WHITE PAPER

LEZET WORLD

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1. Abstract

The "Lezet World’s" business model is an innovative platform that incentivizes users to dine out and earn cryptocurrency rewards. The platform uses blockchain technology to create a secure, transparent, and efficient payment system that eliminates the need for traditional payment methods. This whitepaper presents a comprehensive analysis of the " Lezet World’s" business model, its features, benefits, and potential applications.

2. Introduction

The traditional payment system used by restaurants and other food establishments has remained largely unchanged for decades. However, with the rise of blockchain technology and cryptocurrencies, there is now an opportunity to revolutionize the way people pay for food and earn rewards. The " Lezet World" business model uses blockchain technology to create a transparent, secure and efficient payment system that rewards users with cryptocurrency for dining out.

3. Lezet World Platform

The " Lezet World" is a decentralized application built on a blockchain network. It allows users to earn cryptocurrency by dining out at participating restaurants. The platform uses a unique payment system that eliminates the need for traditional payment methods such as credit cards or cash. Instead, users pay for their meals using cryptocurrency, which is automatically deducted from their digital wallets.

The platform uses a single-token system, which serve both as a utility token as well as a reward token. The utility part is served by being a means of payment for meals at participating restaurants, in addition to participation in liquidity pools. The reward part is earned by users for dining out and can be redeemed for other cryptocurrencies or used to pay for meals at participating restaurants.

Participating restaurants are selected based on their popularity and reputation. They are required to accept the utility token as payment and offer a reward in the form of the reward token for each meal purchased. The reward token is automatically credited to the user's digital wallet after each transaction.

4. Benefits

1. **Supporting local economies:** By incentivizing dining out, the platform can stimulate local economies and support small businesses. The platform can also help to create new job opportunities and increase revenue for participating restaurants.
2. **Providing a new way to earn cryptocurrency:** The platform provides a new way for people to earn cryptocurrency, which can be used to invest, trade or hold as an asset. This feature can also attract new users to the cryptocurrency market, driving adoption and increasing the value of the cryptocurrency market.
3. **Secure and transparent payment system:** The blockchain technology used by the platform creates a secure and transparent payment system, which eliminates the risk of fraud or chargebacks. The platform can also provide users with a complete transaction history, enabling them to track their spending and rewards.
4. **Incentivizing healthy eating:** The platform can incentivize healthy eating by partnering with restaurants that offer healthy menu options. This feature can encourage users to make healthier choices and promote a healthier lifestyle.

5. Potential Applications

1. **Travel and tourism:** The platform can be used to incentivize tourists to dine out at participating restaurants in exchange for cryptocurrency rewards. This feature can attract more tourists to local economies and promote local cuisine.
2. **Food delivery:** The platform can be integrated with food delivery services, enabling users to earn rewards for ordering meals from participating restaurants.
3. **Charity donations:** The platform can be used to raise funds for charities and social causes. Users can donate their reward tokens to selected charities, which can be converted to cryptocurrency and used to support various social initiatives.

6. Incentives for restaurants and franchises to use the platform

- **Increased Customer Traffic:** Participating restaurants and franchises will benefit from increased customer traffic as users will be incentivized to dine out at their establishments to earn LZT tokens. This increased traffic can lead to more sales and revenue for the restaurants.
- **Marketing and Advertising:** The " Lezet World" platform will provide marketing and advertising support to participating restaurants and franchises. This support will include online and offline promotional activities such as social media campaigns, email marketing, and flyers distribution.
- **Zero Transaction Fees:** Restaurants and franchises will not be charged any transaction fees for accepting LZT tokens as payment. This means that they will be able to receive full payment for meals without any deductions, unlike traditional payment methods.

- **Access to Customer Data:** The platform will provide participating restaurants and franchises with access to customer data, such as dining preferences and habits. This information can be used to create targeted marketing campaigns and promotions to increase customer retention and loyalty.
- **Exclusive Promotions:** Participating restaurants and franchises will have the ability to create exclusive promotions and offers for users who pay with LZT tokens. These promotions can be used to incentivize repeat visits and build customer loyalty.
- **Early Adopter Benefits:** The initial restaurants and franchises to join the " Lezet World" platform will receive early adopter benefits such as priority placement on the platform and additional marketing support like in the form an airdrop.

By providing these incentives, the " Lezet World" platform aims to create a win-win situation for both users and restaurants. Users will be incentivized to dine out and earn cryptocurrency rewards, while restaurants and franchises will benefit from increased customer traffic, zero transaction fees, and access to customer data. Overall, the incentives aim to create a mutually beneficial ecosystem that promotes the growth and success of all stakeholders involved.

7. Incentives for diners and platform users

- **Cryptocurrency Rewards:** Diners will earn LZT tokens as rewards for dining out at participating restaurants and franchises. These rewards will be a percentage of the total transaction value and will be credited to the user's digital wallet after each transaction. These LZT tokens can be used to pay for future meals or redeemed for other cryptocurrencies on supported exchanges.
- **Exclusive Promotions:** Platform users will have access to exclusive promotions and offers from participating restaurants and franchises. These promotions may include discounts, free items, and other incentives for paying with LZT tokens.
- **Referral Rewards:** Users can earn additional LZT tokens by referring new diners to the " Lezet World" platform. The referral rewards can be a percentage of the new user's transaction value, and can be earned on an ongoing basis.
- **Loyalty Rewards:** Users who frequently dine out at participating restaurants and franchises will be eligible for loyalty rewards. These rewards can include additional LZT tokens, exclusive promotions, and other perks.

- **Community Engagement:** Platform users will have the opportunity to engage with the " Lezet World" community through various channels, including social media, forums, and events. These engagements can lead to additional rewards and benefits, such as access to early promotions, air drops and discounts.
- **Transparency and Security:** The " Lezet World" platform will provide users with a transparent and secure payment system. The use of blockchain technology ensures that transactions are secure, transparent, and tamper-proof, providing users with peace of mind when using the platform.

By providing these incentives, the " Lezet World" platform aims to create a win-win situation for both users and restaurants. Users will be incentivized to dine out and earn cryptocurrency rewards, while restaurants and franchises will benefit from increased customer traffic and marketing support. Overall, the incentives aim to create a mutually beneficial ecosystem that promotes the growth and success of all stakeholders involved.

8. Roadmap

Q1-Q4 2023

Idea, white paper, Team & business plan.

Q1 2024

Website, social media marketing, pre-sale.

Q2 2024

Token GE, ICO/IDO, beta testing, feedback.

Q3 2024

Registration, staking & LP, continue marketing.

Q4 2024

Merchant onboarding & trial operation.

Q1 2025

Full launch & extension to other cities.

Q2 2025

Airdrop & extension to other countries.

- **Quarters 1-4, 2023:**
  - Development of the " Lezet World" platform idea and a working business plan.
  - Team development to achieve the goals.
- **Quarter 1, 2024:**
  - Launching initial website & social media accounts, & starting marketing and promotional campaigns to build awareness of the " Lezet World" platform and its benefits.
  - Inviting investors for pre-sale.
- **Quarter 2, 2024:**
  - ICO/IDO, beta app, TGE
  - Offering public sale, launch of beta app and token generation event.
  - Development of the " Lezet World" platform will begin, including the creation of the user interface, digital wallet, and smart contract architecture.
  - Partnership discussions with participating restaurants and franchises will take place to finalize the terms of their participation.
  - Beta testing of the " Lezet World" platform will commence, with a limited number of users and participating restaurants and franchises.
  - User feedback will be collected and incorporated into the platform's design and functionality.

- **Quarter 3, 2024:**
  - Lezet world registration in UAE, and start of staking & LP.
  - Marketing and promotional campaigns will continue to increase awareness of the platform and attract new users and restaurants.
  - Continued collection of user feedback to improve the platform's functionality and user experience.
- **Quarter 4, 2024:**
  - Start of merchant on-boarding & trial operation in Dubai.
  - Continued growth of the platform, with additional partnerships with restaurants and franchises.
  - Expansion of the platform's features and functionality, including the integration of additional cryptocurrencies and payment methods.
  - Ongoing marketing and promotional campaigns to maintain user engagement and attract new users and restaurants.

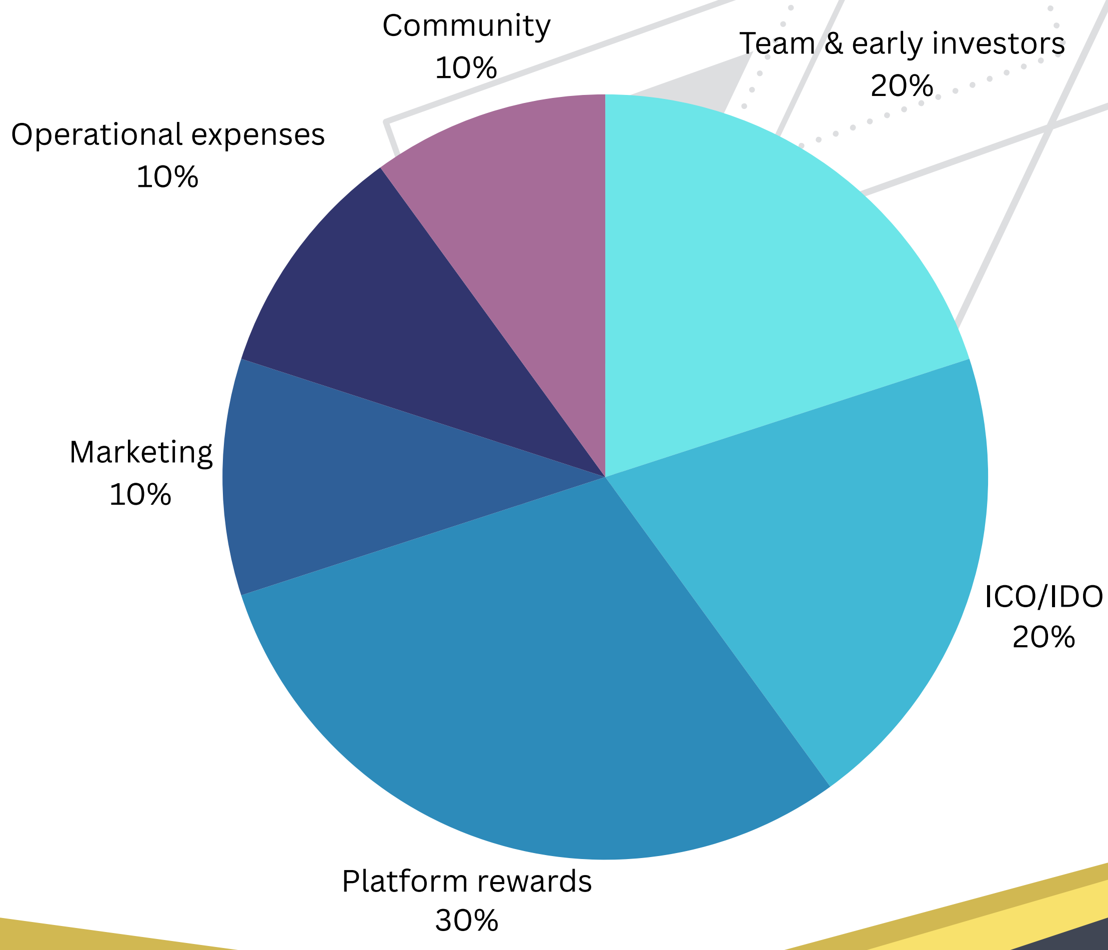
- **Quarter 1, 2025:**
    - Full launch of the " Lezet World" platform, with all participating restaurants and franchises fully integrated into the platform.
    - Extension of operations in Abu Dhabi & Sharjah.
    - Marketing and promotional campaigns will continue to increase awareness of the platform and attract new users and restaurants.
    - Continued collection of user feedback to improve the platform's functionality and user experience.
- **Quarter 2, 2025:**
    - First airdrop to early on-boarded merchants & customers, and extension to other countries.
    - Ongoing marketing and promotional campaigns to maintain user engagement and attract new users and restaurants.

In the years following the launch, the " Lezet World" platform will continue to grow and evolve, with the introduction of new features and partnerships to create a robust and mutually beneficial ecosystem for all stakeholders involved.

9. Tokenomics

Token Name: LZT
Token Type: BEP-20
Total Supply: 1 billion LZT tokens
Token Distribution:

- 20% of tokens will be reserved for the founding team and early investors.
- 20% of tokens will be allocated for ICO/IDO.
- 30% of tokens will be reserved for the platform's user rewards, including liquidity pools.
- 10% of tokens will be reserved for marketing and partnerships.
- 10% of tokens will be reserved for operational expenses.
- 10% of tokens will be reserved for community development.



Token Utility:

The LZT token will have two main utilities within the Lezet World platform:

1. **Payment Utility:** The LZT token will be used as a means of payment for meals at participating restaurants. Users will be able to purchase LZT tokens on cryptocurrency exchanges and add them to their digital wallets to pay for meals.
2. **Reward Utility:** The LZT token will also be used as a reward for users who dine out at participating restaurants. Users will earn a percentage of the total transaction value in the form of LZT tokens, which will be credited to their digital wallets after each transaction. These reward tokens can be redeemed for other cryptocurrencies or used to pay for meals at participating restaurants.

Token Value:

The value of the LZT token will be determined by market demand and supply. As more users join the "Lezet World" platform, the demand for LZT tokens will increase, which may drive up the token's value. Additionally, the token's value may also be influenced by the overall adoption and success of the platform.

Token Burning:
To maintain the value and scarcity of LZT tokens, a portion of the tokens earned as rewards will be burned periodically. The amount of tokens burned will be proportional to the transaction volume on the platform. This burning mechanism will help to reduce the total supply of LZT tokens, which may increase the token's value over time.
Conclusion:
The " Lezet World" platform's tokenomics aim to create a sustainable ecosystem where users are incentivized to dine out and earn cryptocurrency rewards. By allocating a significant portion of the tokens for user rewards, the platform encourages user adoption and engagement. The token's utility as both a means of payment and a reward system provides users with a seamless and efficient experience, while the token burning mechanism helps to maintain the token's scarcity and value. Overall, the " Lezet World" platform's tokenomics are designed to create a thriving ecosystem that benefits all stakeholders involved.

10. Budget & Business Plan

Budget:

1. **Development Costs:** $500,000 for the initial development and launch of the platform, including software development, smart contract architecture, and user interface design.
2. **Marketing and Promotion Costs:** $1,000,000 for the initial launch and ongoing promotional campaigns to attract new users and participating restaurants and franchises.
3. **Operational Costs:** $500,000 for ongoing operational expenses, including server costs, payment processing fees, and customer support.

Total Estimated Costs for First Year: $2,000,000

Revenue Projections:

1. **Transaction Fees**: The "Lezet World" platform will charge a transaction fee of 2% of the total transaction value. Based on an estimated $10 million in total transaction volume for the first year, transaction fees are projected to generate $200,000 in revenue.
2. **Token Sales:** The "Lezet World" platform will hold an initial token sale to raise funds for development and marketing costs. Based on an estimated sale of 20 million tokens at $0.50 per token, the token sale is projected to generate $10 million in revenue.

Total Estimated Revenue for First Year: $10,200,000

Profit Projections:

Total Estimated Revenue - Total Estimated Costs = $8,100,000

The estimated profit for the first year is $8,200,000.

Business Plan:

The "Lezet World" platform aims to create a mutually beneficial ecosystem for both users and participating restaurants and franchises. By providing users with cryptocurrency rewards for dining out, the platform incentivizes users to dine at participating restaurants, increasing customer traffic and revenue for the restaurants.

To attract participating restaurants and franchises, the platform will offer marketing support and exposure through its promotional campaigns and user engagement initiatives. The platform will also provide participating restaurants and franchises with customer data and analytics to help them better understand their customers' preferences and behavior.

In the first year, the platform aims to attract 50-100 participating restaurants and franchises and acquire 100,000 users. By providing a seamless and user-friendly payment system, a transparent and secure blockchain infrastructure, and attractive incentives for both users and participating restaurants and franchises, the "Lezet World" platform aims to establish itself as a leader in the cryptocurrency payment and rewards space.

As the platform grows and evolves, the team behind the platform will continue to explore new partnerships, features, and innovations to create a robust and sustainable ecosystem for all stakeholders involved.

11. Team

- **Muhammad Shamim**
  Founder & CEO
- **Muhammad Khurram**
  Managing Director
- **Muhammad Azam**
  Finance Director
- **M. Asif Ali**
  Marketing Head
- **Syed Waqas Hasan**
  Social Media Head
- **Musaffa Lameya**
  Communication Officer
- **Azhan Arif**
  Cyber security expert
- **Umair Ismail**
  Web Developer

12. Conclusion

The " Lezet World’s" business model is an innovative way to incentivize dining out and create a new way for people to earn cryptocurrency. By using blockchain technology to create a secure and transparent payment system, the platform eliminates the need for traditional payment methods and provides a new way for people to invest and dine out.

13. Disclaimer

The information contained in this whitepaper is for informational purposes only and is not intended to be a comprehensive guide to investing in or using the " Lezet World" platform. This whitepaper does not constitute investment advice, financial advice, or legal advice.

The information contained in this whitepaper may contain forward-looking statements that involve risks, uncertainties, and assumptions. Actual results may differ materially from those expressed or implied by such statements.

The " Lezet World" platform is currently in development and is subject to change without notice. The team behind the " Lezet World" platform reserves the right to modify, suspend, or terminate the platform at any time.

The team behind the " Lezet World" platform does not make any guarantees regarding the performance or profitability of the platform, nor does it guarantee the accuracy, completeness, or timeliness of any information contained in this whitepaper.

Users of the " Lezet World" platform are responsible for conducting their own due diligence and risk assessment before investing in or using the platform. The team behind the " Lezet World" platform shall not be liable for any losses or damages arising from the use of the platform or reliance on any information contained in this whitepaper.

By investing in or using the " Lezet World" platform, users agree to indemnify and hold harmless the team behind the platform, its officers, directors, employees, and affiliates from any and all claims, damages, losses, liabilities, costs, and expenses, including reasonable attorneys' fees, arising from or relating to their use of the platform.

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