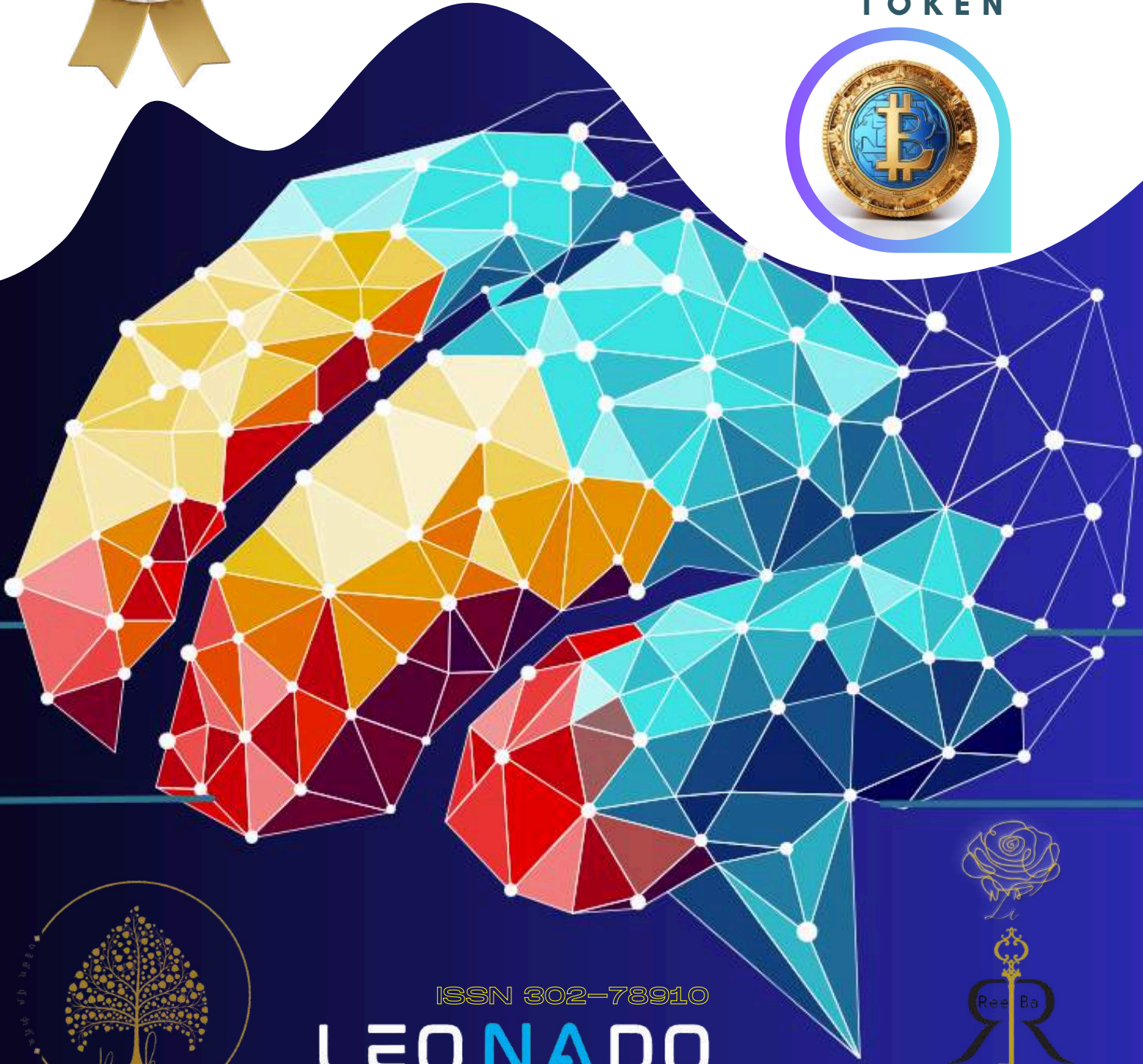




# WHITE PAPER LENA

LEONADO  
TOKEN



ISSN 302-78910

LEONADO



AirLine



**Project : White PAPER for Utilities Tokens as Product Related Tokens & Services Related Token for Leonardo Limited, UK (Leonado.ltd, Lena.money), Airline Limited, Reeba LTD, Connextra Co., Ltd. & Book Co., Ltd.**

Project prepared for Leonardo Token

**ERC20**

LENA >>>



E: ~ask@leonado.co.uk, trade@lena.money  
W: ~https://leonado.ltd

---

**Prepared by:**

Connextra Co., Ltd

Piyawat Thanawanwanit

E : spreadby@businessmatching.co.uk

O : 25 Alma Link Building, 17 FL.,

Chidlom Road, Lumpini,

Phatumwan, Bangkok 10330

Thailand

**Connextra**

<https://connextra.co.th>



Wannapat Rojwanichakorn

Book Co., Ltd. • TH & Leonado Ltd. • UK

Senior Business Advisor • CEO

M: +66 99 339 1979, +447864393555

E: pat@businessmatching.co.uk

O: 71-75 Shelton Street, Covent Garden,

London, United Kingdom WC2HgJQ

<https://leonado.ltd>



# LENA (LEONADO TOKEN)

**LENA (Leonado Token) is an ideal platform for crowdfunding in the diversity industry. Our cryptocurrency allows investors and enthusiasts to invest in the development and growth of their favorite utilities' tokens including products related tokens & services related tokens over 10 related projects. By using LENA (Leonado Token) you can invest in all together projects, support the development of new innovative technologies, and help small businesses grow. Our blockchain-based platform ensures security, transparency, and traceability of all transactions, giving investors complete peace of mind. With LENA (Leonado Token), you can be a part of the newest innovative revolution in over 10 projects and help shape the future of the innovative technologies. Join us today and support your passion for your investment while growing your money & set up portfolio.**





# About US

Connextra Co.,Ltd  
Book Co., Ltd.



# Key Team

The Core Management Team for our Group Company



# Understanding Utilities Tokens

Definition & Characteristic  
Success Case



# Building & Implementing Utility Tokens



# Exploring Product Tokens

22 Developing Product Tokens

25 Unveiling Service Tokens

28 Designing and Deploying Service Tokens

31 LEONADO token  
in Token Innovation

36 1 Introduction &  
Problem Statement



2 Overview of LENA token



3 Key Features & Benefits



4 Adoption & FUTURE of  
LENA token



5 Market & Competition  
Analysis



6 Token Allocation &  
Business Model

54 7 Risk Factors & CHALLENGES

56 8 ROADMAP & FUTURE Plan

58 9 Community & Partnership Building

61 10 Conclusion of LENA

63 11 Our Services & FEE

## About •TH• Connextra

Connextra Co., Ltd. is the business consulting firm in the main scopes of business matching, finding TRUST & LICENSES buyers, customers, distributors, importers, dealers, partners & agents. We are also expertise in Marketing SURVEY & RESEARCH, PROPERTIES & INVESTMENT, HEAD HUNT/HR outsourcing in SOFTWARE dev. , SALES & MARKETING,

Our headquarters is located in prime CBD of Bangkok-Thailand. We are operated in 2018 from the over 20 yrs. experienced team leader who is in the market and over a thousand successful clients that match their requirements with satisfaction.

[www.connextra.co.th](http://www.connextra.co.th) (ENG)  
[www.TaladID.com](http://www.TaladID.com)

**The best business consulting in BUYERS matching in Thailand, the only one who has AUTO matching software in SEA.**

## About Book•TH• ChiangMai

We are just launched in 2022 in TH for business consulting in software development. We are developing hr software with “ Jobs Skills Matrix “ for the best HR recruiting & matching over 90% accurate. Our new version of Meta Card ✓ Digital business card + Smart Event+ Smart Vote+ FC builders.

We won many awards of innovation prize in our own products.

We have an affiliation partner & consult over hundred who use our products added to their catalogues & services.

Other Services:

- 1.Business Consulting in business setup in Thailand, Singapore, Hongkong, Vietnam, Nigeria & UK • Business Formation & Accounting Services, Business Matching, Business Development & Sales+MKT solution.
- 2.Investment Facilitator & seed incubator training program.
3. Blockchain & ICO & Software dev.
- 4.Trade Mission event & Business Traveling program.

Get to know us & explore our services

- ✓ Smart Event by the Myth
- ✓ Smart FC builder & Sale driving for pageant



## About •NG• Connextra

Connextra Co., Ltd. is the business consulting firm in the main scopes of International business & opportunities matching, Business Analyst, finding TRUST & LICENSES buyers, customers, distributors, importers, dealers, partners & agents, Blockchain & ICO ( Utility Token) Expertise & Enthusiast. Utility Mobile application expert & investment. Innovative business consulting.

Our headquarters is located in prime CBD of Abuja & Logos- Nigeria. We are operated in 2021 from the over 10 yrs. experienced team leader & co founder.

[www.TaladID.com](http://www.TaladID.com)

**The best business consulting in business opportunities matching in Nigeria, the only one in Africa who has innovative IT projects in utility business & token.**

## About •UK• Airline Limited

We are just launched in 2023 in TH for business consulting in services business firm consulting & facilities management with outsourcing business development & virtual support our partners with the main focus in the best & cost reduction guarantee from the founder who is experienced in a huge public company management experiences.

Mobile innovation application launched in the 1st version in June 2023, namely " Leonado" after users feedback & market trial , this project upscale to set up a company in the same year 2023.

Vision : The best mobile innovative application in services industry with various features such as booking, commerce, appointment, event etc., for focusing ONLY services in the sector of hotel, hospital, clinic & salon + spa, properties booking & checkpoint etc.,

We have an affiliation partner & consult with Connextra Group both Thailand & international , Book, etc.,

SCAN  
ME!



## About •UK• Reeba Limited

Reeba Limited ( UK) is a Premier Business Consultancy firm in MarTech & Innovation Products & Services.

Our headquarters is located in prime CBD of London-UK . We are operated in 2023 from the over 20 yrs. experienced team leader who is in the market and over a thousand successful clients in Asia, Africa, with some business requirements with satisfaction.

We are own " Leonado" Token to back up our business and for rising purposes to the business running. We aim to be a no.1 business consultancy firm in Asia, Africa and EU.

Our partnership with Airline, Leonado are new project work with combined all new technology & knowledge together with a new team to explore the new market opportunities.

## Africa Partner Nigeria, Ghana, BurkinaFaso, Liberia, Ivory Coast

## About •UK• Leonado Limited

We are just launched UK, London in 2023 for business consulting in software development for any applications & platforms & ICO, Blockchain development including the best software architecture. beside we do as clients customise software & consulting,

We are also have our own ICO " Leonado Token" to back up our real business of Leonado.ltd & mobile application. The first issued version of the best innovative booking engine of all services & products (Leonado in PlayStore), [www.leonado.ltd](http://www.leonado.ltd). The first version we are open the e-commerce market place in Asia, Thailand, Africa, Nigeria for market test with our existing project user "TaladID.com"

According to our advantage systems in booking engine with real time map API plug with Google map we adopted the "Emergency Contact" add on our application with location tracking, real time QR booking and hassle free with no more typing once the case is happening just 2 clicks the system is bringing the victim info & location to report to all stakeholders such as head of village, police, military, hospital immediately and choosing only within 20 kms for quick and fast support.

# LENA


## LEONADO TOKEN

# TEAM & MAIN PARTNERS




- Introduce the core team and advisors working on LENA token
- Provide brief biographies of key personnel
- Discuss how each team member's experience and expertise contributes to the success of the project

**CONTACT**  
TRADE@LENA.MONEY  
ASK@LEONADO.CO.UK  
+44 786 43 93 555



**LENA  
QUEEN**  
WANNAPAT ROJWANICHAKORN  
Founder & CEO @ Leonado limited


**CONTACT**  
TRADE@LENA.MONEY  
ASK@LEONADO.CO.UK  
+44 786 43 93 555



**LENA  
KING**  
PIYAWAT THANAWANANIT  
Founder & CTO @ Leonado limited



**CONTACT**  
TRADE@LENA.MONEY  
ASK@LEONADO.CO.UK  
+44 786 43 93 555




**LENA  
BOY**  
RAKSIT SOPHITSAKULWONG  
BD & MKT @ Leonado limited

**CONTACT**  
TRADE@LENA.MONEY  
ASK@LEONADO.CO.UK  
+44 786 43 93 555




**LENA  
GIRL**  
THANAPHORN FONTUNG  
Designer @ Leonado limited

**CONTACT**  
TRADE@LENA.MONEY  
ASK@LEONADO.CO.UK  
+44 786 43 93 555



**LENA  
PRINCE**  
JOSEPH SAMSON  
Africa Region Director @ Leonado limited

**CONTACT**  
TRADE@LENA.MONEY  
ASK@LEONADO.CO.UK  
+44 786 43 93 555



**LENA  
MINISTER**  
ENGR. IFEANYI MOGEKWU  
BD Africa Region @ Leonado limited


**CONTACT**  
TRADE@LENA.MONEY  
ASK@LEONADO.CO.UK  
+44 786 43 93 555



**LENA  
PARTNER**  
DMGEMPIRE  
Cooperate Partner @ Leonado limited

Enlargement Enterprise

**CONTACT**  
TRADE@LENA.MONEY  
ASK@LEONADO.CO.UK  
+44 786 43 93 555



**LENA  
KNIGHT**  
KEN C DANIELS  
Ghana Sales Partners @ Leonado limited

# Understanding Utility Tokens



- Definition of utility tokens and their characteristics.
- Utility tokens as a means to access and utilize decentralized platforms.
- Case studies of successful utility token projects.

# Section 1: Definition of Utility Tokens and their Characteristics

Utility tokens are digital assets that provide access to a network or platform and enable the use of specific services or functionalities within that ecosystem. Unlike traditional cryptocurrencies, utility tokens are not designed for use as a store of value or medium of exchange. Instead, they are designed to represent a form of digital representation of value, granting users certain rights or privileges within the associated platform.

Utility tokens contain specific characteristics that differentiate them from other types of tokens. Some key characteristics of utility tokens are:

1.1 Access: Utility tokens provide access to specific services or functionalities within the associated platform. They are required for users to access the platform and its services.

1.2 Usage: Utility tokens can be used to purchase products or services on the platform. They enable users to benefit from the specific functionalities of the platform.

1.3 Value: Utility tokens have a specific value within the associated platform. They enable users to trade, exchange, and transfer value within the network.

1.4 Governance: Utility tokens can also be used for governance purposes within the associated platform. They allow token holders to vote and make decisions regarding the future development of the network.

1.5 Limited Supply: Utility tokens have a limited supply, which can create scarcity and drive up their value within the network.

## Section 2: Utility Tokens as a Means to Access and Utilize Decentralized Platforms

Utility tokens play a crucial role in the functioning of decentralized platforms. They are used to access and utilize services and functionalities within the network. The use of utility tokens enables the platform to create a self-sustaining and self-governing system that aligns with the interests of its users.

One of the main benefits of using utility tokens is that they enable platforms to create an incentive system that rewards users for contributing to the network. By holding utility tokens, users have a say in the direction and development of the platform. They can also benefit from the growth of the network, as the value of the tokens increases in tandem with the success of the platform.

## Section 3: Case Studies of Successful Utility Token Projects

There have been many successful utility token projects in the blockchain space. Here are some examples:

3.1 **Binance Coin (BNB):** Binance Coin is the utility token used on the Binance exchange. It is used to pay for trading fees and to participate in the Binance Launchpad, which is a platform for launching new projects.

3.2 **Augur (REP):** Augur is a decentralized prediction market platform. The REP token is used to report on the outcome of events and to participate in governance decisions on the platform.

3.3 **Golem Network Token (GNT):** Golem is a decentralized supercomputer that enables users to rent out their computing power. The GNT token is used to pay for services on the Golem network.

3.4 **0x (ZRX):** 0x is a protocol for decentralized exchanges. The ZRX token is used to pay for transaction fees and to participate in the governance of the protocol.

# Building & Implementing Utility Tokens



- The process of creating a utility token.
- Legal considerations and regulations surrounding utility tokens.
- Strategies for marketing and promoting utility tokens.



# Section 1: The Process of Creating a Utility Token

Creating a utility token involves several steps, including:

1.1 Define the purpose: Determine the purpose of the utility token and what functions or services it will provide within the platform.

1.2 Select the blockchain platform: Choose the appropriate blockchain platform on which the utility token will be built. Ethereum is a popular choice due to its smart contract capabilities.

1.3 Design the token economics: Define the supply, distribution, and utility value of the token. Consider factors such as the token's use cases, mechanisms for value appreciation, and any additional benefits for token holders.

1.4 Develop the smart contract: Create a smart contract on the chosen blockchain platform that governs the issuance, transfer, and functionality of the utility token.

1.5 Conduct a security audit: Ensure the smart contract is secure and free of vulnerabilities by performing a comprehensive security audit. This helps protect token holders' assets and maintain the integrity of the platform.

1.6 Launch and distribution: Deploy the utility token on the blockchain platform and conduct a token sale or initial exchange offering (IEO) to distribute the tokens to community members, investors, or users.

## Section 2: Legal Considerations and Regulations Surrounding Utility Tokens

When building and implementing utility tokens, it is essential to consider the legal landscape and adhere to relevant regulations. Some key legal considerations include:

2.1 Security laws: Ensure compliance with securities regulations, as certain utility tokens may be classified as securities depending on their characteristics and how they are marketed and distributed.

2.2 Know Your Customer (KYC) and Anti-Money Laundering (AML): Implement KYC and AML procedures to verify the identities of token buyers and prevent illicit activities.

2.3 Jurisdictional compliance: Understand and comply with the regulatory requirements specific to the jurisdictions where the token sale is conducted and where users will be accessing the platform.

2.4 Intellectual property rights: Protect the intellectual property associated with the utility token, such as the underlying technology, brand, and trademarks.

Consultation with legal experts experienced in blockchain and cryptocurrency regulations is crucial to ensure compliance.

## Section 3: Strategies for Marketing and Promoting Utility Tokens

Effectively marketing and promoting utility tokens can help gain visibility and attract users and investors. Here are some strategies:

3.1 Build a strong community: Foster an engaged community around the utility token through social media, forums, and other channels. Regularly communicate updates and engage with community members to build trust and loyalty.

3.2 Platform integration: Seek partnerships with other platforms, projects, or exchanges that can integrate or use the utility token. This expands its potential user base and increases exposure.

3.3 Influencer and media outreach: Collaborate with relevant influencers, bloggers, and media outlets to increase awareness and generate positive coverage for the utility token project.

3.4 Bounty programs and airdrops: Incentivize users to promote the utility token by offering bounties or free token distributions through airdrops. This can help spread awareness and attract early adopters.

3.5 Education and content marketing: Publish educational content, tutorials, and articles that highlight the utility and benefits of the token. This helps potential users understand how the token can enhance their experience within the platform.

# Exploring Product Tokens



- Definition and features of product tokens.
- How product tokens represent ownership or access to physical or digital products.
- Examples of successful product token projects.

# SECTION 1: DEFINITION AND FEATURES OF PRODUCT TOKENS

Product tokens are a type of cryptocurrency backed by physical or digital products. They allow investors to buy ownership or access to a product, making them unique compared to other types of tokens. Here are some key features of product tokens:

1.1 Asset-backed: Product tokens are backed by a physical or digital product that investors can purchase or access using the token.

1.2 Transferrable: Product tokens are easily transferrable between users and investors, allowing for liquidity and ease of trading.

1.3 Token value: The value of the token is tied to the price and demand of the underlying product, meaning the token's price can fluctuate based on market conditions.

1.4 Decentralized: Like other cryptocurrencies, product tokens operate on a decentralized network, allowing for global access and reducing barriers to investment.

# SECTION 2: HOW PRODUCT TOKENS REPRESENT OWNERSHIP OR ACCESS TO PRODUCTS

Product tokens represent ownership or access to physical or digital products by using blockchain technology to track ownership and transfer rights. Investors can purchase product tokens directly or through a token sale conducted by the product's issuer.

Once purchased, the token represents ownership or partial ownership of the underlying asset, which can be redeemed for the product or sold on secondary markets. In some cases, the token can also be used to access unique features or experiences associated with the product.

# Section 3: Examples of Successful Product Token Projects

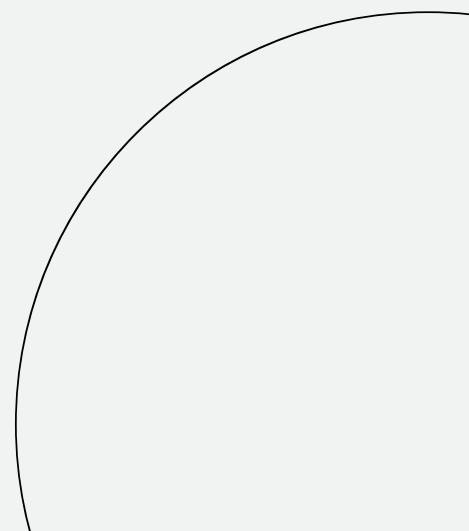
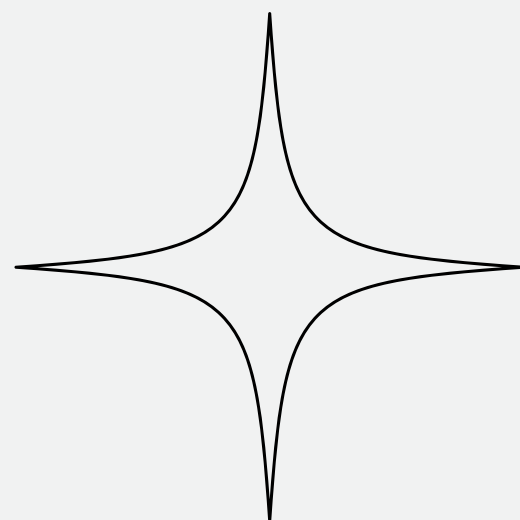
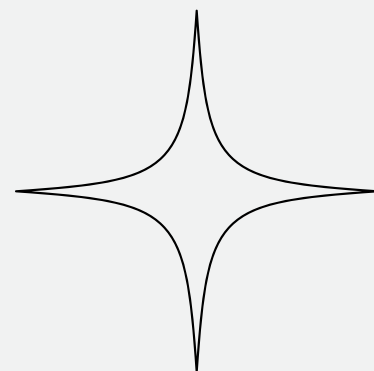
There are several successful product token projects that have gained popularity in recent years. Some examples include:

3.1 Tether (USDT): Tether is a stablecoin backed by the US dollar, allowing users to easily convert their cryptocurrencies into a stable value. It has become one of the most widely used stablecoins, with a market cap of over \$60 billion.

3.2 Bitcar (BITCAR): Bitcar is a product token backed by luxury cars, allowing investors to purchase fractional ownership of exotic vehicles. Users can track their ownership rights on the blockchain and gain exclusive access to events and services associated with the vehicles.

3.3 Binance Coin (BNB): Binance Coin is a utility token that allows users to access discounted trading fees on the Binance cryptocurrency exchange. It is currently one of the top 10 cryptocurrencies by market cap.

3.4 DigixDAO (DGD): DigixDAO is a product token backed by gold, allowing investors to purchase fractional ownership of gold bars. Token holders can redeem their tokens for physical gold or sell them on secondary markets.



# Developing Product Tokens



- Steps involved in creating a product token.
- Challenges and considerations in launching a product token.
- Use cases and potential advantages of utilizing product tokens

# SECTION 1: STEPS INVOLVED IN CREATING A PRODUCT TOKEN

Creating a product token involves several steps to ensure a successful launch. Here are some common steps involved:

1.1 Concept development: Identify the product or asset that will back the token and define the value proposition for potential investors.

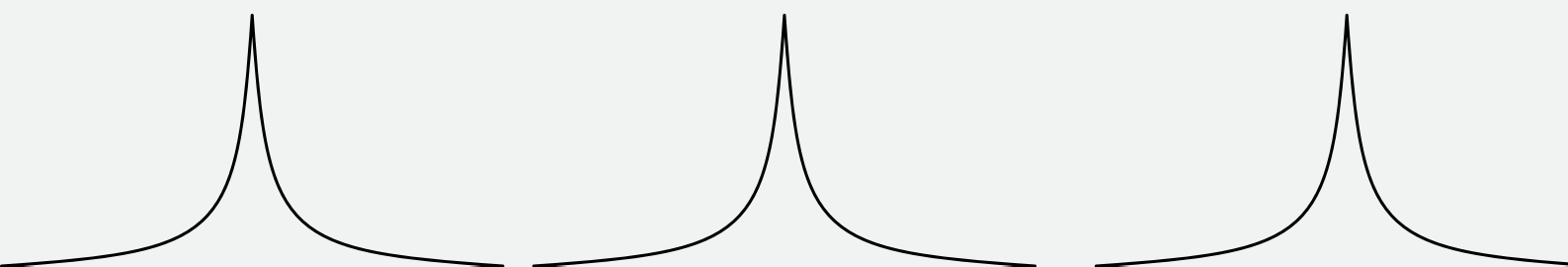
1.2 Legal and regulatory compliance: Ensure compliance with relevant regulations and obtain legal advice to structure the token offering and meet security and investor protection requirements.

1.3 Token design: Determine the token standard (such as ERC-20 or ERC-721), token supply, and any additional functionalities specific to the product or use case.

1.4 Smart contract development: Utilize programming languages (such as Solidity for Ethereum-based tokens) to create the smart contract that governs token issuance, ownership, and transfer.

1.5 Token sale mechanism: Decide on the token sale model, such as an initial coin offering (ICO), security token offering (STO), or initial exchange offering (IEO). Develop a marketing strategy and launch the token sale.

1.6 Secondary market listing: After the token sale, work on securing listings on cryptocurrency exchanges to ensure liquidity for token holders.



## SECTION 2: CHALLENGES AND CONSIDERATIONS IN LAUNCHING A PRODUCT TOKEN

Launching a product token comes with its own set of challenges and considerations. Some of them include:

2.1 Regulatory landscape: Different countries have varying regulations concerning cryptocurrencies and tokens. Ensuring compliance with these regulations can be a complex process.

2.2 Security and audits: It is crucial to conduct thorough security audits of the smart contract code to identify and fix potential vulnerabilities. Engaging external auditors can help in ensuring the security and integrity of the token.

2.3 Scalability: The underlying blockchain network's scalability and transaction speed are important considerations. High transaction fees and slow confirmation times may impact user experience.

2.4 Market demand and adoption: Building a strong user base and creating demand for the token requires effective marketing strategies and partnerships to drive adoption and usage.

## SECTION 3: USE CASES AND POTENTIAL ADVANTAGES OF UTILIZING PRODUCT TOKENS

Product tokens offer various use cases and advantages:

3.1 Fractional ownership: Product tokens enable fractional ownership, allowing investors to own portions of high-value assets that might otherwise be inaccessible or unaffordable.

3.2 Enhanced liquidity: By tokenizing physical products, product tokens provide liquidity to traditionally illiquid assets. It allows investors to buy, sell, or trade fractions of an asset easily.

3.3 Global accessibility: Product tokens leverage blockchain technology, providing global accessibility and reducing barriers to investment.

3.4 Transparency and traceability: Transactions involving product tokens are recorded on the blockchain, creating transparency and traceability throughout the lifecycle of the token.



# UNVEILING SERVICE TOKENS



- Definition and characteristics of service tokens.
- How service tokens enable the use of specific services within decentralized ecosystems.
- Notable service token projects and their impact.

## SECTION 1: DEFINITION AND CHARACTERISTICS OF SERVICE TOKENS

Service tokens are digital tokens that represent access to specific services within a decentralized ecosystem. They are a type of utility token that enables holders to access or use a particular service provided by a blockchain-based platform. Service tokens are often used as a medium of exchange on decentralized platforms, allowing users to trade services and access decentralized services. Some of the characteristics of service tokens include:

1.1 Purpose: Service tokens represent access to specific services provided by a platform, making them essential for the functioning of decentralized ecosystems.

1.2 Utility: Service tokens have utility value, allowing users to access services within decentralized ecosystems.

1.3 Deflationary: Service tokens can be deflationary in nature, meaning that their supply decreases over time as they are burned or used to access services. This can increase their perceived value and incentivize users to hold them.

1.4 Transferability: Service tokens are transferable and can be traded on exchanges, which can increase their liquidity and allow for price discovery.

## SECTION 2: ENABLING THE USE OF SPECIFIC SERVICES WITHIN DECENTRALIZED ECOSYSTEMS

Service tokens enable the use of specific services within decentralized ecosystems by acting as a medium of exchange or access. For example, a blockchain-based platform may require users to hold the platform's service token to access or use specific services such as storage space, computing power, or identity verification. This model can incentivize users to hold the service token, thereby increasing its demand and value.

Service tokens can also be used to incentivize users to participate in the ecosystem, such as by rewarding users with tokens for contributing computing power or storage space. This can help to create a network effect, where increasing adoption leads to a more valuable ecosystem.

## SECTION 3: NOTABLE SERVICE TOKEN PROJECTS AND THEIR IMPACT

Some of the notable service token projects and their impact include:

3.1 Augur (REP): Augur is a decentralized prediction market platform that uses the REP token as its service token. REP holders can participate in the platform's governance and dispute resolution processes, as well as earn fees for reporting on the outcome of events.

3.2 Golem (GLM): Golem is a decentralized network that allows users to rent their unused computing power to others. The platform's GLM token is used to buy and sell computing power on the network.

3.3 Civic (CVC): Civic is a decentralized identity verification platform that uses the CVC token as its service token. CVC holders can use the token to access identity verification services, as well as vote on platform governance and dispute resolution.

3.4 Filecoin (FIL): Filecoin is a decentralized storage network that uses the FIL token as its service token. FIL holders can use the token to buy and sell storage space on the network, as well as earn rewards for providing storage space to others.

# DESIGNING AND DEPLOYING SERVICE TOKENS



- Creation and design process for service tokens.
- Best practices for integrating service tokens into existing platforms.
- Examining the economic model and incentives behind service token ecosystems.

# Section 1: Creation and Design Process for Service Tokens

The creation and design process for service tokens involves several steps, including:

1.1 Identifying the need for a service token: The first step in creating a service token is identifying the need for it. This involves analyzing the platform's ecosystem and determining which services can benefit from a tokenization model.

1.2 Token design: Once the need for a service token is identified, the next step is designing the token. This involves determining the token's purpose, utility value, supply, and distribution model.

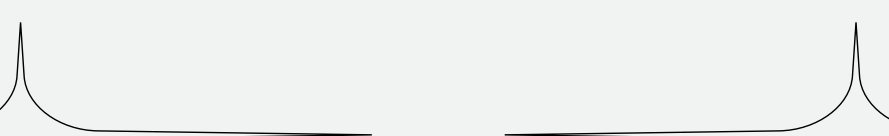
1.3 Smart contract development: After the token design is finalized, a smart contract is developed to manage the token's issuance, distribution, and functionality.

1.4 Token deployment: The final step in creating a service token is deploying it on the appropriate blockchain or decentralized platform.

---

## Section 2: Best Practices for Integrating Service Tokens into Existing Platforms

Integrating service tokens into existing platforms requires careful planning and execution. Some of the best practices for integrating service tokens into existing platforms include:



2.1 Identifying the target audience: Understanding the platform's target audience and their needs is critical for designing and deploying effective service tokens.

2.2 Defining the token's purpose: Clearly defining the token's purpose and utility value is essential for ensuring its adoption and success.

2.3 Establishing an economic model: Creating an economic model that incentivizes token adoption and usage is vital for ensuring the token's sustainability.

2.4 Building a community: Building a community of supporters around the service token can help to increase adoption and create network effects.

## Section 3: Examining the Economic Model and Incentives behind Service Token Ecosystems

The economic model and incentives behind service token ecosystems are critical for ensuring their sustainability and success. Some of the key factors that influence the economic model and incentives behind service token ecosystems include:

3.1 Tokenomics: Tokenomics refers to the economic system behind a service token. This includes factors such as the token's supply, distribution model, and inflation/deflation rates.

3.2 Network effects: Network effects occur when the value of a service token increases as more users adopt it. This can incentivize users to participate in the ecosystem and hold the token.

3.3 Staking and rewards: Some service token ecosystems use staking and rewards models to encourage users to hold and contribute to the network.

3.4 Governance: Governance models can help to ensure that service token ecosystems are transparent, fair, and responsive to user needs. This can increase user trust and participation in the ecosystem.

LENA

LEONADO  
TOKEN

IN TOKEN  
INNOVATION



- In-depth examination of successful utility, product, and service token projects.
- Learnings and insights from real-world implementations.
- Lessons for aspiring token projects and innovators.

## LENA (LEONADO TOKEN) IN TOKEN INNOVATION: EXPLORING THE POTENTIAL OF UTILITY TOKENS, SERVICE TOKENS, AND PRODUCT-RELATED TOKENS

√ Leonado Token (LENA), Ethereum base (ERC 20), ERC-Ethereum Request for Comment with market cap 0.1\$ at the started. Leonado Token (LENA) is a unique utility token that is revolutionizing the world of business development and services. The token is offered by Connextra Company Limited, & Book Company Limited, the leading software solutions provider that specializes in business matching services and SaaS software products. more info [www.connextra.co.th](http://www.connextra.co.th). Leonado Token (LENA) is specifically designed to be used as a payment token for various business services provided by Leonado Limited, Group company UK and the Connextra, group company TH; including business matching, business development, Software Development and SaaS software products. The token is a standard ERC20 token, which means it is compatible with most Ethereum wallets and can be easily traded on any cryptocurrency exchange.

These emerging use cases and future trends showcase the transformative potential of token innovation across various industries. As blockchain technology continues to advance and mature, it is likely that we will witness further adoption and integration of tokens in our society, creating new opportunities and shaping the future of our economy.

"Case Studies in Leonad Token (LENA) Innovation: Exploring the Potential of Utility Tokens, Service Tokens, and Product-Related Tokens" is a comprehensive guide that delves into the practical applications of different token types. As an essential resource for entrepreneurs, industry professionals, and blockchain enthusiasts, this chapter is a must-read for those seeking to unlock the true potential of tokenization in shaping our shared future.



# LENA (LEONADO TOKEN) INNOVATION: EXPLORING THE POTENTIAL OF UTILITY TOKENS, SERVICE TOKENS, AND PRODUCT-RELATED TOKENS

✓✓Leonado Token (LENA) is a unique utility token that is revolutionizing the world of business development and services. The token is offered by Connextra Company Limited & Book Company Limited, the most compatible leading software solutions provider that specializes in business matching services, software development and SaaS software products.

Leonado Token (LENA) is specifically designed to be used as a payment token for various business services provided by Leonado UK, Reeba UK, Airline UK, Connextra TH, Book TH and our PARTNERS including business matching, business development, and SaaS software products & etc.,. The token is a standard ERC20 token, which means it is compatible with most Ethereum wallets and can be easily traded on any cryptocurrency exchange.

One of the key benefits of Leonado Token (LENA) is that it offers seamless and secure payments for all of our groups company service 's business development and product-related services. With Leonado Token (LENA) , businesses can easily access essential services that help them grow their businesses, such as business matching services, enterprise software, and SaaS applications.

The Leonado Token (LENA) also comes with added benefits such as discounted services, special access to promotions and exclusive perks, and much more. This makes it a great option for businesses looking to boost their competitive advantage and leverage the power of the blockchain to achieve their goals.

In addition, Leonado Token (LENA) has been designed to be easy to use and accessible to anyone, regardless of their level of experience with cryptocurrency. Whether you are a seasoned crypto investor or just getting started in the world of blockchain technology, Leonado Token (LENA) offers a simple, user-friendly way to pay for a range of valuable services that can help your business grow and thrive.

Overall, Leonado Token (LENA) is an exciting new utility token that is transforming the way businesses access essential services related to business development and product-related services. With its user-friendly design, secure payments, and added benefits, Leonado Token (LENA) is poised to become a leading token in the world of enterprise blockchain technology.

# LENA (LEONADO TOKEN) IN TOKEN INNOVATION: EXPLORING THE POTENTIAL OF UTILITY TOKENS, SERVICE TOKENS, AND PRODUCT-RELATED TOKENS

✓✓✓ Ethereum ERC20 and Leonado Token (LENA) : A Tale of Digital Currency

In a world interconnected by technology, where innovation and financial transactions transcended traditional boundaries, two entities emerged as prominent players - Ethereum and Leonado Token (LENA). This is the story of their journey and the impact they had on the digital currency landscape.

Ethereum, a decentralized open-source blockchain platform, was created with the vision of enabling the development of smart contracts and decentralized applications (DApps). Its unique feature, the Ethereum Virtual Machine (EVM), allowed developers to build their own tokens based on the ERC20 standard.

Meanwhile, Leonado Token (LENA), a revolutionary digital currency, was introduced as one of the many tokens that flourished within the Ethereum ecosystem. Designed to revolutionize the concept of virtual currencies, Leonado Token (LENA) aimed to provide a stable, trustworthy, and secure medium of exchange with back up real Businesses for digital asset trustworthy connect real business as ICO same IPO, but its shadows.

As Leonado Token (LENA) gained popularity, people from all walks of life took notice. Its efficient transaction speeds and robust security measures made it an attractive investment option. Moreover, its underlying principles focused on community-building, collaboration, and positive social impact, resonated with many.

The Ethereum ecosystem, with Leonado Token (LENA) as a prominent player, embarked on an adventure-filled journey. Along the way, they encountered challenges and obstacles. The rise of fraudulent projects and malicious actors posed a threat to the integrity of the blockchain. Enterprising entrepreneurs worked diligently to establish regulatory frameworks and promote responsible usage, ensuring the legitimacy and sustainability of the digital currency landscape.

## LENA (LEONADO TOKEN) IN TOKEN INNOVATION: EXPLORING THE POTENTIAL OF UTILITY TOKENS, SERVICE TOKENS, AND PRODUCT-RELATED TOKENS

✓ ✓ ✓ ✓ Friendship and collaboration played a significant role as Ethereum and Leonado Token (LENA) united with other projects and developers seeking to transform the economic landscape. They formed alliances and partnerships, working together towards shared technological advancements and mainstream adoption.

Throughout their journey, Ethereum and Leonado Token (LENA) encountered moments of fear and doubt. However, their community of supporters rallied behind them, celebrating their achievements and reinforcing their positive mindset. Each obstacle they overcame became an opportunity for growth, reinforcing their determination to push the boundaries of what was possible in the digital currency realm.

Their story became widely known, captivating the minds and imaginations of individuals across the globe. This compelling narrative led to their popularity on the Amazon platform, as readers were inspired by the adventure, the magic of technological innovation, and the power of friendship driving positive change.

Thus, the tale of Ethereum ERC20 and Leonado Token (LENA) lives on as a testament to the transformative potential of digital currencies and the unwavering human spirit, forever imprinted in the annals of the digital age.

# LENA

## 1. INTRODUCTION AND PROBLEM STATEMENT



- Introduce the project and provide some history and background
- Discuss the problem that Leonardo Token (LENA) is addressing
- Provide an overview of how Leonardo Token (LENA) provides a solution to the problem

# 1 : INTRODUCTION AND PROBLEM STATEMENT

In this chapter, we provide an introduction to the Leonardo Token (LENA) project, explain the problem it aims to solve, and provide an overview of how Leonardo Token (LENA) provides a solution.

## 1.1 Introduction

The Leonardo Token (LENA) project is a new cryptocurrency that aims to provide a solution to the problem of high transaction fees, slow transaction speeds, and volatility in the cryptocurrency market. Leonardo Token (LENA) is designed to offer a secure, fast, and cost-effective payment solution, making it easy for businesses and consumers to transact and store value in a decentralized blockchain ecosystem.

## 1.2 Problem Statement

Despite the many advantages of cryptocurrencies, several key issues continue to limit their adoption as a mainstream medium of exchange. One major challenge is the high transaction fees associated with most cryptocurrencies, which can make smaller transactions uneconomical. Another issue is slow transaction speeds that make the process of sending and receiving cryptocurrency time-consuming and cumbersome. Additionally, the high volatility of cryptocurrencies can make them a risky investment for many people.

## 1.3 Solution Offered by Leonardo Token (LENA)

Leonardo Token (LENA) offers a decentralized payment solution that solves the problems associated with traditional cryptocurrencies. With low transaction fees, fast transaction speeds, and a stable price, Leonardo Token (LENA) aims to change the way people transact and store value in the blockchain ecosystem. Leonardo Token (LENA) is built on a secure and decentralized blockchain ecosystem, ensuring that transactions are transparent and immune to hacks and fraud. By offering a fast, cost-effective, and secure payment solution that addresses the issues associated with traditional cryptocurrencies, Leonardo Token (LENA) has the potential to revolutionize the industry and attract a wider audience of users and investors.

LENA

## 2.OVERVIEW OF LEONADO TOKEN



- Briefly explain what Leonado Token (LENA) is and what it does
- Provide a technical overview of Leonado Token (LENA) and how it fits into the broader ecosystem of blockchain

## 2 : OVERVIEW OF LEONADO TOKEN

In this chapter, we provide a technical overview of Leonado Token (LENA) and explain what it is and what it does.

### 2.1 What is Leonado Token (LENA)?

Leonado Token (LENA) is a decentralized cryptocurrency that offers a fast, secure, and cost-effective payment solution. It is built on a blockchain ecosystem that ensures transactions are transparent and safe from fraud and hacks. Leonado Token (LENA) has a fixed supply of coins, making it a deflationary currency that provides stability to users and investors.

### 2.2 Technical Overview

Leonado Token (LENA) is based on the Ethereum blockchain, an open-source platform that allows for the creation of smart contracts and decentralized applications (Dapps). The Ethereum network operates using a consensus algorithm called Proof of Stake that ensures the security and reliability of transactions.

Leonado Token (LENA) uses a high-speed network that maximizes transaction speeds and minimizes processing times. This means that Leonado Token (LENA) is an ideal payment solution for businesses and consumers alike, as it ensures that transactions are completed quickly and efficiently.

Leonado Token (LENA) has a built-in wallet that allows users to store, send, and receive Leonado Token (LENA) easily. The wallet also provides a high level of security, as users own their private keys and have complete control over their funds.

### 2.3 How Leonado Token (LENA) Works

Leonado Token (LENA) uses a simple and intuitive payment system that allows users to send and receive payments easily. Users simply download the Leonado Token (LENA) wallet, purchase Leonado Token (LENA) from an exchange, and send them to other users. Transactions are verified and processed by the Ethereum network, ensuring that they are secure and reliable.

Leonado Token (LENA) does not have any intermediary parties or banks, which means that there are no fees or transaction costs associated with sending or receiving payments. The only charge that users may incur is when they purchase or sell Leonado Token (LENA) from an exchange.

In essence, Leonado Token (LENA) is a secure, fast, and cost-effective payment system that provides users with true financial freedom and control over their finances. With its focus on security, stability, and ease of use, Leonado Token (LENA) has the potential to become a leading cryptocurrency in the industry.

# LENA

## 3.KEY FEATURES AND BENEFITS



- Discuss the primary features and benefits of the Leonardo Token (LENA)
- Explain how Leonardo Token (LENA) is unique and stands apart from other tokens or payment systems
- Provide real-life use cases or examples of how Leonardo Token (LENA) will be useful in the market



# 3 : Benefits of Leonardo Token (LENA)

In this chapter, we explore the benefits of Leonardo Token (LENA) and explain why it is a valuable cryptocurrency for businesses and individuals.

## 3.1 Low Transaction Fees

One of the primary benefits of Leonardo Token (LENA) is its low transaction fees. This feature makes it an attractive payment solution for businesses and individuals who make small transactions frequently. The low fees associated with Leonardo Token (LENA) make it possible for anyone to use it, regardless of their financial background or investment knowledge.

## 3.2 Fast Transaction Times

The speed of transactions with Leonardo Token (LENA) is another key benefit. Leonardo Token (LENA) transactions are processed quickly, ensuring that users receive their funds within a matter of minutes. This speed is especially important in a world where fast and efficient payment solutions are expected. Leonardo Token (LENA) 's fast transaction times make it an ideal payment solution for businesses that need to process high volumes of transactions quickly.

## 3.3 Deflationary Currency

Leonardo Token (LENA) has a fixed supply, which means that it is a deflationary currency. As the supply of Leonardo Token (LENA) decreases over time, each coin becomes more valuable, providing stability to the market. This feature makes Leonardo Token (LENA) an attractive investment opportunity for users who are looking to hold assets that increase in value over time.

## 3.4 Decentralized and Secure

Leonardo Token (LENA) is built on a decentralized blockchain ecosystem, which makes it immune to hacks and fraud. Transactions are transparent and secure, and users have complete control over their funds. The decentralized nature of Leonardo Token (LENA) makes it a valuable currency for anyone who values privacy and security.

## 3.5 Easy to Use

Leonardo Token (LENA) is designed to be easy to use, which makes it an attractive option for individuals who are new to the world of cryptocurrencies. The user-friendly interface of the Leonardo Token (LENA) wallet makes it easy for anyone to store, send, and receive coins, regardless of their technical knowledge.

In summary, Leonardo Token (LENA) offers several benefits that make it a valuable payment solution for businesses and individuals alike. With low transaction fees, fast transaction times, stability, security, and ease of use, Leonardo Token (LENA) has the potential to become a leading cryptocurrency in the industry.

### 3: Potential Strengths of Leonado Token (LENA)

Potential strengths of Leonado Token (LENA) compared to its competitors could be:

1. Backed by multiple projects and products: Leonado Token (LENA) is backed by 20 different projects and products under six companies, Connextra Company Limited and Book Company Limited : Thailand, Leonado Limited, Reeba Limited and Airline Limited : United Kingdom. This diverse ecosystem may create synergies between the projects and products, making the use of Leonado Token (LENA) essential in realizing the full potential of these products and services.
2. Innovation Award Winning Projects: The projects and products related to Leonado Token (LENA) have won innovation prizes, which could suggest that they have unique features and advantages compared to other products/services in their respective fields.
3. ERC-20 Token Standard: Leonado Token (LENA) is based on the Ethereum blockchain and follows ERC-20 token standards. This could make it easier for it to be integrated with other Ethereum-based projects.
4. Wide range of usage: Leonado Token (LENA) can be used for various products and services, such as LEONADO the QR & LI with AI booking engine Platform : LEONADO.ltd & the Smart Meta Card, Smart Event, Smart Pet, Smart Uniform, Smart Tag, Smart Guard, Smart Prop, Smart Ed, etc. This wide range of usage could increase the demand for Leonado Token (LENA).
5. Global reach: Cryptocurrencies have a global reach and Leonado Token (LENA)'s products and services could be marketed to a worldwide audience.
6. Partnership potential: Leonado Token (LENA) and its associated products or services may have potential partnerships with strategic partners to expand their ecosystem.
7. Early adoption opportunities: As an emerging product, Leonado Token (LENA) may offer early adoption opportunities to interested investors.
8. Transparent: Transactions on the Ethereum blockchain are transparent, which can provide an extra level of security and trust to Leonado Token (LENA) users.
9. Smart contracts: As an ERC-20 token, Leonado Token (LENA) can make use of smart contracts to automate certain processes and reduce overhead costs.
10. Scalability: The Ethereum network is designed for scalability, which could provide a stable environment for Leonado Token (LENA) as it expands and grows.

## 3: Leonardo Token (LENA) Use Cases & Applications

With its unique features and capabilities, Leonardo Token (LENA) enables a wide range of use cases and applications for both individuals and businesses. Some potential use cases and applications of Leonardo Token (LENA) include:

### 1. Payment Method

Leonardo Token (LENA) can be used as a payment method for goods and services, both online and offline. The platform's fast and low-cost transactions make it an attractive alternative to traditional payment methods such as credit cards or bank transfers.

### 2. International Remittances

Leonardo Token (LENA) can also be used for international remittances, providing a low-cost and efficient alternative to traditional remittance services. By leveraging the platform's fast and secure transaction capabilities, users can easily send and receive money across borders without intermediaries or high fees.

### 3. Micropayments

Leonardo Token (LENA)'s high divisibility and programmability enable micropayments for various applications such as tipping content creators, purchasing digital assets, and paying for online services.

### 4. Decentralized Finance (DeFi)

Leonardo Token (LENA) supports various DeFi applications by enabling the creation and trading of different financial instruments such as stablecoins, derivatives, and collateralized debt positions. Additionally, Leonardo Token (LENA) can be used as collateral to borrow or lend other cryptocurrencies, providing users with access to credit and savings services.

### 5. Supply Chain and Logistics

Blockchain's immutability and trust can be leveraged to create secure and transparent supply chain and logistics solutions. By using Leonardo Token (LENA) as a payment method for these solutions, the platform can reduce the risk of fraud and counterfeiting in the supply chain, ultimately helping businesses save time and money.

### 6. Gaming and Digital Collectibles

Leonardo Token (LENA)'s high divisibility and interoperability can be leveraged to create gaming and digital collectibles platforms. Users can play games and collect unique digital assets, which can be traded between players, providing value to the ecosystem and user community.

Overall, Next Chapter will provides an overview of the various use cases and applications of Leonardo Token (LENA). The platform's unique features and capabilities make it suitable for a wide range of applications, providing value to both individuals and businesses.

LENA

# 4.ADOPTION & FUTURE OF LEONADO TOKEN



- Current Adoption & Potential for growth with :
- Marketing & Education
- Partnership & Integration with Future Development

## 4: ADOPTION & FUTURE OF LEONADO TOKEN (LENA)

In this chapter, we discuss the adoption and future of Leonado Token (LENA) as a cryptocurrency.

### 4.1 Current Adoption

Currently, Leonado Token (LENA) is a relatively new cryptocurrency that is not yet widely adopted. However, it is listed on several exchanges and has a growing community of users who are interested in its unique features.

### 4.2 Potential for Growth

Leonado Token (LENA) has the potential for significant growth in the future. Its low transaction fees, fast transaction times, and deflationary currency model make it an attractive payment solution for businesses and individuals alike. As more people become interested in cryptocurrencies, Leonado Token (LENA) has the potential to become a leading player in the industry.

### 4.3 Marketing and Education

To achieve its potential for growth, Leonado Token (LENA) will need to invest in marketing and education. Cryptocurrencies are still a relatively new concept for many people, and Leonado Token (LENA) will need to educate potential users about its features and benefits. Additionally, marketing efforts can help to increase exposure and build a larger user base.

### 4.4 Partnerships and Integrations

Another way Leonado Token (LENA) can increase adoption and growth is through partnerships and integrations with other businesses and platforms. By integrating with popular payment platforms and partnering with businesses and organizations, Leonado Token (LENA) can increase its reach and appeal to a broader audience.

### 4.5 Future Developments

As the industry continues to evolve, Leonado Token (LENA) will need to continue developing and improving its features and capabilities. This includes embracing new technologies and platforms, such as decentralized finance (DeFi) and smart contract integrations.

In summary, the future of Leonado Token (LENA) is promising, with the potential for significant growth as more people become interested in cryptocurrencies. Through marketing, education, partnerships, and continued development, Leonado Token (LENA) has the potential to become a leading payment solution in the industry.

LENA

# 5. MARKET ADVANTAGE AND COMPETITION ANALYSIS



- Analyze the market for Leonado Token (LENA) and its potential customer base
- Identify the major competitors in the market and discuss their strengths and weaknesses
- Highlight opportunities for growth and challenges to be overcome

## 5 : Unique Advantages of LENA in the Market

Leonado Token (LENA) is a relatively new cryptocurrency, and it may not yet be available on all major cryptocurrency exchanges. However, you can check popular cryptocurrency exchange platforms such as Binance, Coinbase, Kraken, and Bitfinex for Leonado Token (LENA)'s availability.

Once you purchase Leonado Token (LENA), you can store it in a cryptocurrency wallet that supports the Leonado Token (LENA). Some popular cryptocurrency wallets that support Leonado Token (LENA) include MyEtherWallet, Trezor, and Ledger Nano S.

If you want to sell your Leonado Token (LENA), you can do that through the exchange where you bought it. You can place a sell order on the exchange platform, and when another trader buys your tokens, you will receive the proceeds in your exchange account.

However, please note that the prices of cryptocurrencies can be highly volatile, and the value of your investment might decrease or increase rapidly. Therefore, it's always advised to conduct your own research and seek professional advice before investing in any cryptocurrency. The unique advantages of Leonado Token (LENA) can be summarized as follows:

1. **Decentralization:** Leonado Token (LENA) is a decentralized cryptocurrency that is powered by blockchain technology. This means that it is not controlled by any single entity or organization, making it immune to government or central bank interference.
2. **Security:** Leonado Token (LENA) uses advanced cryptography to secure transactions and prevent fraud, making it a safe and secure method to transact value.
3. **Fast and Low-Cost Transactions:** Leonado Token (LENA) transactions are processed quickly and at a low cost compared to traditional payment methods, as there are no intermediaries involved.
4. **Scalability:** Leonado Token (LENA) utilizes the latest blockchain technology, which allows for high-speed, high throughput processing of transactions.
5. **Privacy:** Leonado Token (LENA) transactions are private and anonymous, providing users with an added layer of privacy and security.
6. **Community-Driven:** Leonado Token (LENA) is maintained and developed by a passionate and engaged community, making it a decentralized project that is free from external influences.
7. **Strong Use Case:** Leonado Token (LENA) has a strong use case as a means of exchange and store of value, as more and more businesses and individuals are turning to cryptocurrency to transact and safeguard their wealth.

Overall, the unique advantages of Leonado Token (LENA) make it an attractive cryptocurrency for users looking for a fast, secure, and cost-effective means of exchange and store of value.

# HOW TO LIST LEONADO TOKEN (LENA) ? & HOW TO THE MARKET IT ?

In order to increase the liquidity and usability of the Leonardo Token (LENA), it will be listed on various cryptocurrency exchanges. This will provide users with the ability to buy, sell or trade Leonardo Token (LENA) for other cryptocurrencies or fiat currencies.

Leonado Token (LENA) may look to list the coin on popular crypto exchanges such as Binance, Coinbase, Bitfinex, Kraken, etc. By listing on these exchanges, Leonardo Token (LENA) will be opening itself to a large market of cryptocurrency buyers and traders.

Similarly, Leonardo Token (LENA) may also integrate with decentralized exchanges (DEXs) such as Uniswap, SushiSwap, and others. These DEXs use automated market-making algorithms to facilitate the trading of various cryptocurrencies, which can provide users with a broader choice of trading pairs.

In addition to listing on exchanges, Leonardo Token (LENA) may also partner with other blockchain-based projects or businesses to create ecosystems where Leonardo Token (LENA) is used as a primary or secondary means of exchange.

Overall, by listing Leonardo Token (LENA) on various crypto exchanges and integrating with decentralized exchanges and partnering with other blockchain-based projects or businesses, Leonardo Token (LENA) will be able to improve its liquidity and make it easier for users to buy, sell, or trade the cryptocurrency.



# LENA

## 6 TOKEN ALLOCATION AND BUSINESS MODEL



- Explain the details of the token allocation strategy (including total supply and token distribution)
- Discuss the business model for the project, including how it generates revenue and how funds raised by an ICO will be used

1 LENA = 0.1 \$ (USD)  
1 LENA = 3 ฿ (THB)

0.1 \$ / COIN / TOKEN  
@ PRELAUNCH

# LENA

20,000,000,000 LENA

2000,000,000 USD

PHASE 1

1,000,000,000 USD

PHASE 2

1,000,000,000 USD

## DISTRIBUTION OF RELEASED TOKENS

✓ 35% SELLING FOR RISING  
FUND TO BUSINESSES GROWTH

✓ 35% SELLING OR GIVE AWAY  
FOR OPERATION & MARKETING  
COST

✓ 30% SELLING OR GIVE AWAY  
FOR FOUNDER & STAFFS



1 LENA = 0.1 \$ (USD)  
1 LENA = 3 ฿ (THB)

0.1 \$ / COIN / TOKEN  
@ PRELAUNCH

# LENA

**BOTH PHASE 1  
& PHASE 2**

**PHASE 1 = 50%**

**1,000,000,000 USD**

- ✓ **SALE & MARKETING 35%**  
**350,000,000 USD**
- ✓ **FOUNDERS & STAFFS 30%**  
**300,000,000 USD**
- ✓ **SELLING ICO FOR RISING 35%**  
**350,000,000 USD**
- ✓ **SELLING ICO FOR RISING 35%**  
**3,500,000,000 LENA**

**MIN. ORDER 100\$ = 1,000 LENA ( GAS FEE APX. 4\$), GAS FEE IS CLIENT RESPONSIBILITY**



# LENA

## OUR MARKET CAP

### 0.1\$ / COIN / TOKEN @ PRELAUNCH

1 LENA = 0.1\$ (USD)

1 LENA = 3 ฿ (THB)



# LEONADO



\* 1,000 M \$ rising @ LENA ° 2 Phases with price 0.1 \$ (USD) / 3 ฿ (THB)

# 6: LEONADO TOKEN (LENA) BUSINESS MODEL

## Potential Business Models for LEONADO Token (LENA)

### Scenario 1: Utility Token for Leonardo AI

- Function: The token could act as a utility token within the Leonardo QR & LI booking engine platform & application. Users might require tokens to:
  - Access premium features like upgrade packages, top up as pay as you go services etc.,
  - Purchase additional partners shop in our marketplace QR & LI commerce.
  - Participate in a marketplace for user features such as emergency, vote, FC builders, event etc.,

### Scenario 2: Governance Token for lena.money

- Function: lena.money could be a decentralized finance (DeFi) platform, with the token acting as a governance token. Holders could vote on:
  - Platform upgrades and development direction.
  - Fee structures for various DeFi services.
  - Integration of new features and functionalities.

### Scenario 3: Hybrid Model

- Function: Leonardo.ltd's token could be a hybrid, combining utility within the Leonardo QR & LI platform and governance rights for lena.money (if it exists).
- Decentralized Exchange (DEX): lena.money could be a DEX platform allowing users to swap cryptocurrencies in a peer-to-peer manner. Revenue could come from transaction fees and liquidity pool incentives.
- Lending and Borrowing: The platform might offer lending and borrowing services, facilitating interest generation for lenders and access to capital for borrowers. Fees could be charged for facilitating these transactions.

# LENA

## 7. RISK FACTORS & CHALLENGES



- Provide an analysis of the potential risks and challenges associated with Leonardo Token (LENA)
- Highlight potential regulatory hurdles or technical challenges that could affect the project's success
- Discuss how the project team plans to mitigate these risks

## 7 : RISKS & CHALLENGES OF LENA

In this chapter, we examine the risks and challenges that Leonardo Token (LENA) faces as a cryptocurrency.

### 5.1 Market Volatility

Like all cryptocurrencies, Leonardo Token (LENA) is subject to market volatility. The value of Leonardo Token (LENA) can rise or fall quickly, based on market conditions, investor sentiment, and other factors. This volatility can pose a risk for investors and users, as their investments can decrease in value rapidly.

### 5.2 Competition

The cryptocurrency market is highly competitive, and Leonardo Token (LENA) faces competition from other established and emerging cryptocurrencies. This competition can make it challenging for Leonardo Token (LENA) to gain market share and appeal to potential users.

### 5.3 Regulatory Challenges

The regulatory environment for cryptocurrencies is still evolving, and Leonardo Token (LENA) may face regulatory challenges in certain jurisdictions. These challenges can impede adoption and growth, as businesses and individuals may be hesitant to use Leonardo Token (LENA) if there are regulatory risks.

### 5.4 Security Risks

While Leonardo Token (LENA) is built on a secure and decentralized blockchain ecosystem, there are still potential security risks. For example, users may fall victim to phishing scams or lose their private keys, which can result in the loss of their Leonardo Token (LENA) investments.

### 5.5 Technological Limitations

Despite its potential, Leonardo Token (LENA) is still a relatively new technology, and there may be limitations or defects in its design, which can pose risks to its stability or security. Additionally, as the industry evolves, Leonardo Token (LENA) may need to adapt and integrate with new technologies to remain competitive.

In summary, Leonardo Token (LENA) faces several risks and challenges as a cryptocurrency, including market volatility, competition, regulatory challenges, security risks, and technological limitations. To overcome these challenges, Leonardo Token (LENA) will need to continue to innovate, improve, and adapt to the changing market and technological landscape.

LENA

# 8.ROADMAP & FUTURE PLAN



- Provide a detailed roadmap for Leonado Token (LENA), including milestones and key objectives
- Outline the key steps and challenges to be overcome in developing and launching Leonado Token (LENA)



## 8: LENA ROADMAP AND FUTURE PLANS

In this chapter, we will discuss Leonardo Token (LENA)'s roadmap and future plans, outlining the steps we plan to take to make Leonardo Token (LENA) a leading cryptocurrency project. Here are some key milestones and priorities for the platform:

### 5.1 Phase 1: Token Sale and Platform Launch

Our first priority is to launch the Leonardo Token (LENA) platform and sell tokens to early adopters and supporters of the project. This phase will include the development of the platform's core infrastructure, including the smart contract, wallet, and blockchain explorer. We will also establish partnerships with other projects and exchanges to increase the visibility and adoption of Leonardo Token (LENA).

### 5.2 Phase 2: Decentralized Governance and Staking

Once the platform is launched, our next priority will be to establish a decentralized governance system and staking mechanism for the platform. This will allow Leonardo Token (LENA) holders to participate in the decision-making process and stake their tokens to participate in block validation and network security. We will also develop additional features and applications for the platform during this phase, including DApps and DeFi solutions.

### 5.3 Phase 3: Interoperability and Cross-Chain Support

In the third phase, we will focus on enabling interoperability with other blockchains and cryptocurrencies, including Bitcoin and other leading cryptocurrencies. This will enable Leonardo Token (LENA) to expand its user base and increase its utility, providing value to both users and businesses. We will also explore additional use cases for the platform during this phase, including supply chain and logistics solutions and gaming platforms.

### 5.4 Phase 4: Mass Adoption and Partnerships

In the final phase of our roadmap, we will focus on driving mass adoption of the Leonardo Token (LENA) platform and establishing partnerships with leading companies in various industries. This will help to increase awareness of the platform and its capabilities, ultimately helping to establish Leonardo Token (LENA) as a leading cryptocurrency project.

Overall, this chapter provides an overview of our roadmap and future plans for Leonardo Token (LENA). We believe that by focusing on these key milestones and priorities, we can establish Leonardo Token (LENA) as a leading blockchain project, providing value to both users and businesses.

# LENA

## 9.COMMUNITY AND PARTNERSHIP BUILDING



- Discuss how the project team plans to build a community around Leonado Token (LENA)
- Outline strategies for engaging the community and communicating updates about the project
- Describe potential partnerships with companies, organizations, and other cryptocurrencies that could benefit Leonado Token (LENA)

## 9: COMMUNITY AND PARTNERSHIP BUILDING WITH LEONADO TOKEN ( LENA)

### °✓Finding Community

- ✓ Social media: Join relevant Telegram groups, Discord servers, and subreddits focused on DeFi, blockchain technology, and similar projects.
- ✓ Forums and message boards: Look for discussions about DeFi and new tokens on popular forums like Bitcointalk or DeFi-specific forums.
- ✓ Meetups and events: Attend local meetups and conferences related to blockchain technology and DeFi. This is a great way to connect with potential users and partners in person.
- ✓ Social media influencers: Reach out to social media influencers in the DeFi space to promote Lena.
- ✓ Content marketing: Create informative and engaging content about Lena, such as blog posts, articles, and videos. Share this content on social media and relevant online communities.

### °°✓Building Community

- ✓ Online presence: Create a strong online presence for Lena, including a website, social media profiles, and a blog.
- ✓ Community engagement: Be active in online communities where your target audience is present. Respond to questions, participate in discussions, and provide helpful information about Lena.
- ✓ Incentives: Offer incentives to attract and retain community members, such as airdrops, contests, or rewards for participation in governance.
- ✓ Communication: Communicate openly and transparently with the community. Regularly share updates about the project's development and progress.

### °°°✓Building Partnerships

- ✓ Identify potential partners: Look for other projects, businesses, or individuals that could benefit from partnering with Lena. This could include DeFi wallets, exchanges, or other blockchain projects.
- ✓ Reach out to potential partners: Contact potential partners directly and propose a mutually beneficial partnership.
- ✓ Develop a partnership proposal: Clearly outline the benefits of the partnership for both parties.



LENA

# 10. CONCLUSION OF LEONADO TOKEN



- Provide a summary of the key points discussed in the white paper
- Highlight the potential of Leonardo Token (LENA) to provide a unique solution to the problem it addresses
- Encourage interested investors and supporters to get involved with the project.

## 10 : CONCLUSION

In this final chapter of the Leonardo Token (LENA) White Paper, we will summarize the key points of the paper and provide a conclusion for readers. Here are some potential elements of this chapter:

### 10.1 Summary of Key Points

We will provide a brief summary of the key points covered in the previous chapters of the Leonardo Token (LENA) White Paper. This may include a summary of the Leonardo Token (LENA) with LEONADO platform & application, its unique features, and the potential benefits it offers to users.

### 10.2 Vision for the Future

We will describe our vision for the future of the Leonardo Token (LENA) platform and how we see it evolving in the coming years. This may include plans for new features, partnerships, or other initiatives that will help the platform grow and thrive

### 10.3 Call to Action

We will encourage readers to take action to support the Leonardo Token (LENA) platform, whether that means investing in the project, spreading the word about it to others, or simply staying informed about developments in the blockchain and cryptocurrency space.

### 10.4 Final Thoughts

We will provide some final thoughts on the Leonardo Token (LENA) project, reflecting on the journey so far and looking ahead to the future. This may include a message of gratitude to supporters, partners, and contributors who have helped make the project a reality.

### 10.5 Future Outlook

Finally, we will provide a brief outlook on the future of Leonardo Token (LENA), highlighting the potential for new use cases, partnerships, and technological advancements in the blockchain industry. We will emphasize Leonardo Token (LENA)'s commitment to continued innovation, growth, and success, and invite investors and supporters to join us on this journey.

By providing a conclusion that ties together the key themes and ideas of the Leonardo Token (LENA) White Paper, we hope to leave readers with a clear understanding of the project's potential and inspire them to get involved in building a better future for blockchain and cryptocurrency.

# LENA

## 11. OUR SERVICES & FEE

NDA –  
CONTRACT,  
NOT  
AVAILABLE  
TO REVEAL  
CLIENTS  
NAME OR  
LOGO



- ✓Business Matching
- ✓✓Business Development
- ✓✓✓Software Development

# Scope of Work & Fee • Business Matching

Service	Detail	Deliverable	Duration	Fee
Activity 1: Market research	We will conduct market research according to demands of our clients to find candidates that could be potential partners with our client.	<ul style="list-style-type: none"> <li>Market research result</li> <li>List of companies candidates of up to 40 leads in the target market(s)</li> </ul>	4 weeks	SGD 17,500 (THB 450,000)
Activity 2: Prequalification & Arrangement the meeting	To prepare background and information of the list of shortlisted candidates that we reach out to.	<ul style="list-style-type: none"> <li>Number of companions approached</li> <li>Profiles of prospects with confirmed users/ clients both B2B interest</li> <li>8 to 10 confirmed meeting with interested business candidates</li> </ul>	3 weeks	SGD 10,000 (THB 260,000)
Activity 3: Prequalification & Arrangement the meeting	To prepare updated background and information of the list of shortlisted candidates that we reach out to as well as new candidates.	<ul style="list-style-type: none"> <li>Update new number of companions approached</li> <li>Update new profiles of prospects with confirmed users/ clients both B2B interest</li> <li>Follow-up candidates if needed.</li> </ul>	3 weeks	SGD 10,300 (THB 270,000)
Activity 4: Meeting with potential partner	Our client meeting with candidates that are chose by our clients based on background and information we provided. As well as draft and final paper to notice and confirm meeting list.	<ul style="list-style-type: none"> <li>Client meeting with the qualified lead of potential partner.</li> <li>Submission semi-meeting and commencement</li> <li>Draft (7-14 days before the meeting) to notice clients/partners in case Business Visa is needed.</li> <li>Final paper (2 days before meeting) to confirm meeting list with our client.</li> </ul>	1.5-2 weeks	SGD 8,500 (THB 220,000)
<p>Please note that in these markets , the business situation in Thailand with Covid pandemic then we might delay on the commencement project time line as some companies are still work from home. It is not unusual to receive the quick reply or respond from our prospects with intend to meet easily with our client(OmniMetric Technologies). While Connextra will do its best to provide a confirmed the prescreen &amp; qualified end clients to the client(OmniMetric Technologies) as early as possible in every commencement report submission.</p>			Total	SGD 46,300 (THB 1,200,000)



# Our offers & Cost Breakdown ° BD

Business development / sale role, Business Lead  
B2C : Thailand Market

SGD 6,559 / MONTH  
(THB 171,200)

VALUE  
PACK  
01

## Lead Generation and Qualification

- Market Research
- Lead Generation
- Lead Qualification
- Lead Nurturing
- Handover to Sales Team

SGD 8,774 / MONTH  
(THB 229,145)

STANDARD  
PACK  
02

## Lead Generation and Qualification + Sales Pipeline Management

- CRM Implementation and Setup
- Sales Prospecting
- Sales Engagement
- Proposal and Negotiation
- Deal Closure

SGD 14,573 / MONTH  
(THB 368,893)

MAX  
PACK  
03

## Lead Generation and Qualification + Sales Pipeline Management + Sales Training & Development

- Training Needs Analysis
- Curriculum Development
- Training Delivery
- Performance Coaching and Feedback
- Continuous Improvement

# Our offers & Cost Breakdown "app"

## Booking & Collective B2B : International & Africa Market

SET UP FEE

1 SINGLE  
PAYMENT  
01

**Set up FEE @ One Time Payment before starting the project**

- System Setting up
- Manual
- Site Demo & Training 1 day

FEE CHARGE

ALL  
BOOKING  
5%

**5% FEE, Charge on every booking Transfer to Leonado Limited end of every single month.**

- Net price with 5% to Leonado Limited., (UK) account
- Fee charge directly to clients account

ADD ON / OPTION

INNO TECH

TBC  
MAX 1B THB

**Other proptech solution is on requested such as checkpoint system with NFC/ RFID, ICO etc.,**

- AI for clients need & interested analysis
- ICO issuing for propTech such as LENA, LEON (ERC20) Ethereum Network



**THANK  
YOU**

 [www.leonado.ltd](http://www.leonado.ltd)

 71-75 Shelton Street, Covent Garden,  
London, United Kingdom WC2H9JQ



+66 99 339 1979, +447864 393 555



[Pat@businessmatching.co.uk](mailto:Pat@businessmatching.co.uk)  
[Ask@leonado.ltd](mailto:Ask@leonado.ltd)