respect of such debentures, stocks or shares; (ii) rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss; (iii) units in a collective investment scheme; (iv) units in a business trust; (v) derivatives of units in a business trust; or (vi) any other security or class of securities. (g) you are fully aware of & understand that you are not eligible to purchase any ELINK tokens if you are a citizen, resident (tax or otherwise) or green card holder of the United States of America or a citizen or resident of the Republic of China or a citizen or resident

of Belize, Central America; (h) you have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms & other material characteristics of cryptocurrencies, Blockchain based software systems, cryptocurrency wallets or other related token storage mechanisms, Blockchain technology & smart contract technology; (i) you are fully aware & understand that in the case where you wish to purchase any ELINK tokens, there are risks associated with the Company & its respective business & operations, the ELINK tokens, ELINK token sale & the underlying assets (each as referred to in the Whitepaper); (j) you agree & acknowledge that the Company or any of the iLink2Music Team is not liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, & loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you; & (k) all of the above representations & warranties are true, complete, accurate & non-misleading from the time of your access to and/or acceptance of possession this White Paper or such part thereof (as the case may be). CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS All statements contained in this Whitepaper, statements made in press releases or in any place accessible by the public & oral statements that may be made by the Company or any of the iLink2Music Team on behalf of the Company, that are not statements of historical fact, constitute forward-looking statements. Some of these statements can be identified by forward-looking terms such as aim, target, anticipate, believe, could, estimate, expect, if, intend, may, plan, possible, probable, project, should, would, will or other similar terms. However, these terms are not the exclusive means of identifying forward-looking statements.

All statements regarding the Company's financial position, business strategies, plans and prospects & the future prospects of the industry which the Company is in are forward-looking statements. These forward-looking statements, including but not limited to statements as to the Company's revenue & profitability, prospects, future plans, other expected industry trends & other matters discussed in this Whitepaper regarding iLink2Music are matters that are not historic facts, but only predictions. These forward- looking statements involve known & unknown risks, uncertainties & other factors that may cause the actual future results, performance or achievements of funds, cryptocurrencies, or the Company to be materially different from any future results, performance or achievements expected, expressed or implied by such forward-looking statements. These factors include, amongst others: (a) changes in political, social, economic & stock or cryptocurrency market conditions, & the regulatory environment in the countries in which the Company conducts its respective businesses & operations; (b) the risk that the Company may be unable or execute or implement their respective business strategies & future plans; (c) changes in interest rates & exchange rates of fiat currencies & cryptocurrencies; (d) changes in the anticipated growth strategies & expected internal growth of the Company; 14 (e) changes in the availability & fees payable to the Company in connection with their respective businesses & operations; (f) changes in the availability & salaries of employees who are required by the Company to operate their respective businesses & operations; (g) changes in preferences of customers of the Company; (h) changes in competitive conditions under which the Company operates, & the ability of the Company to compete under such conditions; (i) changes in the future capital needs of the Company & the availability of financing & capital to fund such needs; (j) war or acts of international or domestic terrorism; (k) occurrences of catastrophic events, natural disasters that affect the businesses and/or operations of the Company; (l) other factors beyond the control of the Company; & (m) any risk & uncertainties associated with the Company & its business & operations, the ELINK tokens, the ELINK token sale & the underlying assets (each as referred to in the Whitepaper); (n) the company could still pursue the development of the project if the team judges that the amount raised is sufficient to start the project. All forward-looking statements made by or attributable to the Company & of the iLink2Music Team or other persons acting on behalf of the Company are expressly qualified in their entirety by such factors. The actual

results, performance or achievements of iLink2Music may differ materially from those anticipated in these forward-looking statements. Nothing contained in this Whitepaper is or may be relied upon as a promise, representation or undertaking as to the future performance or policies of the Company. Further, the Company disclaims any responsibility to update any of those forward-looking statements or publicly announce any revisions to those forward-looking statements to reflect future developments, events or circumstances, even if new information becomes available or other events occur in the future.

MARKET & INDUSTRY INFORMATION & NO CONSENT OF OTHER PERSONS:

This Whitepaper includes market & industry information & forecasts that have been obtained from internal surveys, reports & studies, where appropriate, as well as market research, publicly available information & industry publications. Such surveys, reports, studies, market research, publicly available information & publications generally state that the information that they contain has been obtained from sources believed to be reliable, but there can be no assurance as to the accuracy or completeness of such included information. Neither the Company nor any of the iLink2Music Team has conducted any independent review of the information extracted from third party sources, verified the accuracy or completeness of such information or ascertained the underlying economic assumptions relied upon therein. Consequently, neither iLink2Music nor its directors, executive officers & employees acting on its behalf makes any representation or warranty as to the accuracy or completeness of such information & shall not be obliged to provide any updates on the same.

TERMS USED To facilitate a better understanding of the ELINK tokens being offered for purchase by the Company, & the businesses & operations of the Company, certain technical terms & abbreviations, as well as, in certain instances, their descriptions, have been used in this Whitepaper. These descriptions & assigned meanings should not be treated as being definitive of their meanings & may not correspond to standard industry meanings or usage. Words importing the singular shall, where applicable, include the plural & vice versa & words importing the masculine gender shall, where applicable, include the feminine & neuter genders & vice versa. References to persons shall include corporations.

NO ADVICE No information in this Whitepaper should be considered to be business, legal, financial or tax advice regarding the Company, the ELINK tokens & ELINK token sale & the underlying assets (each as referred to in the Whitepaper). You should consult your own legal, financial, tax or other professional adviser regarding the Company & its business & operations, the ELINK tokens, the ELINK token sale & the underlying assets (each as referred to in the Whitepaper). You should be aware that you may be required to bear the financial risk of any purchase of iLink2Music tokens for an indefinite period of time.

NO FURTHER INFORMATION OR UPDATE No person has been or is authorised to give any information or representation not contained in this Whitepaper in connection with the Company & its business & operations, the ELINK tokens, the ELINK token sale & the underlying assets (each as referred to in the Whitepaper) and, if given, assets (each as referred to in the Whitepaper); (n) the company could still pursue the development of the project if the team judges that the amount raised is sufficient to start the project. All forward-looking statements made by or attributable to the Company & of the iLink2Music Team or other persons acting on behalf of the Company are expressly qualified in their entirety by such factors. The actual results, performance or achievements of iLink2Music may differ materially from those anticipated in these forward-looking statements. Nothing contained in this Whitepaper is or may be relied upon as a promise, representation or undertaking as to the future performance or policies of the Company. Further, the Company disclaims any responsibility to update any of those forward-looking statements or publicly announce any revisions to those forward-looking statements to reflect future developments, events or circumstances, even if new information becomes available or other events occur in the future.

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surveys, reports & studies, where appropriate, as well as market research, publicly available information & industry publications. Such surveys, reports, studies, market research, publicly available information & publications generally state that the information that they contain has been obtained from sources believed to be reliable, but there can be no assurance as to the accuracy or completeness of such included information. Neither the Company nor any of the iLink2Music Team has conducted any independent review of the information extracted from third party sources, verified the accuracy or completeness of such information or ascertained the underlying economic assumptions relied upon therein. Consequently, neither iLink2Music nor its directors, executive officers & employees acting on its behalf makes any representation or warranty as to the accuracy or completeness of such information & shall not be obliged to provide any updates on the same. TERMS USED To facilitate a better understanding of the ELINK tokens being offered for purchase by the Company, & the businesses & operations of the Company, certain technical terms & abbreviations, as well as, in certain instances, their descriptions, have been used in this Whitepaper. These descriptions & assigned meanings should not be treated as being definitive of their meanings & may not correspond to standard industry meanings or usage. Words importing the singular shall, where applicable, include the plural & vice versa & words importing the masculine gender shall, where applicable, include the feminine & neuter genders & vice versa. References to persons shall include corporations. NO ADVICE No information in this Whitepaper should be considered to be business, legal, financial or tax advice regarding the Company, the ELINK tokens & ELINK token sale & the underlying assets (each as referred to in the Whitepaper). You should consult your own legal, financial, tax or other professional adviser regarding the Company & its business & operations, the ELINK tokens, the ELINK token sale & the underlying assets (each as referred to in the Whitepaper). You should be aware that you may be required to bear the financial risk of any purchase of iLink2Music tokens for an indefinite period of time. NO FURTHER INFORMATION OR UPDATE No person has been or is authorised to give any information or representation not contained in this Whitepaper in connection with the Company & its business & operations, the ELINK tokens, the ELINK token sale & the underlying assets (each as referred to in the Whitepaper) and, if given,

RISKS & UNCERTAINTIES

Prospective purchasers of ELINK tokens (as referred to in this Whitepaper) should carefully consider & evaluate all risks & uncertainties associated with the Company & its business & operations, the ELINK tokens, the ELINK token sale & the underlying assets (each as referred to in the Whitepaper), all information set out in this Whitepaper & the terms & conditions prior to any purchase of ELINK tokens. If any of such risks & uncertainties develops into actual events, the business, financial condition, results of operations & prospects of the Company could be materially & adversely affected. In such cases, you may lose all or part of the value of the ELINK tokens.

Know Your Customer

The iLink2Music team is working to provide a KYC solution to require the individual to insert all the material that would comply with KYC. This material would include identification, proof of address & origin of funds. Decentralized storage could also be used to achieve the storage of KYC data., or via a trusted third party.