



# MILLIODS

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Milliods Ecosystem  
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## **WHAT WE DO**

Ease eCommerce Transactions by providing a Consumer the opportunity to inspect goods prior to making any payments while the vendor will be holding MID Tokens as a collateral.

## **OUR HISTORY**

The Founder of Lafont Innovations LLC, as a legal practitioner, has encountered various cases whereby a purchaser has been swindled by a rogue vendor or a vendor who provided the goods but ended up not being paid by a rogue purchaser. Therefore, the Founder thought of various models of business transactions across the Globe and how to solve the challenges faced by those engaging in eCommerce.

On the onset, the project was more of pro-customer, but it later turned out, as highlighted herein, that there are cases of rogue purchasers, and it will not make any sense to protect the interests of the purchaser and leave those of the vendor. As a result, though MILLIODS remained to be a Consumer Protection project, it incorporated measures that will secure the interests of the vendor.

## **OUR MISSION**

To enhance Consumer Protection.  
To ease eCommerce.  
To shape the future of eCommerce.

## **OUR VISION**

The MILLIODS Ecosystem is primarily focused on providing the Consumer an opportunity to inspect inspectable products prior to making any payment and allowing the vendor to hold a certain percentage of MID Tokens owned by the purchaser as a Collateral. Our vision is to have a platform that will grow and allow high-end transactions such as purchasing vehicles can be done vide MILLIODS Ecosystem and also developing an International Logistics Company that would assist the users' of MILLIODS Ecosystem have an easy way to move their products at reasonable fees.



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## 1. Introduction

The Millioids Ecosystem is a product of Lafont Innovations LLC (the “Company”), a Company registered in the Republic of Kenya pursuant to the Companies Act No. 17 of 2015 of the Laws of Kenya, and whose identification number is PVT-AAAFEB4. The purpose of the Company is to venture in Information Communication Technology, or Innovation Projects across the Globe.

The Millioids Ecosystem will operate by use of virtual assets that are referred to as MID Tokens. Predominantly, the MID Tokens will be used to ease various internal and international eCommerce transactions. Hence, enhancing the concept of Consumer Protection.

Globalisation and continuous affordability of smart phones and data has enabled people from various parts of the world interlink through various social media platforms, and e-commerce platforms such as Walmart, Amazon, Alibaba, Shopify, among others, and the ability to engage makes people learn new activities or products, whereby some end up purchasing products from various countries, or within their own countries through eCommerce. However, that comes with a lot of challenges as some individuals take advantage of the long distance, not to mention that most purchasers are always limited in funds, hence, they cannot pursue legal action as it will be more expensive.

Millioids Ecosystem is suitable for small scale transaction, at least for the start. The viability of this venture can be best noted when analysing how other Supply Chain business entities are observing it. For instance, top entities such as Maersk, and Walmart, are equally involving the use of Blockchain Technology to ease tracing and transactions. However, while it is focused on large scale, it is also focusing on a different market as it is Business-to-Business (B2B) while the Millioids Ecosystem is open to Business-to-Business (B2B) and, mainly, Business-to-Customer (B2C), which happens to be more of Peer-to-Peer (P2P) transaction.

## 2. Supply Chain Market

The development of a Blockchain Technology solution targeting B2B and B2C transactions will play a major role in cutting down on the perilous circumstances that surround such transactions whereby people end up losing their money.

A good investment is that which gives focus on long term projects or taking advantage of activities that seem not to have any limitation. In this case, it is impossible to argue that the need to supply products through shipping, be it via sea, air, road, or train will stop, as the need to produce physical products or hardware for the needs of human beings will continue for many years. The Supply Chain Market is noted to have improved by 11% as from 2016 to 2017, thus, it is contemplated that the surge will go beyond \$13 Billion (£9.2 Billion) by the end of 2017 (Henderson, 2017).

Henderson (2017) goes ahead and states as follows:

It is also on pace to exceed \$19 billion by 2021, as software as a service (SaaS) enables new revenue opportunities, figures from Gartner have revealed.

“Digitalisation is increasing demand for agility and forcing new business models, which is boosting spending in the supply chain market,” said Chad Eschinger, managing vice president at Gartner.



It is imperative to note that despite the advancement of technology, the Supply Chain Market will continue to flourish even further, with a projected \$6 Billion (£4.3 Billion) extra by 2021, not to mention that this advancement can only take effect with appreciation of technology as indicated in the excerpt. It is with this that the MILLIODS is set to be useful to the users of its Ecosystem. In addition, the ProShip, a company well versed with the logistics, it stated that there will be a growth of parcel movement by 17% - 28% annually until 2021.

To establish that Blockchain Technology is suitable towards this MILLIODS Ecosystem, it is noted that one of the world's largest Container Company, Maersk, in collaboration with world's top Technology Company, IBM, have implemented a similar system but just focusing within its Company's operation. Other entities interested in similar projects include the US Customs office, General Motors, Procter & Gamble, just to mention a few (Deagon, 2018). Ideally, the use of technology improves on service delivery and increase in profits (Wilson, 2018); however, what is clear is that be it Blockchain Technology or well-developed Software as a Service (the "SaaS") they are structured to favour one entity over the rest, and MILLIODS Ecosystem is to spread the platform towards all people within the market.

Considering that, while the above Companies are more of large-scale entities and have immense financial backing to secure legal actions, the MILLIODS Ecosystem is set to reduce loss of money by people engaging in e-commerce transaction that lead to shipping and whereby there is no whatsoever undertaking that a vendor can be held responsible, should it be a scam or of poor quality.

### **3. Is MILLIODS concept exploited?**

We are confident that Milliods is not yet exploited as most of the logistics-based Cryptocurrency companies have focused on pure delivery and tracing of the products either be it B2B or B2C transaction, and some of the notable Cryptocurrency companies include ShipChain, Sweetbridge, EximChain, Te-Food, OriginTrail.

However, while tracing of goods from one location to the other simply means adjusting the traditional model of transaction just from the traditional model to the Blockchain Technology model, Milliods is more into enhancing value for money whereby the purchasers will not spend the money without having inspected the product.

It therefore begs the question, will the interests of the vendors be protected or now it will be the time for vendors to pay dearly? That is not the case as the MILLIODS Ecosystems adopts the Lien Model of Transaction that will allow vendors to hold on MID Tokens prior to the official payment being made by the Purchaser or the Purchaser and Vendor can agree on using the MID Tokens as trade-in.

### **4. So, what is MILLIODS introducing?**

We will use an example to explain the relevance of Milliods. In the event that one intends to purchase a car from a foreign country, one will engage a financial institution like a bank for purposes of easing up the transaction, thus, leaving it to the bank to make sure that the agreed car is shipped to the destination – in this case, the purchaser is able to finance the whole transaction but needs the bank to ensure the transaction is well conducted and the right car is delivered.



Therefore, Millioids will assist those individuals who do not intend to engage the bank as the intermediary, however, the purchaser will utilise the platform to directly interact with the Seller by requesting the Seller to create an account on MILLIODES Ecosystem, if the Seller does not have one. Predominantly, the payment will only take place once it is confirmed that the transaction meets the pre-conditions.

## **5. What is MILLIODES Ecosystem about?**

The MILLIODES Ecosystem will be based on Ethereum Blockchain Technology's ERC20. Considering that, the important question is whether the MILLIODES Ecosystem is worth the use of Blockchain Technology, and that drives us to what the MILLIODES Ecosystem will be all about:

The Project is about easing up Local or International Transactions that entail purchasing of products and shipping.

### **5.1. Problem**

When one spots a product on an online platform like eBay, Amazon, Alibaba, Walmart, just to mention a few, there are always various issues that cross the prospective purchaser mind. For instance, is the seller a credible seller, and, assuming the seller is credible, are there chances the prospective purchaser be the first unlucky purchaser, whereby the product that will be shipped to their mail will be faulty. In certain circumstances, it happens that a seller who is not rated is the only person on that platform that has the products, therefore, it ends up that the prospective purchaser has no option but buy from that seller hoping that the product that will be sent will be fit for the intended purpose.

To make this more relatable, it is evident that when you check some of the reviews on some of the mentioned e-commerce platforms, one will easily note the negative reviews whereby the purchaser was duped through the advertisement, the seller did not disclose enough information concerning the product by concealing, among others.

A good, though unfortunate experience, example is that highlighted by one of the Forbes contributors, Wade Shepard, on how a certain purchaser lost a product that had been purchased for purposes of giving it out as a Christmas present (Shepard, 2017). When drafting that article, Shepard (2017) notes that there are around 529 negative feedbacks reported. It is important to appreciate that that is with regards to only one platform and not all the many platforms that exist as e-commerce platforms. In an article shared by Washington Post, it was reported that there are certain merchants that are using Facebook to flood Amazon with fake reviews, hence, that places the prospective purchaser at a higher risk of being defrauded or purchasing something below the required standards.

We believe that the hypothetical and practical examples, it is evident that there is a grave challenge that ought to be addressed as quickly as possible, hence, making the MILLIODES Ecosystem a needed platform.

### **5.2. Solution**

Our solution is to develop a platform, MILLIODES Ecosystem, which will use virtual assets, MID Tokens, to enable the users navigate through and secure various transaction that one engages in from



a different platform. Therefore, the MID Tokens will act as a collateral for any transaction, whereby while the Purchaser will already be having access to the Milliods Ecosystem, and holding Milliods Tokens, the Seller will need to create an account at Milliods Ecosystem so that the Purchaser can issue Milliods Tokens to serve as a collateral.

The issued Milliods Tokens will be held in an independent wallet, Milliods Ecosystem’s Stakeholders Account, hence, making sure that each party effect their part of the bargain. Therefore, if the purchaser receives the product, the purchaser will be able to assess the product if it fits the intended purposes or as described by the seller, and that will lead to the following actions:

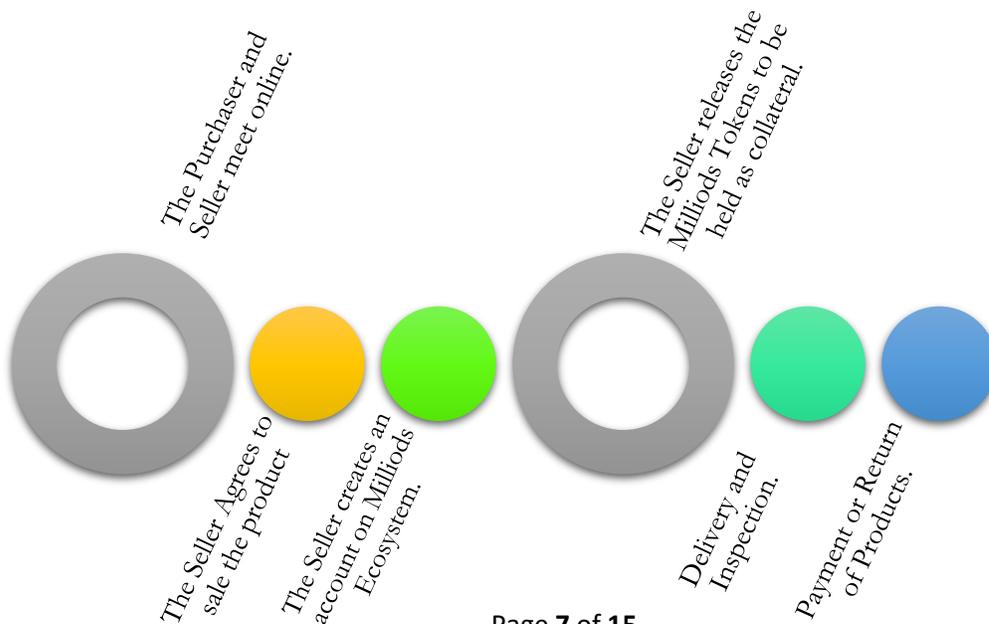
- a) If the Purchaser is satisfied, the Purchaser will pay the Seller through effecting post-delivery purchase on that e-commerce platform, or, if agreed by the parties, the Purchaser can let the Seller receive the MID Tokens as mode of payment; or
- b) If the Purchaser is not satisfied, the Purchaser will have to return the Product **as is** to the Seller as directed by the Seller, and the MID Token will be released to the Purchaser upon confirmation that the product has been shipped and received by the Vendor.

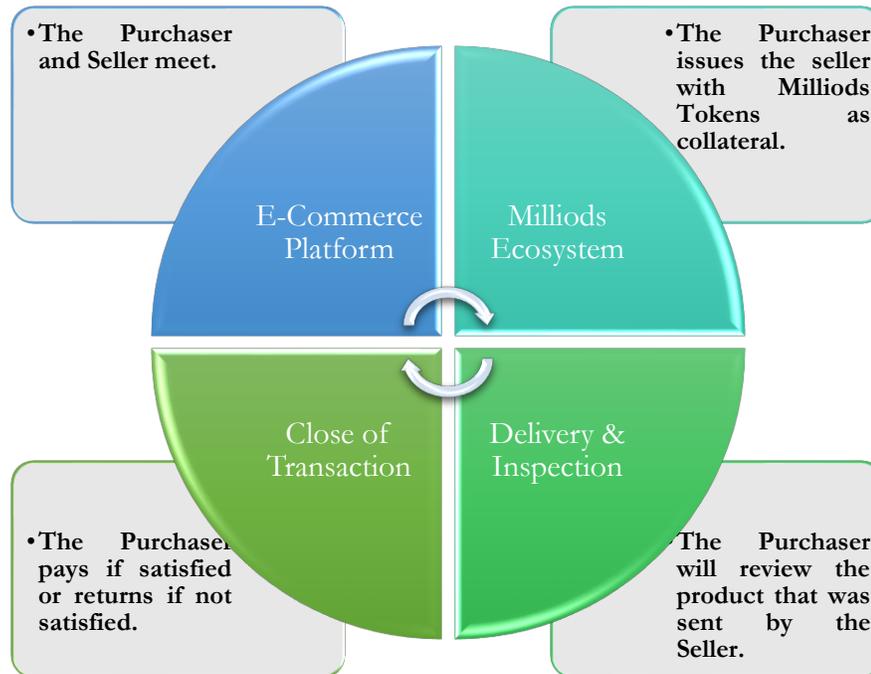
*It is important that the Purchaser and Seller have an agreement on how to go about the Delivery and Inspection of the product, not to mention the means of return, and who takes care of the return (shipping) costs.*

## 6. Example (theoretical & Practical)

When you intend to purchase a phone on Amazon that costs United States Dollars Four Hundred (USD 400), you will read through the reviews to know whether the seller provides the products as advertised, therefore, all in all, your due diligence is predominantly based on what other previous purchasers state – that is quite similar a “referral” system.

Our model eradicates the stress concerning reading hundreds or thousands of reviews and end up being disappointed when you receive what you did not expect yet the money has already been sent to the seller – most of them lack the Return Back or Money Guarantee Policy.





## 7. Advantages of the Milliods Ecosystem

One will be able to:

- Physically inspect the product;
- Pay only if satisfied that the product meets the needed requirements;
- Pay only if the product reflects the description presented by the seller;
- Return the Product if it does meet the conditions or description;
- Pay using fiat currency on the e-commerce platform;
- Pay by releasing the MID Tokens to the Seller;
- Tracing of products (where possible); and
- No intermediaries acting like financial institutions.

The MILLIODS Ecosystem will serve more than what some e-commerce platforms provide as the Money Back Policy, not to mention it will save the Purchaser's from double jeopardy whereby the money spent is not recoverable, and the product shipped is either below the required standard or not packed at all.



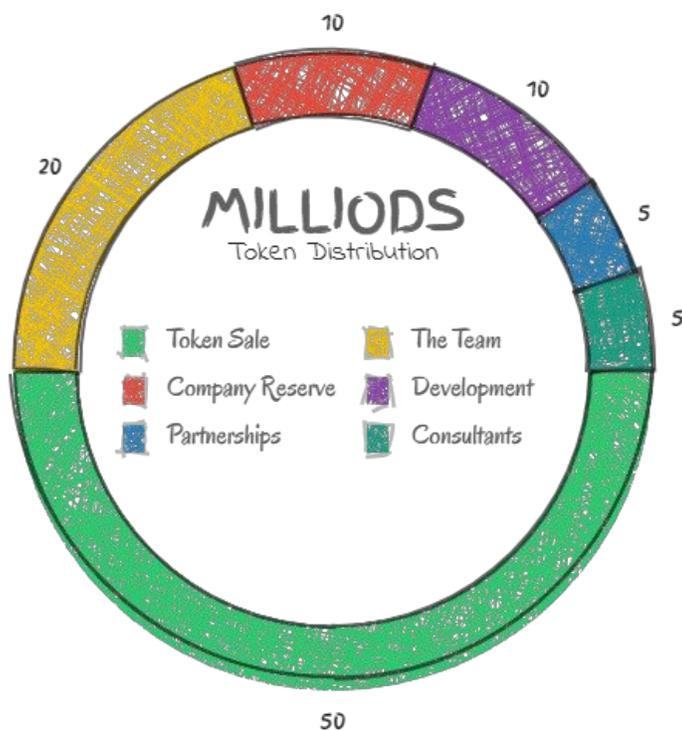
## 8. Milliods Token Allocation

Milliods will have a total of 50,000,000 Milliods Tokens. 25,000,000 will be sold during the Pre-Crowdsale and Crowdsale, which will be categorised as follows:

Purpose		MID Tokens	Percentage of MID Tokens to be sold	Cost (if any)	Expected Amount in USD
Crowdfunding	Pre-CF	5,000,000	10%	\$1.5/MID Token	\$7,500,000
	CF	20,000,000	50%	\$2/MID Token	\$40,000,000

Based on the table above, the total amount will be **\$47,500,000**. However, our minimum cap is **\$15,000,000** while the hard cap is **\$45,000,000**. We shall burn any tokens that will remain once the hard cap is attained or the end of the ICO date, whichever comes first.

One can use ETH to purchase the Milliods Tokens.

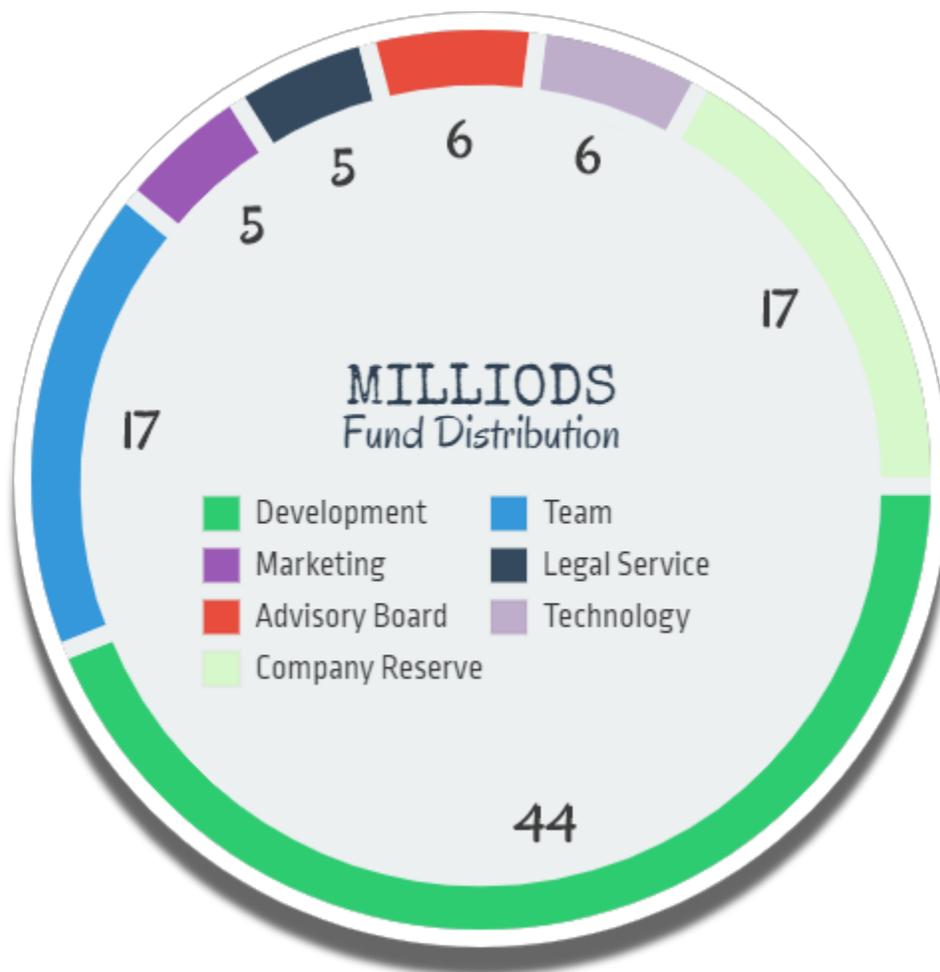


The Tokens distributed to the Team will not be sold by the Team at once upon conclusion of the Crowdsale. There will be a maximum distribution model in a yearly basis that will be as follows: the first year 20%, the second year 20%, the third year 20%, the fourth year 20% and 20% for the fifth



year (that will be the maximum, therefore, the distribution will depend on the number of the Team members). The year will start running upon the end of Crowdsale.

## 9. Fund Distribution



Milliods will be listed on various but limited crypto exchanges for purposes of allowing the Investors to trade their respective virtual assets as they deem fit.

## 10. MILLIODS Development:

The MILLIODS Ecosystem will be a well-designed platform that will provide eCommerce service that allow users to adopt the payment upon delivery and inspection on the part of the purchaser and holding of MID Tokens at around 10% higher of the actual price of the product, which will be in favour of the Vendor. Any fluctuation on the value of the MID Token will result to the Ecosystem automatically balancing the MID Tokens held in Lien by either of the following options:

- a) if the value of the MID Token held in Lien appreciates in value, the extra value will be released to the wallet held by the Purchaser;



b) if the value of the MID Token held in Lien depreciates in value, the system will automatically retrieve the amount from the Purchaser or notify the Purchaser to provide more MID Tokens to cover the deficiency.

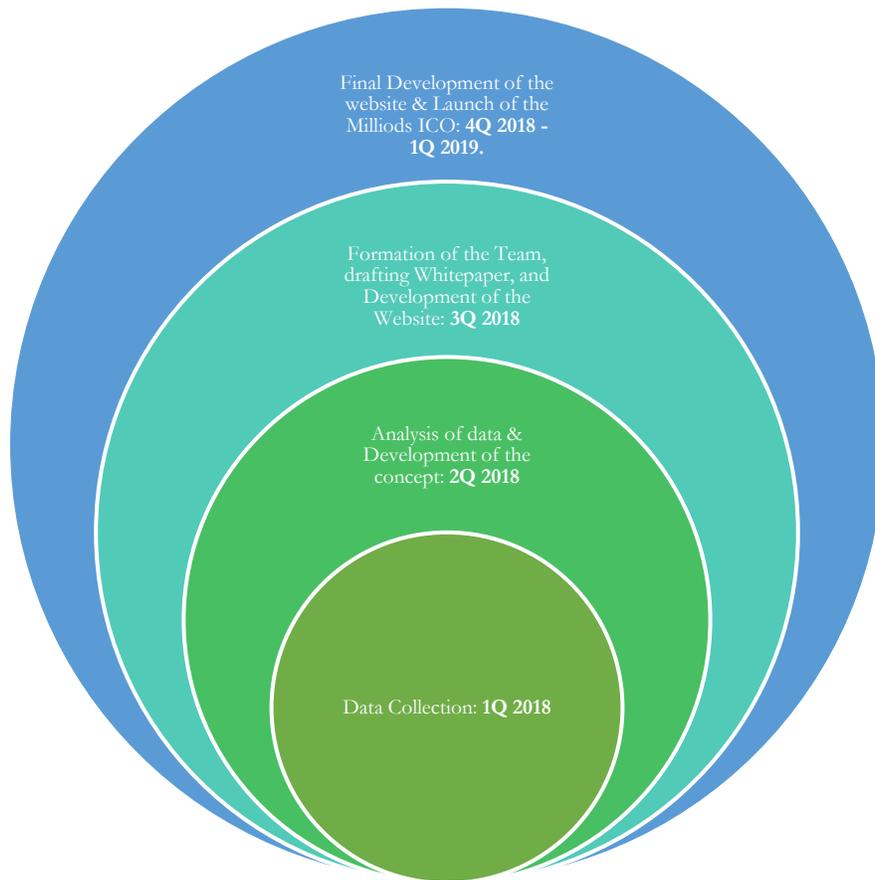
Revenue generation for the MILLIODS Ecosystem will be through internal advertisements of products, and collection of a percentage of a sale, which shall be capped to a certain extent.

**11. Prospective Projects (if MILLIODS Ecosystem is successful):**

- Initiating an International Logistics Company



## 12. Road Map



## 13. Conclusion

The Milliods Ecosystem is intended to solve the day-to-day challenges that many online shoppers encounter when purchasing products from online vendors from various e-commerce platforms, not to mention that the use of e-commerce or reliability on them will continue to be something on-demand. Therefore, it will be important that most purchasers should have their interest secured.



## 14. The Team

**NOTE:** We are still vetting more people to join the MILLIODS Team.

**Ombo D. Malumbe** – Kenya

Founder and the Director

An expert in Information Communication Technology Law, a holder of Bachelor of Laws degree, and Post Graduate Diploma in Law from Kenya School of Law. Ombo has been working with various Initial Coin Offering companies as an advisor, analyst, and structuring how the Initial Coin Offering companies should be, not to mention the compliance with the laws in various jurisdictions. He has previously worked and bolstered peer-to-peer based projects. He recently initiated a company that gives focus on developing and acquisition of tech-based projects.

**Vanessa Beerden** - Belgium

Co-Founder

**Michael Opondo** – Kenya (currently in Canada)

Advisory

Opondo has five years of highly specialized professional experience in policy and strategy development and implementation. During this period, he has occupied multiple leadership roles that have advanced both vertical and horizontal strategies in several contexts. Much of this work has involved providing support and expertise for the comprehensive development and implementation of mission-critical programs and projects targeting the global south, research and mapping exercises to identify and/or review the best industry practices to innovate on neglected frontiers.

Through his work in the field, he has co-led and/or co-authored reports, analytical papers and background notes on research and innovation for the United Nations, European Commission, IGAD, US State Department, British High Commission, and the British Council amongst others.

**Cedric Chisando** – Kenya

Chief Financial Officer

A holder of Bachelor of Commerce (Finance), and a finalist candidate in Certified Public Accountant course. Worked at Trans-Century Limited (Kenya) as a Financial Accountant; a Brand Ambassador to Unilever Kenya; IPSOS Synovate Kenya as a Data Entry and Verification personnel. He holds an IBM Business Intelligence certification using the Cognos Software. Also, a Finance Director at Greenhorn Mentorship Program.



## **Ong’anya Ombo Advocates LLP – Kenya**

### Legal Advisor

Our Legal Advisor is the firm of Ong’anya Ombo Advocates LLP, a Strategic Litigation and Corporate law firm located in Nairobi, Kenya. in the field of the firm has previously worked with Blockchain Technology and Token Companies for purposes of advising on the best legal structures to operate on and providing various terms that ought to be adopted by the companies.

## **Mabinda Amos – Kenya**

### Head of Communications

An experienced communication professional with 10 years’ experience in media. He works for Kenya Television Network (KTN) as a broadcast researcher. Delivering content for various programs, managed international news desk for 5 years, track record in; media research, detecting emerging media trends and ensuring compliance and liaison with all economic players, NGOs, government and foreign missions.

Mabinda is also Founder and Chief Editor, AfroWay Online, a niche digital media publishing venture covering entertainment news from Africa.

Before he worked as a reporter for Kenya News Agency (KNA): news reporting, PR in Government and team leadership. Earlier on he produced business news at MMUST FM for 3 years. He is passionate about the digital sphere, keeping in touch with the ever-changing tech world if not contributing to it. Mabinda has a bachelor’s degree in journalism and mass communication from Masinde Muliro University of Science and Technology. He lives in Nairobi and is an avid music fan and crate digger.

## **Julia Carbajal Moran – The United Kingdom**

### Advisor

Experienced strategy and management consultant with over eighteen years within leading blue-chip organisations specializing in telecom digital and media and in later years within the innovative Start-up business world.

Driven, entrepreneurial and business-focused professional with strong analytical, influencing and execution skills. Unique international profile having worked on projects across Europe, UK, USA, Middle East, and South East Asia. Proven ability to build interpersonal business relationships with colleagues and clients including CEO and Board level. Demonstrated track record driving and executing high profile deals and alliances. Extensive executive contact network in the Middle East, Europe, and US. Exceptional corporate industry expertise and experience having worked with major multinational Groups: Vodafone, France Telecom, Telefonica, Deutsche Telekom, Telecom Italia, Telenor, Ooredoo Group (Qatar Telecom). Remarkable Start-up experience in later years being involved with different start-up eco-systems, some of the most innovative and renowned start-ups from Silicon Valley and having successfully launched its own profitable business venture.



**Francis Chemorion** – Kenya

Advisor