



peoplez

Connect People With Their Idols

Whitepaper

www.Peoplez.io

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INTRODUCTION



Introduction

Blockchain technology has created new opportunities in the world that makes life easier for the people. When looking at what the technology has brought so far we can state that it is not only a financial innovation. Over the past years, the use cases of utility tokens evolved towards mainstream adoption and offers interactions in a transparent way.

The growth is normal with the attention cryptocurrencies have been gaining and from the regulator and financial perspective with the growth of the crypto market cap. The media and news channels have changed their opinion to be more understanding, while the support of people from traditional industries provided the trust for more people to look at the crypto industry. For both financial and social interactions.

Peoplez offers Very Important Persons (VIPs) from any industry around the globe for the users of the platform to connect with, more easily than ever made.

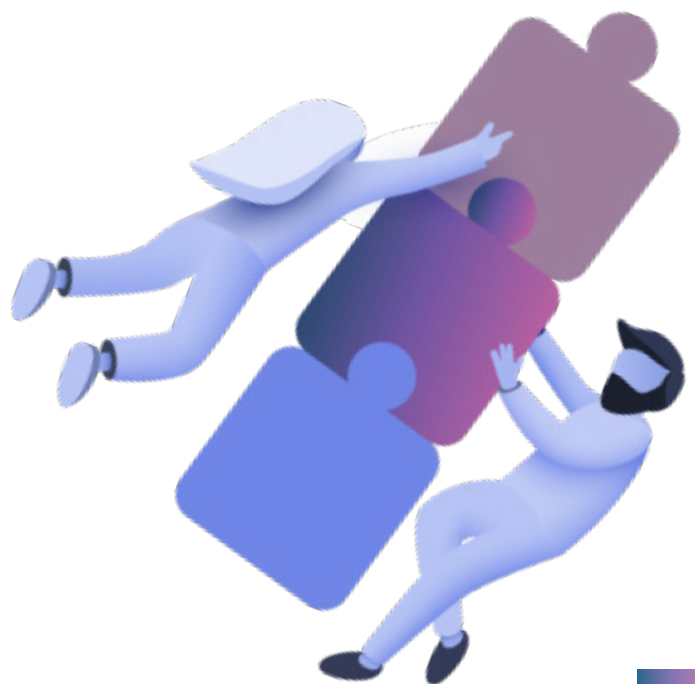
Problem & Solution

The digital world is becoming more and more used to socially interact with others. Even though digital platforms should make it easier for people to establish a connection, we are still far away from people interacting with their idols. Showing support to an idol should go further than just liking a button on social media or writing a DM, which is being handled by the communication team or manager.

Having a slightest chance to support your idol requires making contact and requesting a method to support them. The higher the status of the VIP, the more chance there is that a manager is involved, which acts as a middleman. In the current world there is almost no simple way for individuals to invest in their idols and be part of their career, exploiting a massive lack in the current industry.

There are many careers to be made globally and people lose track of each other. Not knowing they have admirers so careers have an easier chance for a quality and financial boost from those admirers' support with the availability of tokenization on the Peoplez platform.

The users can establish a connection with their idol and in case of VIPs, it is without the use of a middleman.



THE PEOPLEZ PLATFORM



Popular people can tokenize themselves, through the Binance Smart Chain (BSC), on the Peoplez platform. The platform homepage, powered by the Peoplez Token, offers a transparent flow of information and provides the opportunity for the users to find upcoming listed events and tokenization of new VIPs.

Tokenization Process

The tokenization process is fast and effective. There are two strategies being used. In the first place the team reaches out to VIPs, who would have a clear pass to become tokenized. The team knows which individuals and industries to connect with to enhance the platform with a broad user base. The more users the Peoplez platform can attract, the easier VIPs are convinced to be onboarded and tokenized to not miss out any more opportunities by joining the Peoplez Ecosystem.

The Future VIP' Program

The world is full of talents that are yet to be discovered. Users of the platform are able to apply in 'The Future VIP' program.

The Future VIP program is a process with more steps. This is only normal as only the best will be allowed. The Peoplez Platform is not for crowdfunding for charity and has a strict policy. There are many factors that need to be considered, such as compliance, age, career opportunity,...

Users that apply to be tokenized will need to provide basic information at the start. Successfully passing the first round, they will be invited to send in video / visual materials and proof of identification to make sure there is no imposter. The Peoplez platform needs to keep a balance between actual VIPs and Future VIPs from the program, to keep attracting interest and grow the Peoplez community. Therefore, passing 'The Future VIP' program is not easy and approved users can be put on hold to sustain that balance.

VIP Tokens

Every VIP will have 1,000,000 VIP Tokens minted, dedicated to their name. The tokens will be minted on the BSC network and can be followed by explorers. The top VIP tokens of the platform will get introduced to get listed on external exchanges. This will give more exposure for the VIP and the Peoplez ecosystem.

Dedicated Landing page

Each tokenized person gets showcased on the home page, which has a clear overview that allows users to search directly by industry, name, and services provided.

The VIP will have a dedicated landing page, the Peoplez Live page, to receive 100% attention and for the users to exchange the LEZ Token to the VIP Token. The Peoplez platform develops an internal exchange to provide people the possibility to speculate on VIP Token's value to be volatile and growing over time. The internal exchange is centralized, which allows users to make bid and ask orders and therefore make the market.

On the Peoplez Live page the VIP has the opportunity to promote himself and introduce the services, and merchandise, available in their personalized webshop, also called the Peoplez Marketplace. The Peoplez Token acts as a token to acquire the VIP token of the user's desire. The interaction with the VIP is granted by those VIP's Tokens. The VIP Tokens get bought with the Peoplez token, to make sure that the Peoplez token is the gateway in and out of the platform.

The Peoplez Marketplace

Once the user acquires VIP Tokens, the user then has the availability to exchange that VIP token for services, goods, and even exclusive content or merchandise. In case the VIP believes in the long term career of the VIP or his idol, he can speculate that the demand for the token will grow as the idol gains popularity and therefore aiming that the VIP token gets more appreciated in price.

Every VIP will have exclusive merchandise and options available. Artists for example could offer tickets to the next show, or even allow topics for their next song! Any VIP can put any service available that they are capable of delivering or performing. If a VIP allows meetups / dinners / video calls, the Peoplez platform provides the opportunity!

Non-Fungible Tokens (NFTs)

NFTs came out of nowhere and took over the crypto market by surprise. The proof that we live in a digital era is undeniable. With NFTs, any content creator in the world has the opportunity to encrypt and share that only by transaction to the person that has access, or owns it.

The music industry is slowly adopting the technology of NFTs to fight piracy. The music industry brings along artists and who says artists, says Peoplez.

Every Vip has the chance to issue an NFT collection within the Internal Marketplace. The more unique the NFT is, the higher the demand and so the LEZ Token. Digital collecting is for every age, and for every sex, an exciting hobby. The Peoplez platform gives their users a chance to get exclusive content from their idol.

Play to Earn Game

The expansion of the blockchain is not limited to NFTs, in fact more and more technological sectors are adopting it, and some of these have immense power and use. For example, the gaming industry has switched to blockchain technology via play to earn

Play to earn is definitely the trend of the moment. Peoplez wants to satisfy its userbase, giving the possibility to earn LEZ by playing and having fun, but also by exploiting ingenuity and talent. that's why Peoplez is developing a game related to NFT, where skills are rewarded and you can become famous. Peoplez for peoples



PEOPLEZ DEFI – STAKING



Peoplez DeFi – Staking

The Decentralized Finance world is an evolution within the blockchain and cryptocurrency industry as it brings a whole new opportunity for earning multiple passive income streams. DeFi provides security as the platform interactions are Non-Custodial, meaning that every action is performed on the blockchain and the user stays in control over their assets.

The Peoplez Token has a progressive reward model so users are motivated to engage long term. The longer a user stakes, the more APR (Annual Percentage Reward) the user receives.

Staking duration (in days)	APR
< 30	15%
31 – 90	20%
90 <	30%

The staking rewards are allocated every second and free to be claimed at any time. The user does not pay a fee to the platform, but pays a fee in BNB for the smartcontract interaction.

The average cost for smartcontract interaction was around 0.48\$ worth of BNB during August 2021.

When the user engages with the Staking smartcontract, or wants to deposit, for the first time, it needs to approve the smartcontract and its function. The second transaction is to deposit your tokens and start receiving a staking reward.

PEOPLES DEFI – FARMING



Peoplez DeFi – Farming

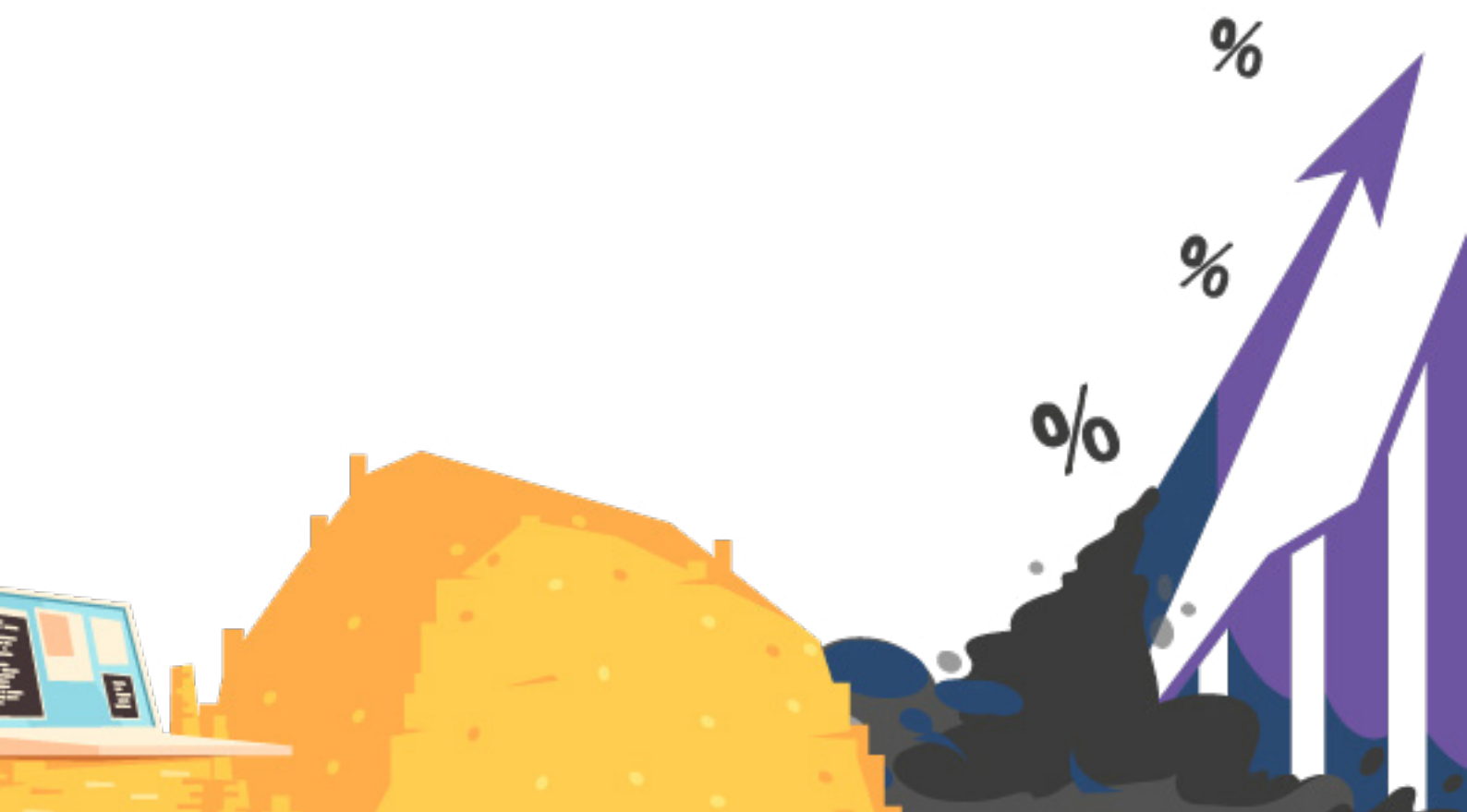
Liquidity mining, otherwise known as yield farming, represents a new way of utilizing cryptocurrencies by providing liquidity to decentralized exchanges. By providing liquidity to the listed swap their liquidity pools, participants earn liquidity points (LP). Those liquidity points determine the stake of the fees generated from transactions in the liquidity pool.

While the token swapper pays the 0.3% fee to trade on the swap, the liquidity provider earns crypto for providing liquidity that the first user will need. In essence, the larger the LP stake is, the larger share of trading fees can be earned (e.g. if you own 10% of the liquidity pool, you receive 10% of the swap fee).

Farming

To incentivize users to become a liquidity provider, and support the Peoplez Token market, the Peoplez management sets up a farming pool, also known as staking Liquidity Points.. With farming, users deposit their Liquidity Points into the farming smartcontract and therefore get a fair share, based on their share of LP's they deposit, from a fixed rewards pool.

During the time the investor's LPs are in the farming smartcontract, he still receives his share of the swap fee, but as reward on top of the farming contract.



BINANCE SMART CHAIN (BSC)



Binance Smart Chain (BSC) network

Choosing a blockchain to be the right fit for the project becomes more and more difficult. The technologies differ from transaction prices and interaction speeds. Multiple possibilities and paths were checked before making a decision. In overall the Binance Smart Chain (BSC) is the best performer in class. The Binance Smart Chain needs no introduction as it countered the market where Ethereum was lacking. To avoid scaling problems and high network fees the decision to choose the BSC was number 1.

When making further analysis, we came to the conclusion that the BSC is the best qualified for the Peoplez Token.

The Peoplez Token is deployed on the Binance Smart Chain and interaction on the Peoplez platform happens in a decentralized way.

This includes a 'Decentralized Wallet' or also known as 'non custodial' wallet. This means that you create a wallet on the dApp and it generates a key. You will receive the recovery phrase, which involves 12 words which are to be written down to be more secure than saving them digitally.

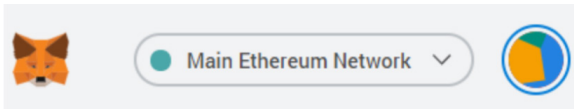
The best user experience for a beginner to access the Binance Smart Chain is using [Trust Wallet](#).



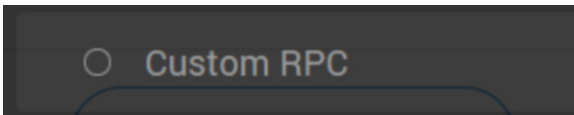
Metamask

A second option for users to connect with the Binance Smart Chain is by adding Metamask as an extension to their browser. When setting up Metamask for the first time, you are asked to create a wallet. You will generate a 12 word recovery phrase and set up a password, for future logins.

Once the wallet is created, you will need to switch to the Binance Smart Chain network. Click on the tab saying “Main Ethereum Network”



Then select ‘Custom RPC’



Enter in the BSC mainnet details as follows:

Network Name: BSC Mainnet

New RPC URL: <https://bsc-dataseed1.binance.org/>

Chain id: 56

Symbol: BNB

Block Explorer: <http://bscscan.com>

Once connected to the Binance Smart Chain, add BNB to your wallet address to pay for the smartcontract and network interaction fees, and you can start supporting your idols on the Peoplez platform!

PEOPLEZ TOKEN (LEZ) ECOSYSTEM



Peoplez Token (LEZ) Ecosystem

The Peoplez Token has a deflationary tokenmodel. On the internal exchange of the platform users pay a 0.01% fee, in LEZ tokens, which are automatically burned via smart contract, till 12 millions of total supply. This means that one third of the token will be burned automatically as effect of the trade on Peoplez Live. Over time the more VIPs the People platform has, the more interactions and the more fees get accumulated.

The lower the token supply, the more scarce the availability and therefore the higher the token price.

Protection of the platform

Security matters and will always be very important. The Peoplez platform does it's best to protect the community and their users. The Peoplez ecosystem is a safe place for VIPs, visitors and users.

To protect users' assets, Peoplez Ecosystem is built with Lossless technology.

Lossless Protocol freezes fraudulent transactions based on a set of fraud identification parameters and returns stolen funds back to the owner's account. The protocol is audited by the Hacken Foundation, an auditing pioneer in the blockchain industry. Lossless Protocol is groundbreaking in the DeFi industry and a perfect partner for the Peoplez Ecosystem.



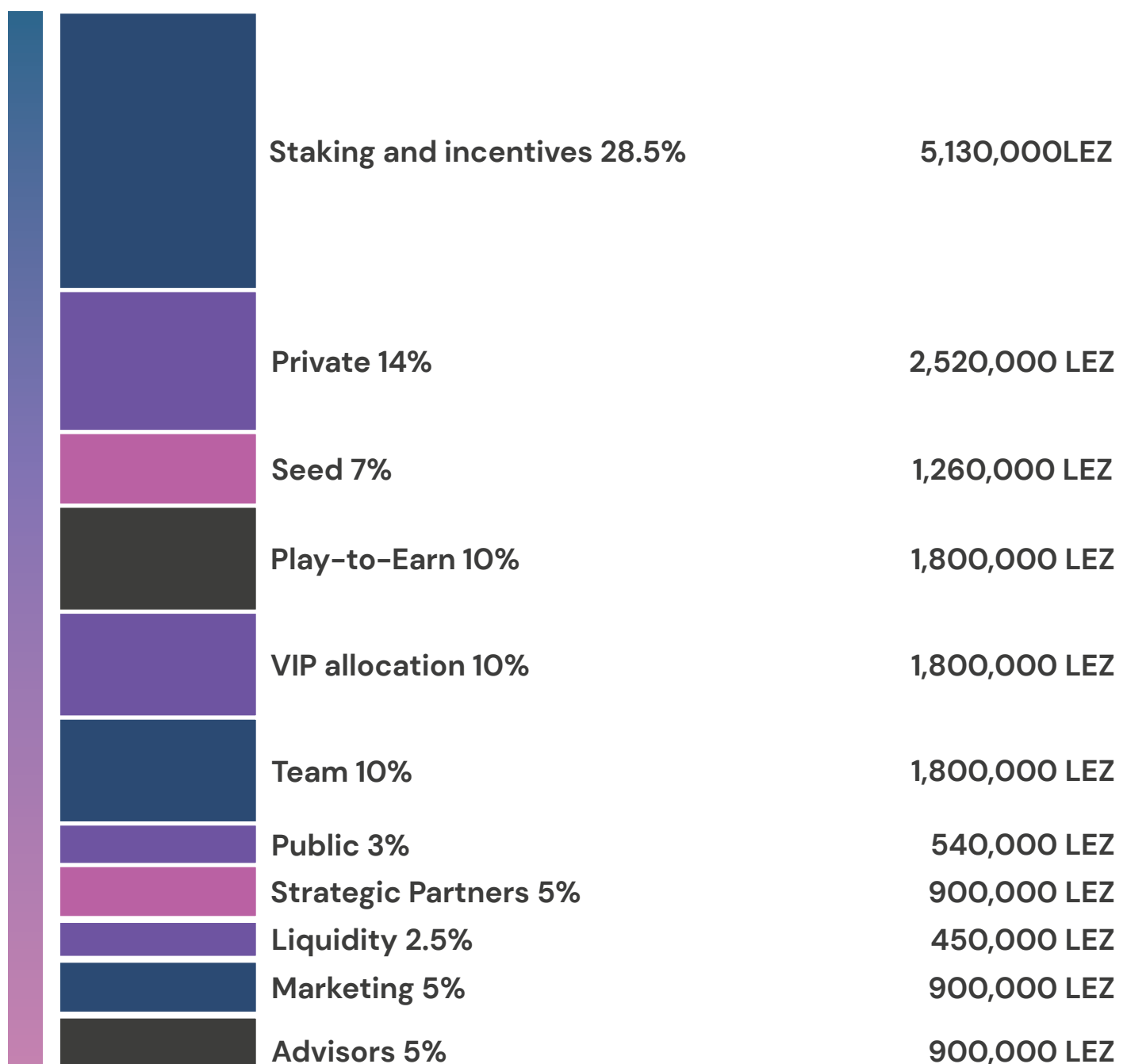
TOKENOMICS



Tokenomics

- Token Name: Peoplez Token
- Token Ticker: LEZ
- Network: Binance Smart Chain (BSC)
- Total Supply: 18,000,000 LEZ
- Amount for Sale: 4,320,000 LEZ
- Private Sale Price: 0.50\$
- Highest Public Sale Price: 0.70\$
- Initial market cap: 1.468.800 USD
- Total fundraising: 2.079.000 USD

Token Allocations



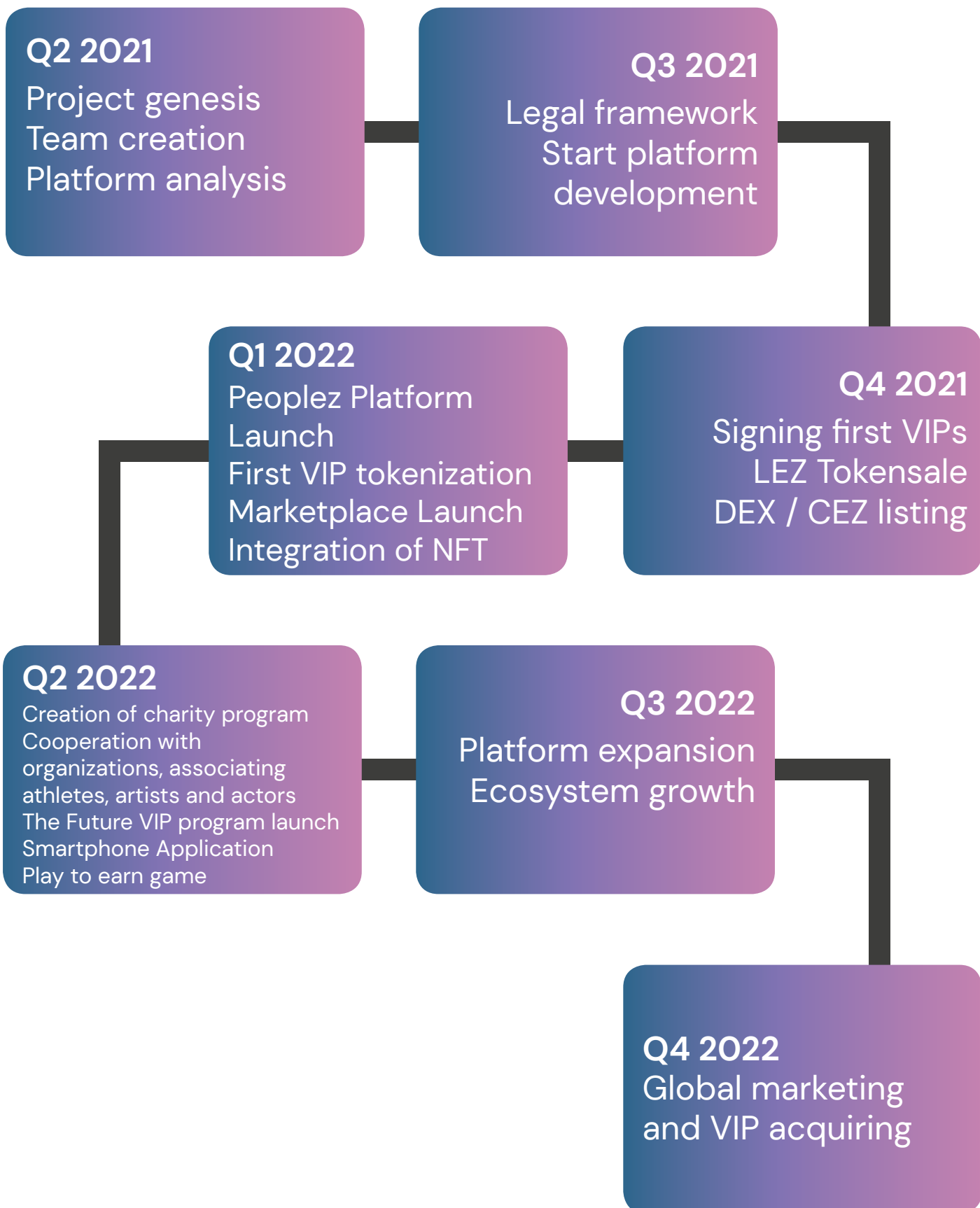
Tokenomics

Category	Allocation	Price	Tokens	Lockup	Vesting (Months)
Seed	7%	0,35\$	1,260,000 LEZ	/	20% TGE 4 Months vesting
Private Sale	14%	0,50\$	2,520,000 LEZ	/	20% TGE 4 Months vesting
Public Sale	3%	0,70\$	540,000 LEZ	/	100% TGE
Team	10%	/	1,800,000 LEZ	6 months	10 months (10% / month)
Strategic Partners	5%	/	900,000 LEZ	2 months	10 months (10% / month)
Incentives	28,5%	/	5,130,000 LEZ	/	/
Liquidity	2,5%	/	450,000 LEZ	/	/
Marketing	5%	/	900,000 LEZ	2 months	10 months (10% / month)
Advisors	5%	/	900,000 LEZ	/	10% TGE (9 Months)
VIP allocation	10%	/	1,800,000 LEZ	/	/
Play to earn	10%	/	1,800,000 LEZ	/	/

ROADMAP



Roadmap



TEAM



Team



Dominik Poszywala – Chief Executive Officer

Dominik has 15 years experience in business management, as CEO of Black Pearl S.A., is owner of Green-Go Sp z o.o, and President of the Zielone Jabluszko Foundation.

Vladimir Gradziel – Chief Financial Officer (CFO)

Vladimir has 20 years of experience in business management.

He built his experience in the management board of CenoMin Sp. z o.o. and Trade director of Energa Plus Sp. z o.o. and Director of Exelsior Polska Sp. z o.o.

With the position as Financial Advisor in a cooperative bank, Vladimir will have the Chief Finance Officer position within Peoplez.



Andrew Ciołek – Chief Technology Officer (CTO)

Andrew owns grow-pack.eu and has 8 years of experience in software development and managing projects.

Andrew made the first full automatic crypto arbitrage bot in 2016. From Jan 2019 to Aug 2020, Andrew was Tech Lead of Ecommerce platforms with more than 3m USD annual turnover.

Jacek Jakubowski – Chief Business Development Officer

Founder and CEO of Consulting & Business Solutions for 20 years. As part of the CBS's activities implementing projects in the field of privatization, ownership transformation and optimization of management processes in companies, especially in the areas of trade and distribution. His clients included companies such as Bacardi Martini Poland, Scandinawska Enskilde Banken, Tauron PE, Manor Investments, e.t.c.

While holding managerial positions, he implemented projects such as the creation and organization of extensive retail chains such as Sobieski or Biedronka.

At the request of the Ministry of Industry and Trade, he privatized the Polish retail chain PEWEX and he runs his own investments within special purpose vehicles in the areas of services in the automotive market and electricity generation



Team



Maciej Kulesza – Legal

Legal advisor with over 25 years of experience in civil law. Worked for the First Prime Minister of the Republic of Poland, Mr. Tadeusz Mazowiecki (1989–1991), then for President Lech Wałęsa (1991–1993), where he was responsible for the liquidation of the last Polish Government in Exile and for the launching of the Council of Polish–Jewish relations. Lawyer and defender of journalists of the daily “Życie” (1996–2000). Senior partner and owner of the international law firm Larminler Consultants, since 2003, specializing in civil, commercial and medical law.

Mateusz Skrzypiec – Developer

Mateusz has 6 years being a full-stack software developer with 4 years experience programming React, Native, Angular and Vue.js

Mateusz is the co-founder of an e-commerce software house with 20+ successful shops.



Karolina Kobiec – Public Relations (PR)

Karolina has experience as event organizer and administration for the past 7 years and has filled positions as Hr Manager and Sales specialist previously.

Karolina holds a bachelor degree in project management.

Oleksandr Rudnytskiy – Chairman

business development expert for over 35 years
He managed the development of the largest industrial companies in Ukraine. Among others: Chmielnicki, DPZKU Bogdanivtsi Bakery. Managing director for 4 years in the company Chmielnicki with 180 million turnover annually.



Marek Kobiec – Partners Manager

Owner of chain of exchange offices, owner of construction company which built over 300k square meters of buildings in Poland. expert in establishing business cooperation. Polish champion in weightlifting and armwrestling. Certified expert on gemstones.

ADVISORS





Fabian van Doesburg

Fabian, a serial entrepreneur decided to enter into the industry of blockchain full-time in 4th quarter 2017. He has been a digital marketing specialist working online in marketing since before Google was a search engine. He has started up and sold off many companies over the years as he is an idea man. He was co-founder of 8-bit the exclusive marketing arm for the KuCoin Exchange. He played a pivotal role in the campaigns initial set up, and then continued to work on setting up the partner companies that fulfill all the needs that KuCoin has for marketing, support, and development assistance.



Perry Kniest

CSA for BitBook.net, responsible for the architectural consistency, reliability, serviceability and scaling of current and future infrastructure, tools, core services and APIs which are used by customers and the rest of engineering teams in a secure fashion. In addition to this owner of the successful web hosting company Hostingking for over 16 years and Ex-Chief System Architect at KuCoin Exchange



Dan Khomenko

Futurist and inspirationalist – International speaker / CEO of nftheroes.app , SpaceSwap.app , nftstars.app , nft-radio.com
Executive member of the Platinum.fund , one of the biggest blockchain consulting and software development companies in the crypto industry.

- International Entrepreneur
- Software Developer
- Property Developer in Australia
- Angel investor

PARTNERS



Partners



Four-Leaf Network – [Website](#)

Four-Leaf Network is a professional business development consultancy that executes any business development task and delivers with the highest quality within deadline.



Lossless – [Website](#)

Lossless provides the security and safety of the Peoplez Token (LEZ) Ecosystem. Lossless is a pioneer in the industry that mitigates DeFi hacks for token creators, and of course Token Ecosystems.



NFTstars – [Website](#)

The blockchain industry is hyped around Non-Fungible Tokens (NFTs) which acts as a catalyst for any content creator in the world. Peoplez platform partnered up with NFTstars to issue and market NFTs, bought on the Peoplez platform.



Subme – [Website](#)

Subme is the world's first platform focused on subscribing to both physical products and services. The users of the Peoplez platform can subscribe to their idol and have access to exclusive merchandise!



PolkaBridge – [Website](#)

PolkaBridge Launchpad – The Decentralized All-in-one Financial Applications Platform built on Polkadot



Mars Academy – [Website](#)

The portal for anyone who wants to enter the world of cryptocurrencies, start taking their first steps into the future, stay up to date on new trends and to improve their performance

SOCIALS



[Telegram](#) - [Twitter](#) - [Facebook](#) - [Instagram](#) - [Medium](#)

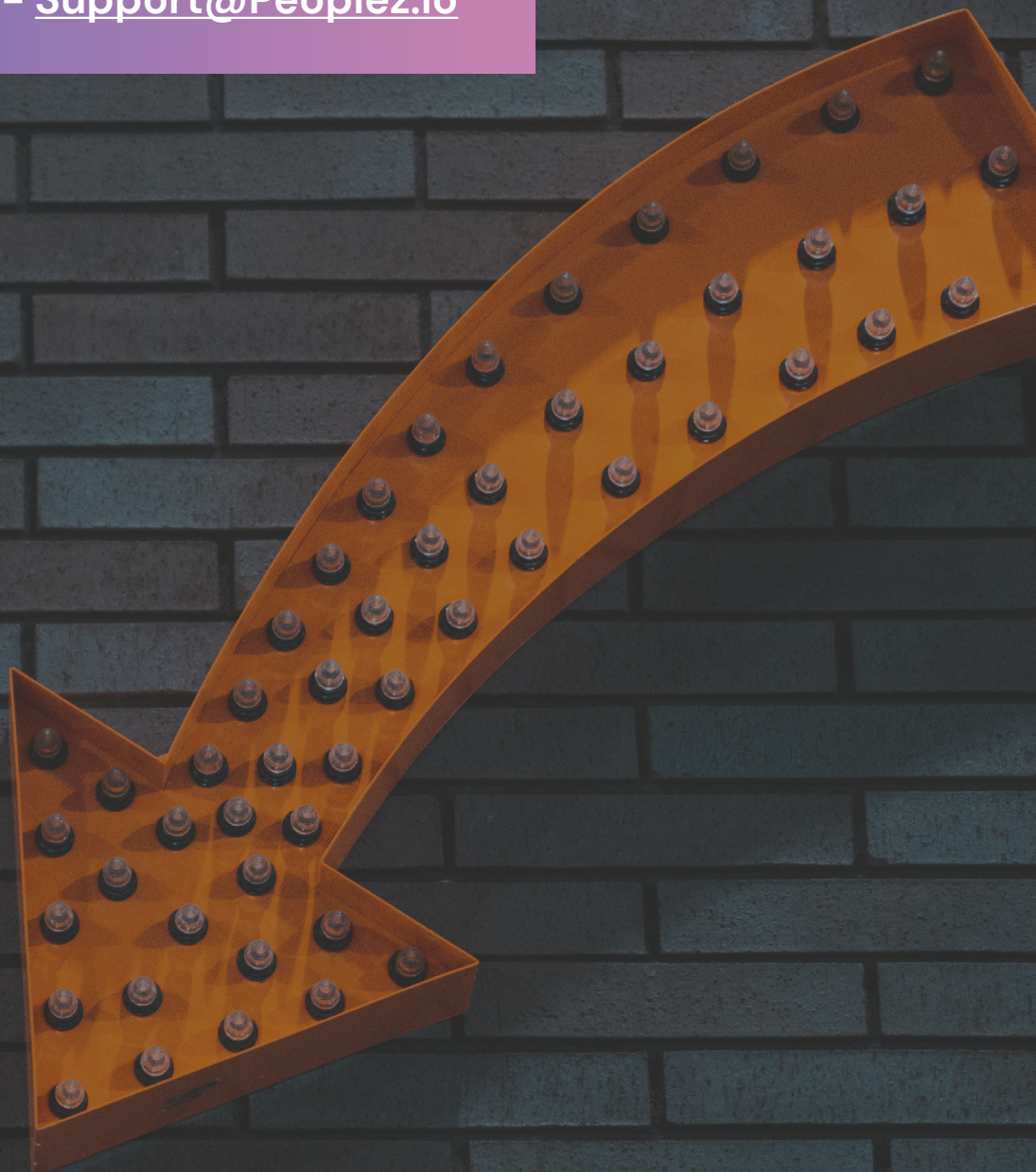
GET IN CONTACT

Investment enquiries

Email to sales@peoplez.io or through the 'Early Access' button on the homepage: <http://www.peoplez.io>

Partnerships and info - info@peoplez.io

General enquiries - Support@Peoplez.io



Legal Considerations, Risks and Disclaimer

IMPORTANT NOTICE: PLEASE READ THE ENTIRETY OF THE “Legal Considerations, Risk and Disclaimer” SUMMARY CAREFULLY. WE RECOMMEND YOU CONSULT A LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S) OR EXPERTS FOR FURTHER GUIDANCE prior to participating at the sale of the Peoplez Tokens to be issued by Flandria Systems OÜ (the “Company”), all as outlined in the Company’s White Paper and the terms govern the sale.

Please note that you must read this before: (i) making use of the White Paper and any and all information available on the website(s) of the Company and/or (ii) participating in the Company’s Token sale outlined in this White Paper and governing terms (the “Token Sale”). Any and all undefined capitalized terms below shall have the meaning set out in the “Legal Considerations, Risks and Disclaimer” schedule in full.

The “Legal Considerations, Risks and Disclaimer” schedule applies to the Company’s White Paper and any information available on the Company’s website. The contents of the “Legal Considerations, Risks and Disclaimer” schedule outlines the terms and conditions applicable to you in connection with (i) your use of this White Paper and of any and all information available on the Website; and/or (ii) your participation in the Token Sale, in each case in addition to any other terms and conditions that we may publish from time to time relating to this White Paper, the Website and the Token Sale (such terms hereinafter referred to as the “Terms”).

The information set forth in the “Legal Considerations, Risks and Disclaimer” schedule may not be exhaustive and does not imply any elements of a contractual relationship. While we make every reasonable effort to ensure that all information: (i) in this White Paper; and (ii) available on the Website (collectively referred to as the “Available Information”) is accurate and up to date, such material in no way constitutes professional advice.

The Company does not recommend purchasing Tokens for speculative investment purposes.

You should not purchase Tokens for investment purposes. Such tokens are not designed for investment purposes and should not be considered as a type of investment. You acknowledge, understand and agree that holding Peoplez tokens is not a guarantee, representation or warranty that the holder will be able to use the Company, or receive any tokens utilized by the Company.

You acknowledge and agree that you are not purchasing Peoplez Tokens for purposes of investment, speculation, as some type of arbitrage strategy, for immediate resale or other financial purposes. You acknowledge that all purchases of Peoplez Tokens are final and nonrefundable, and the Company is not required to provide a refund for any reason and that you will not receive money or other compensation or any form of a refund, and you consent to no right of withdrawal from the fundraising.

Peoplez Tokens do not entitle you to any equity, dividends, voting or similar right or entitlement in the Company or in any of its affiliated companies. Tokens are sold as digital assets, similar to downloadable software, digital music and the like. The Company does not recommend that you purchase Tokens unless you have prior experience with cryptographic tokens, blockchain-based software and distributed ledger technology and unless you have taken independent professional advice.

Citizens, nationals, resident (tax or otherwise) and/or green card holders of any jurisdiction which prohibits the possession, dissemination or communication of the Available Information and/or prohibits participation in the Token Sale or the purchase of Tokens or any such similar activity or any other Restricted Personas are not permitted to participate in the Token Sale.

In no event shall the Company or any current or former Company Representatives be liable for the Excluded Liability Matter.

The Company does not make or purport to make, and hereby disclaims, any representation, warranty or undertaking in any form whatsoever to any entity or person, including any representation, warranty or undertaking in relation to the truth, accuracy and completeness of any of the information set out in the Available Information.

You should carefully consider and evaluate each of the risk factors and all information contained in the Terms before deciding to participate in the Token Sale

Risk Factors

The following is a summary of the risk factors in relation to the Peoplez Token Sale and Company in general. This summary should not be relied on in place of reading the full risk factors section of the “Legal Considerations, Risks and Disclaimer” schedule.

Token Sale Risks

- There is no prior market for Tokens and the Token Sale may not result in active or liquid market for the Tokens
- Future sales or issuance of the Tokens could materially and adversely affect the market price of the Tokens.
- Negative publicity may materially and adversely affect the price of the Tokens.
- There is no assurance of any success of the Company’s business platform or any future Token functionality.
- The market price of the Tokens may fluctuate following the Token Sale.
- The Token may be significantly influenced by cryptocurrencies market trends and Token value may be severely depreciated due to unrelated events in the cryptocurrencies markets.
- The use of the Tokens may come under the scrutiny of governmental institutions.
- The ownership of Tokens may fall under new and unpredicted taxation laws that will erode Tokens benefits.
- There may be unanticipated risks arising from the Tokens
- Applicable laws and regulations may limit the utility, functionality, the accessibility and transferability of the Tokens.
- Crowd sales have been known to come under malicious attacks from hackers and/or other parties resulting in theft of tokens. Such events may inflict massive losses on buyers and the Company.

Company Related Risks

- The Company may be materially and adversely affected if it fails to effectively manage its operations as its business develops and evolves which would have a direct impact on its ability to maintain or operate the Company's business platform and/or develop structure and/or license any future Token functionality.
- The company may experience system failures, unplanned interruptions in its network or services, hardware or software defects, security breaches or other causes that could adversely affect the Company's infrastructure network, and/or the Company's business platform.
- The Company may in the future be dependent in part on the location and data center facilities of third parties.
- The Company may not be able to pay any anticipated rewards in the future.
- General global market and economic conditions may have an adverse impact on the Company's operating performance, results of operations and/or cash flows.
- The Company or the Tokens may be affected by newly implemented regulations