MOBIANCE
Loyalty Token

June 2021

Abstract

A customer loyalty program enables firms to reward customers that repeatedly use services and/or products provided. Customers which are members of this program receive some rewards after each purchase. Having these rewards will bring the customer prizes such as a discount, a free purchase, and particular services, and members pay a certain amount of points to redeem the rewards. These programs are usually rewards which each member gets after each purchase and can utilize them in particular services. In these programs, multiple firms and businesses can collaborate and supply the demand of customers. However, systems of the customer loyalty program can cause some limitations on relations between firms and restrict members in the use of these rewards. These limitations can be addressed by building blockchain-based customer loyalty programs. This model of blockchain-based customer loyalty program upgrades the rewards of club members and will add a new value to firms with reliable transactions in the network. Furthermore, club members in this network, which are the main pillars of designing in this ecosystem, interact extensively and deeply.

A blockchain-based customer loyalty program enables firms to both preserve their old customers and attract new customers to their brands at lower costs, as compared to conventional loyalty programs, all through offering unprecedented services and discounts. This program provides the possibility of cooperation between all firms offering customer loyalty programs as a partner in order to serve their customers. The loyalty rewards will convert to loyalty tokens in each club following the policies of that club. Thus, tokens in the blockchain networks provide customers participating in various loyalty programs the feasibility of spending and prompt transaction of loyalty tokens in an integrated platform. Moreover, customers can deposit their tokens in their wallet and/or share them between various clubs.

Contents

1. Introduction

Customer loyalty programs have been developed to enhance vendor-customer interactions and present the trade brand of firms. Due to a remarkable potential in the acquisition and retention of customers, these membership programs have applications in various industries such as tourism, retail, and financial services. A successful customer loyalty program ensures the firms that the customer will eventually return to its special brand aiming to purchase, get more points (rewards), and receive particular services. This process will consequently ensure customer loyalty for many years. Firms that create, launch, and manage loyalty programs focus on their obligations to long-term relations with their customers. According to 2014 reports, for example, 91% of firms have used customer loyalty programs to retain their customers. Only 3.8 million people have been members of this program in the USA, and US families have been a member of 29 various loyalty programs on average. In the same year, in England, customers have been a member of 14 loyalty programs. According to 2017 reports, the wealth of rewards obtained in loyalty programs has excessed $100 million, indicating the huge commercial potential of these programs. However, despite easy access to these programs, only a small portion of their facilities and potentials are utilized. Subscribers of clubs usually depress from needless barriers to collect and spend rewards and/or alterations in rules and rewards, indicating that users are easily disappointed. Such frustration results in millions of useless points and rewards in these programs. Moreover, failure to transfer will affect the perceptual value of these programs to customers, as they are not able to exchange their points and rewards. Out of a total of $48 billion rewards in the USA, only $16 billion have been used.

Firms, as owners of the loyalty program, should pass various barriers to launch this rewarding program. Plus, they shall set aside huge capital to retain these programs. If firms want to upgrade the level of their loyalty program by another membership program, then the main infrastructures often fail to respond to this demand level of firms. Therefore, a more comprehensive and interactive solution is essential. Firms can utilize the blockchain technology that is a distributed general ledger system, which is today well-known as a basis for peer-to-peer encoded cryptocurrencies and bitcoin payment systems.

Perspectives of digital currencies have been widely welcomed worldwide. Since 2017, the world has witnessed an expansion in the initial supply of cryptocurrencies that brought considerable interest and prosperity to blockchain technologies. However, the public is surrounded with numerous issues and concerns, e.g., who long does it take these currencies to be welcomed worldwide and used by the public? And how can we fill out the gap between prospect and realization? Blockchain technology should target old and digital markets that currently cover billions of active accounts worldwide. This technology can reflect double-sided profit for customers and firms distributing these assets in order to offer blockchain-based tokens with a key (and not necessarily a competitive) function. The loyalty program and rewards gained by the customer are among the digital assets which can be utilized using blockchain platforms.

2. Customer loyalty and associated challenges

Today, the majority of firms spend a lot of capital to be connected to their customers. Customer relationship management (CRM), one-to-one marketing, and ever-increasing relationships are some of the strategies that firms adopt to acquire and retain customers. An alternative approach is customer clubs, which aims to acquire customers and strengthen their loyalty by offering values beyond the inherent values of commodities or services provided to them. Customer clubs are also referred to as programs to build loyalty through close relationships. According to the concept of relationship marketing, the main focus is not on the acquisition of new customers, but the aim is to expand relationships with current customers. In this chapter, we will introduce customer clubs and describe associated challenges.

2.1. What is customer loyalty?

Diverse and pleasurable experiences of customers from a business are the main causes of their trend for repeated purchases and loyalty to businesses. The main reason for suppliers of this program is to attract customers and enhance customer loyalty, as by this process businesses can reach their goals (i.e., developed and prominent brand) faster than sale and marketing teams. There are various reasons to prove that customer loyalty is a key to success. Customer loyalty is something that all firms should seek from the initial establishment of firms. The purpose of establishing a private firm is to attract customers and keep them satisfied so that they can be profitable for the firm by their purchases.

Customers spend a lot of time and charge on firms and brands that they are faithful to. They further talk with friends and partners about brands they use, which can lead to word of mouth (WOM) marketing. With each purchase from the firm, more points are rewarded to the customer in the loyalty program, granting the customer a doubled or tripled incentive for subsequent purchases. Rewards and services that the customer receives from this relationship are more than potential advantages that he or she can earn from one of the competitors. As the acquisition of a new customer is harder than maintaining current customers, firms, therefore, should employ elite managers and vendors to the customer loyalty program in order to convince new customers. A total of 71% of customers and club members think that loyalty programs are a valuable and meaningful part of their relationships with a firm and brand. The formation of a meaningful relationship with a customer is the most leading pillar of businesses. Customers who are engaged in a commercial brand are more than 50% likely to introduce that brand to their friends and families, as the power of WOM marketing is not deniable. A total of 70% of customers say that they will advise a trade brand with an efficient loyalty program. A total of 86% of buyers say that they have joined these programs to harvest points and rewards. Joining the majority of buyers to these programs means that if other firms do not follow this program they will upstage automatically. Importantly, 75% of buyers claim that they use brands with diverse loyalty programs, indicating that firms with no loyalty program can be popular limitedly among only 25% of the whole market.

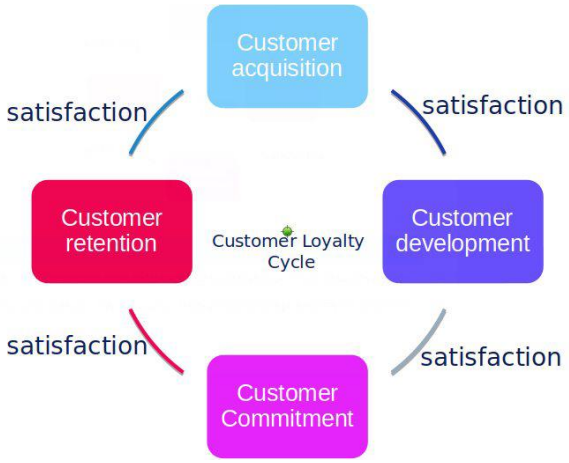
A total of 95% of members of the loyalty program are seeking to interact with brands through adopting novel and advanced strategies (e.g., the use of digital loyalty programs). Digitalization is critical for retailers. Cards, tokens, and physical equipment are costly in a loyalty program. Therefore, a digital token can harvest more followers for firms, club owners, and club members. Customer loyalty programs appear in various forms. Some firms decide to use only a single type, while others might use two or a combination of versions.

1. A customer club based on points acquired

2. commitment-based customer clubs
3. Stepped customer clubs
4. Game-based customer clubs
5. A combination of multiple customer clubs

2.1.1. The cycle of customer loyalty

In this section, the cycle of customer loyalty is discussed, and each component of the cycle is described separately. Four components of this cycle are shown in the Figure below.



The above figure shows steps that a customer should take from the acquisition phase to being a loyal customer.

Step 1: Customer Acquisition

In this step, the customer is attracted to the system by advertising. The firm conducts need assessments and psychological and cognitive tests on the customer in order to identify similar services that can be attractive for a customer or a group of customers.

Step 2: Customer Development

The firm enters the customer development phase, i.e., it tries to keep the pre-attracted customer loyal to the brand and attract more customers by a sort of teachings.

Step 3: Commitments

The firm should fulfill obligations and deliver pre-determined services.

Step 4: Customer Retention

Following up services provided, opinion polling and making customers satisfied, and then identifying and fixing potential limits and having an ever-lasting brand-customer relationship are the main purposes in the customer retention phase. The firm can keep customers loyal to the brand by establishing a customer club and supporting services provided by the firm.

The firm can reach the next phase only when customers are satisfied, otherwise, it will stagnate at the first step. Customer clubs are a strategy that is adopted in the customer retention phase.

2.2. Challenges for Conventional Customer Clubs

In electronic commerce, it is usually easy and fast to be a member of a customer club. However, it is important to know how many customers will be loyal to a brand. The frequently-occurred challenges for conventional customer clubs include the following:

1. A costly and time-consuming process of building a customer club for firms
2. A one-sided and less flexible rewarding system that usually biases toward firms
3. Points are valuable only in a separate system and cannot be used in other clubs, or transferred to another customer club
4. Ads are usually restricted to gathering points and/or discounts. A big opportunity for using points is doing actions such as transactions, exchanging points with other suppliers, and selling them, but due to the lack of such opportunities, points and rewards remain useless.
5. A low number of active businesses in each customer club and, thereby, a low motivation for customers to spend rewards and pints
6. Opacity and non-assurance with clubs, causing concerns and distrust for customers
7. Distrust between firms for cooperation and building a platform for their clubs to interact

3. Blockchain, Smart Contracts, and Tokenization of Assets

In this section, blockchain technology and smart contracts are discussed, and the advantages of utilizing this technology, as a platform for customer loyalty programs, are presented.

In the current condition of centralized projects and systems, installation costs, monthly costs, user costs, and transaction costs reduce business profits.

Blockchain is a newly-emerged technology that brings the probability of building decentralized and safe programs by reducing and/or removing third parties and mediators, as well a direct control over businesses.

Blockchain infrastructures, which have provided us with the bitcoin network and other cryptocurrencies available at the market, have generated various solutions for many digital problems of businesses. Conventional business rewarding is a kind of business that is developed by blockchain technology and digital wallets. Customer acquisition has been a hard task for businesses. Furthermore, the majority of customer loyalty programs do not interact, and there is a need for another program to use tokens, points and rewards, and referring to other branches of the loyalty system. Rewarding and customer loyalty programs still give the best return of capital and the highest customer retention. Blockchain makes the customer loyalty program more economically affordable for businesses, as it allows businesses to control their rewarding program.

3.1. What is blockchain?

Blockchain is an innovative technique of storing and monitoring data. The bitcoin network was introduced in 2009 and, then, invented the idea of decentralized transfer of assets in a peer-to-peer manner via the internet without a need for any mediator. Satoshi Nakamoto is the nickname of the creator of the most important digital currency, i.e., bitcoin. Bitcoin resolved the problem of double-spending in digital currencies. Double spending was a leading challenge before the advent of bitcoin. Blockchain is a distributed and decentralized database that is stored in computers of the network nodes worldwide. Cryptography systems play a critical role in the network security and verification of ownership of assets and authentication of users. It should be noted that besides cryptography systems, the number of network nodes is directly correlated with network security. Blockchain networks are transparent, meaning that any intention of fraud is detected promptly and any transaction sent from this node is ignored. The decentralized structure of blockchain, compared to conventional centralized techniques, possesses the following features:

1. Transparency: It is feasible to monitor transactions from one account to another for all and/or some of the network nodes, given the performance of blockchain networks.
2. Invariability: The transaction is not reversible upon approval, and no one can disrupt the transaction made.
3. Trust: Blockchain networks themselves ensure network security by the utilization of cryptography and hash functions, authentication of users, and verification of transactions.
4. Affordability: The final cost of transactions is much less than conventional systems due to the elimination of mediators in the network.

5. Extraterritoriality: Transactions can be done beyond the geographical location, as there is no governmental and regulatory institution in blockchain networks.
6. Speed: Transactions are done promptly and are verified only within a few minutes (and not even hours or a day).

In the following, one of the central capabilities of blockchain networks, i.e., smart contracts, is discussed.

Ethereum provides a chain with a particular programming language, which can implement all algorithms. In this chain, besides transactions, written codes are stored as smart contracts. Smart contracts make transactions in the network possible complying with predefined provisions and have enabled the development of many automatic services in ethereum-based applications.

3.2. Smart Contracts and Tokenization of Assets

Ethereum, as the second generation of blockchain technology, introduced the capability of smart contracts that multiplied the popularity of blockchain technology. Some applications and associated concepts (e.g., token, tokenization of assets, and decentralized applications) emerged with smart contracts, which all have increasingly attracted the attention of owners of industries. In this section, these concepts and their features, which are our incentive for loyalty tokens, are presented.

3.2.1. Smart Contracts

A smart contract is a piece of code that is implemented on the blockchain platform. It is used usually for the digitalization and security of trade regulations about the transfer of assets or the storage of joint data of a contract's parties, without any concern about data synchronization and/or misstatement. When a smart contract is written and approved in the blockchain system, even for once, it no longer can be altered. The provisions specified in a smart contract are visible for users with accessibility to the contract.

3.2.2. Tokenization of Assets

Tokenization of assets is the process of displaying a physical or digital asset on the blockchain platform. Tokenization may split an asset into smaller parts to be transferred separately. This process is feasible through smart contracts. In simple terms, smart contracts can be used by users as a type of asset in order to define the token. Smart contracts, and by which tokens, can automate the transfer of assets from one node to another and the storage of any relevant data in the blockchain system.

Tokenization makes it possible to completely monitor each token or asset from distribution to transfer. Transactions made in a project can be audited at a lower cost and time given the feasibility of monitoring transactions and tokens transferred in the network. Simply put, auditing can be done promptly in blockchain networks by distributing the general ledger. When a business distributes a token in the network, it can be informed of token turnover in the network and the process of interactions of token owners, all due to the transparent transactions in the distributed general ledger. These data can help businesses in different fields and enable them to analyze and evaluate the experience of a customer.

3.3. What is the Added-Value of Blockchain and Smart Contracts?

Blockchain technology can resolve some of the problems of conventional customer loyalty programs by providing users with the opportunity to interact. This technology can simplify the process of requesting and managing points and enable customers to retain several types of points. With blockchain, users can receive loyalty tokens according to the number of points they have received in the club. These tokens can be utilized in several clubs at the same time. Contrary to conventional rewarding programs, these tokens will not be expired, rather keep their value over time. Here, some of the advantages of these clubs are presented.

- Points in the conventional customer loyalty program will convert to tokens and be given to customers, according to the policies of each club.
- Customers receiving tokens can observe the result of transactions, thereby work in a transparent ecosystem. Plus, firms cannot retake points suddenly. This is a point for customers, as they are usually concerned about the expiration of and/or reduction in the number of tokens.
- Using blockchain, the customer loyalty token is set by smart contracts and used in clubs. These contracts are transparent, and no one can alter them upon establishment.
- The retention cost of data in a loyalty program will be remarkably diminished using the technology of distributed general ledger in the blockchain.
- Loyalty records and the history of customer transactions are unalterable, by which any fraud and cheating will be avoided. This offers a multiplied security as compared to conventional models.
- The removal of mediators in transactions and at token spending and transferring will save huge time and money for firms, businesses, and customers.
- The establishment of a reliable platform for multiple firms to interact in an integrated ecosystem incorporating multiple customer clubs

4. The Ecosystem of Customer Loyalty Token

The concepts of customer loyalty and blockchain networks were introduced, and the advantages of blockchain network-based customer clubs were outlined.

The customer loyalty token is developed based on the ethereum network in which transactions are done and recorded. It should be noted that users shall pay for any interaction between members of the ecosystem and doing transactions in the ethereum network. The ethereum network enables the development of smart contracts, where there is no need for a third party to implement instructions. If all provisions of the contract are fulfilled, it will be automatically run by the network. The ethereum network is useful for the creation, management, and analysis of strategic cooperation. This network is the main platform to implement smart contracts and aims at developing a completely decentralized, reliable, free, and safe network. The ecosystem of the customer loyalty token enables customers to receive customer loyalty tokens equal to loyalty points they have obtained in each club. Customer loyalty tokens are stored in wallets created in each ecosystem.

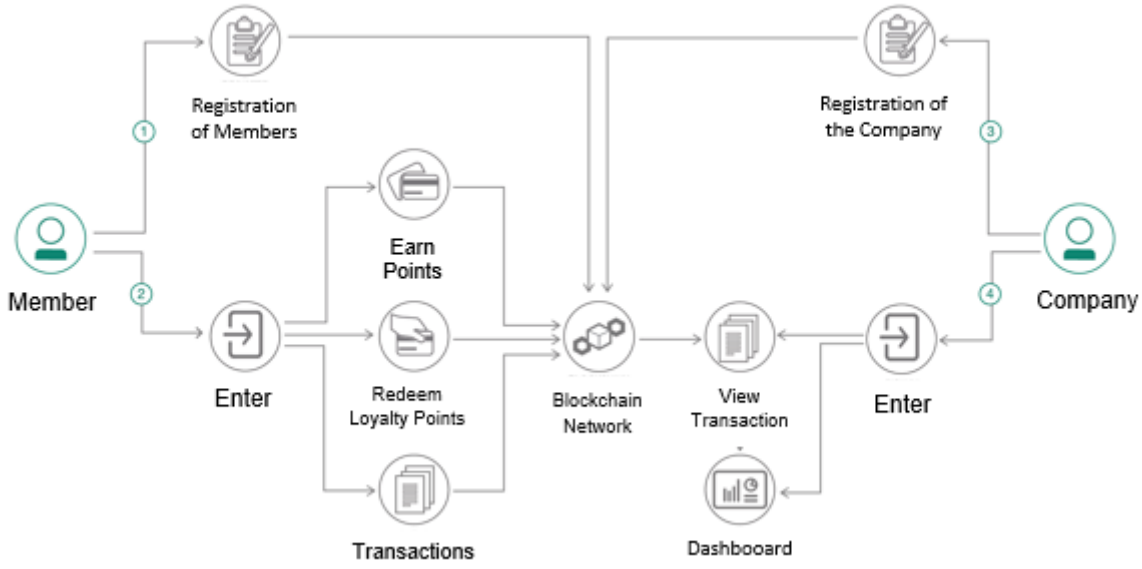
In this section, the ecosystem of the loyalty token is discussed. First, it is presented technically, and then in general, and ultimately, the main features are outlined.

4.1. Architecture of the Ecosystem

In general, an ecosystem of the customer loyalty token is a complex network of several users. When the ecosystem is presented based on blockchain networks, all or part of transactions and transfers in the network shall be recorded and maintained in the general ledger. The following figure depicts the general structure of the blockchain-based customer loyalty network.

1. Azar books a flight ticket from Tehran (THR) to Isfahan (IFN) using her credit card.	
• Azar receives her ticket • The loyalty token is transferred to Azar's digital wallet by the credit card • The airline company transfers loyalty tokens to Azar's digital wallet.	• Azar receives tokens • The airline company and the credit card are committed to tokens issued.
2. Azar considers a hotel in Isfahan and realizes that she can utilize previous points	
• Azar has a spectacular experience • The airline company and the credit card fulfill their obligations, while the hotel has had its ads and been able to attract a new follower.	• Azar visits a chain hotel and uses her token(s) • She further uses tokens received from the airline company to rent the hotel's cars and shares her images on social media.
3. Azar visits Babak (a person that aims to go to Tehran with the latest flight because he has missed a flight of another travel agency	
• While Babak is using his on-time and discounted flight, Azar is enjoying her long-term holidays at the same time. • The airline company fulfills its obligations, while both hotel and the airline company have attracted their new customers	• Azar sends her tokens to Babak. These tokens have been gained by points of traveling and from the place of rewards of the chain hotel. • While Babak books a flight ticket to THR at a discount, he resends new tokens obtained by booking a ticket to Azar. • Azar uses new tokens to expand her hotel reservation and holidays • The airline company has been fully committed to this contract because all the tokens have been used.

The following chart depicts the main steps in the blockchain-based customer loyalty program.



It should be noted that owners of customer clubs should approve the process of distributing and allocating customer loyalty tokens among clubs before entering the ecosystem and exiting the network. Upon receipt, owners of clubs can transfer tokens to the wallet of their customers and/or the wallet of other clubs. All these transfers are done based on transactions in the ethereum network and recorded in the general ledger. All important data (e.g., information of assets and transactions) are visible and traceable on a browser. Customers can search ID of paying or withdrawing tokens from their accounts in the browser and confirm the correctness of the process in the ecosystem.

Customers can spend tokens received from owners of clubs in active businesses in clubs, by which tokens are transferred from the account of customers to the account of owners of businesses. The customer loyalty token is an ERC token, thus there is no restriction on using wallets because many wallets are supporting this type of token. The only thing is the safety of wallets and how to list tokens in the wallet.

4.2. Ecosystem Participants

The ecosystem of the blockchain-based customer loyalty token compromises four main participants, which are described in the following sections.

4.2.1. The owner of the ecosystem

The activity of each ecosystem is started by the owner. The owner of the ecosystem is responsible for writing and expanding the smart contract and supplying and/or sending out the token from the ecosystem. The owner of an ecosystem first generates some tokens and stores them in its wallet according to the smart contract. Firms then become a member of the network, upon agreeing to the contract on general rules and provisions in the contract, and owners of ecosystems transfer some tokens to the wallets of the club owner for free. Customers will gain some free tokens in their wallets upon building each wallet in the network. If requested by customers, each firm transfers tokens to their wallets according to the firm's policies and points of customers. If necessary, firms can purchase more tokens from the bureau de change.

4.2.2. Customers

Each firm transfers tokens to the wallet of customers according to the firm's policies and points of customers. The basis for converting points to tokens is different between clubs. Customers can accumulate all their tokens in the wallet. Tokens can be transferred between clubs, businesses, and customers. Customers further can transfer and deposit their tokens to the token pool if there is no need for spending tokens in the network.

Customers can ask their former clubs for changing points to tokens by building a wallet in the ecosystem. A customer who is not a member of a club can receive tokens from other customers or by purchasing from the bureau de change. To transfer tokens to a club of interest, customers should first be a member of the club somewhere outside the network.

4.2.3. Owners of clubs

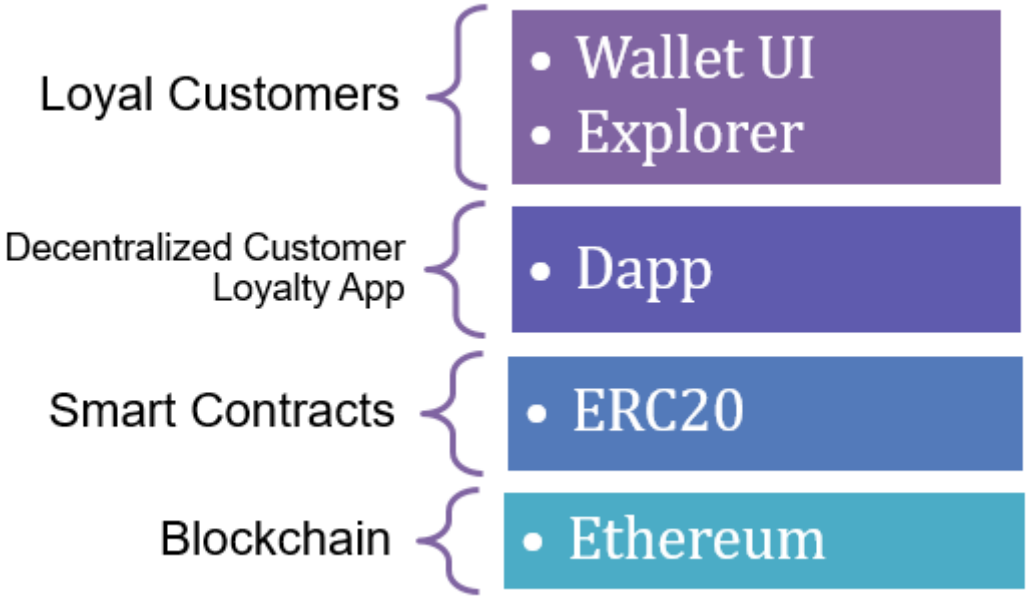
Owners of clubs are firms that frequently use customer loyalty programs to attract and retain customers. Owners of clubs are the main beneficiaries of this program. These firms can convince customers to become loyal and attract new customers by utilizing the blockchain-based ecosystem and the feasibility of fast, easy, and affordable transfer of customers' tokens. By which, firms can harvest more customers with no advertising costs. The number of customers attracted will be increased exponentially in wider ecosystems with more clubs.

4.2.4. Businesses

Businesses can attract a lot of customers of each club with no payment on advertising the brand and simply by joining the ecosystem. Moreover, each business can launch its own customer club in the future and play a new role in the ecosystem.

4.3. Technical Infrastructure

The technical infrastructure of the customer loyalty ecosystem is described in this section. The main technical components of developing decentralized blockchain-based software are shown in the figure below.



Loyal customers of the ecosystem can use the loyalty token to receive various services. The blockchain infrastructure is a necessity for decentralized applications. There are numerous blockchain networks (e.g. ethereum) that we can use to expand smart contracts and, consequently, decentralized applications.

4.3.3. Why do we use Ethereum?

Some features of the ethereum network, which led us to choose this network for the infrastructure of the customer loyalty ecosystem, include the following:

1. Firms and owners of customer clubs can easily interact in an integrated ecosystem by the possibility of building decentralized applications in this network
2. Simple use of and interaction with the network
3. The feasibility of token definition
4. The possibility of hosting and managing decentralized applications in cloud platforms
5. Prompt access to tokens for spending
6. A transparent and secured network
7. Blockchain is a public platform and all transactions are recorded in the general ledger, and accessible with no restriction
8. All big bureaus de change support ERC tokens, which are widely used tokens in the ethereum network
9. Some ERC tokens can be split into smaller parts

5. The Customer Loyalty Token

In order to cooperate with customers, it is crucial to reward them according to their participation. This is achievable through referral links and loyalty points, though comes with some limitations.

The customer loyalty token is generally used for the following purposes:

- As an incentive system to expand participation of customers
- For easier club management
- Tracking and auditing the performance of active participants in the network
- Increasing the token value and spending it with various services by the members of customer clubs
- Interaction with other clubs
- Exchanging tokens between customers

Customer loyalty tokens are a credit unit used in clubs to convince customers and enable customers to interact.

5.1. The Feature of the token

The customer loyalty token is an ERC token based on the ethereum network that has been defined in the public ethereum blockchain. It is an open-source token, according to the concept of token and smart contracts, and is traceable in Etherscan (Etherscan.io). The key features of a token are summarized in the table below.

Token Name	Mobiance **Loyalty Token**
Ticker	**MLT**
Total Supply	**10 billion**
Burning	**Yes**
Minting	**Yes**
Decimals	**2**

5.2. The Value of the Token

The token value is not constant and varies with supply and demand at the bureau de change. All the network participants are allowed to exchange their tokens at the bureau de change.

5.3. General rules of the customer club

The following rules and regulations are employed at clubs and ecosystems and joining clubs indicates that the user is informed of the rules and confirms them. Therefore, it is advised that all customers of the clubs read these rules before joining. The club owner is the only entity that can alter rules and regulations. New rules and regulations and/or any alteration in them will be effective upon announcement by the owner. Accordingly, the regulatory unit of customer clubs is the only official body for the dissemination of information. Furthermore, rules and regulations are common for all customer clubs, while each club can set out distinct provisions and announce them to customers and owners of the ecosystem.

Club members can receive tokens equal to their points acquired, besides using particular services following the policies of each club. They can spend their tokens in active businesses in the ecosystem.

There are some rules in the ecosystem on how to transfer and/or spend tokens.

- The digital product is delivered upon authentication.
- It is not feasible to return the token upon getting rewarded and spending the token.
- All legal and natural subscribers of each business in customer clubs can be members of various clubs and use services provided by them.
- Tokens allocated to customers by clubs have no value in cash and Rials. They are intended only for using services provided.
- When members forget information or password to use services provided by clubs, the owners of the idea can use information registered for authentication and cooperation.
- When it is necessary to use the information of members for other purposes, the owner of the ecosystem shall ask members for their consent.
- Any misuse by the user of the account and any function opposed to rules and regulations set will result in unilateral membership cancellation without notifying.
- The process of converting points to tokens in each club is one-way and irreversible.

5.4. Customers of the Token

This ecosystem can be used by groups of legal and natural persons, including the following:

- Owners of customer clubs
- Owners of small and medium-sized enterprises (SMEs)
- Club members

Owners of the customer club can use the ecosystem to attract and retain customers. The tourism industry is also a worthy target for this ecosystem, which is described in the subsequent phases of the project. Moreover, SMEs and/or other industries and sectors can use the ecosystem, where the ecosystem can be profitable for them. SMEs usually spend a lot of capital on advertising, but they can diminish costs by the ecosystem. For example, they can attract more customers by rewarding and discounting instead of advertising at huge costs. Some SMEs may have no customer clubs at first, but can themselves be owners of the club over time and make many customers loyal to their brand by offering tokens. In simple terms, SMEs are potential owners of customer clubs.

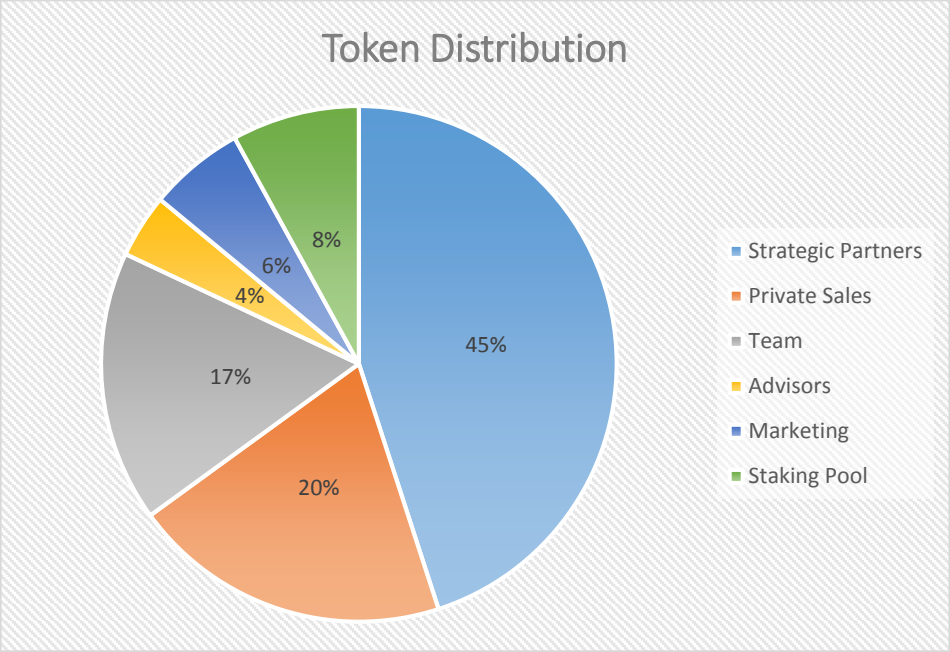
Club members and users, as a real entity and the main operators of the ecosystem, can transfer their tokens among various clubs and utilize services provided by multiple clubs by a single token. Simply put, the customer loyalty token enhances the efficiency of points of users and enables the user to utilize wider services, consequently results in elevated customer loyalty to the brand. Users can exchange their tokens with other users. The central mission of each club is to attract and retain more customers proportional to the services provided. The club owner is more successful when he or she can attract more loyal and active customers to the club. The ecosystem has been designed so that a single token can be applied in multiple clubs, by which customers of a club can be members of another club having a token and use services provided in other clubs. In this ecosystem, owners of clubs can offer more services to attract customers of other clubs, easier than past and at lower costs and shorter times, because they all are active under the same ecosystem. The less time and cost for attracting more customers are due to the use of blockchain technology in this ecosystem.

6. The Distribution of the Token

In this section, the process of distributing the customer loyalty token is discussed. In these projects, a token act similarly to shares of a firm.

In this project, 10 billion tokens will be produced, but in the first phase, only 6,695,324,667 tokens will be utilized, as the following table.

Token application	Allocation (%)
Strategic Partners	45
Private Sales	20
Team	17
Advisors	4
Marketing	6
Staking Pools	8
Total	100



Consultants are fully vested for three years in the cliff vesting process.

7. The Road Map

According to the contents of this white paper, the team's plans for reaching the main purposes are scheduled as follows:

Q1 2021

- Building team
- Specifying Mobiance requirements and challenges

Q2 2021

- Developing ERC20 MLT token
- Token security auditing
- Releasing Whitepaper

Q3 2021

- Delivering Mobiance MVP
- Testing Mobiance in Ethereum public testnet

Q4 2021

- Releasing alpha version of Mobiance in testenet
- Testing and debugging the platform
- Subscribing 3 new customer clubs and SMEs
- Mobiance protocol security auditing

Q1 2022

- Deploying Mobiance in ethereum mainnet
- Releasing beta version of Mobiance
- Mobiance testing and debugging
- Listing token on centralised and decentralised exchanges
- Listing token on wallets

Q2 2022

- Launch Token on L2 networks
- Official Release Whitepape

8. The Risk of a Project

The customer loyalty token introduced in this project is the key to advancing the purposes of the customer loyalty ecosystem. This token ensures the success of our ecosystem, while there are many potential threats that all users shall be informed of them. Alike other projects, the development and implementation of our network are not immune from delay and even failure. Our central team has deep experience in business management, but this cannot ensure the success of the project. However, the team strives to reach the turning points specified in the road map, yet is committed to being transparent in challenges and advancement.