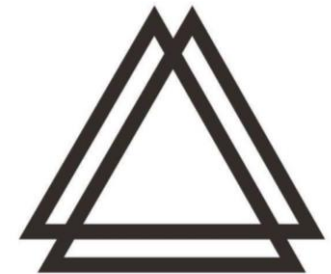


# ICO Review: Libra Credit (LBA)

Decentralized Lending Ecosystem

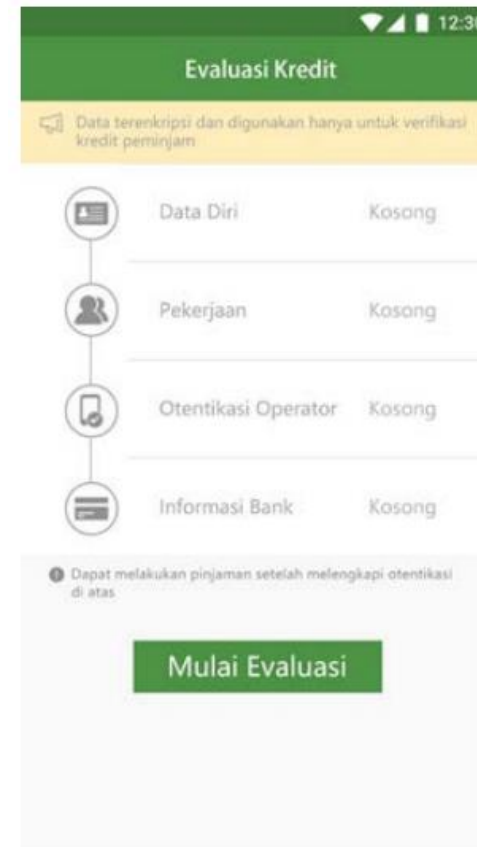
April 28, 2018



Libra Credit

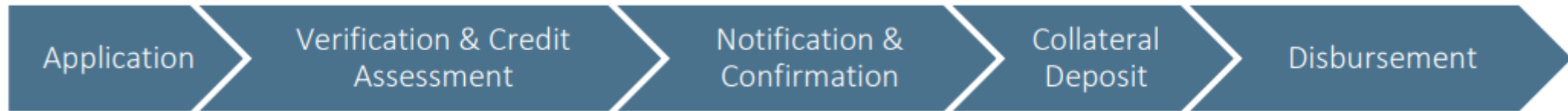
# What is Libra Credit?

- A decentralized lending ecosystem that will facilitate open access to credit based on the Ethereum blockchain. It will be launched with crypto-to-crypto and crypto-to-fiat lending to form an ecosystem that encompasses:
  - Proprietary AI-based credit models
  - Customer acquisition & e-wallet partnership
  - Lenders & stable-coin partnership to drive liquidity
  - Extensive exchange partnership network
  - Identity verification partnership network



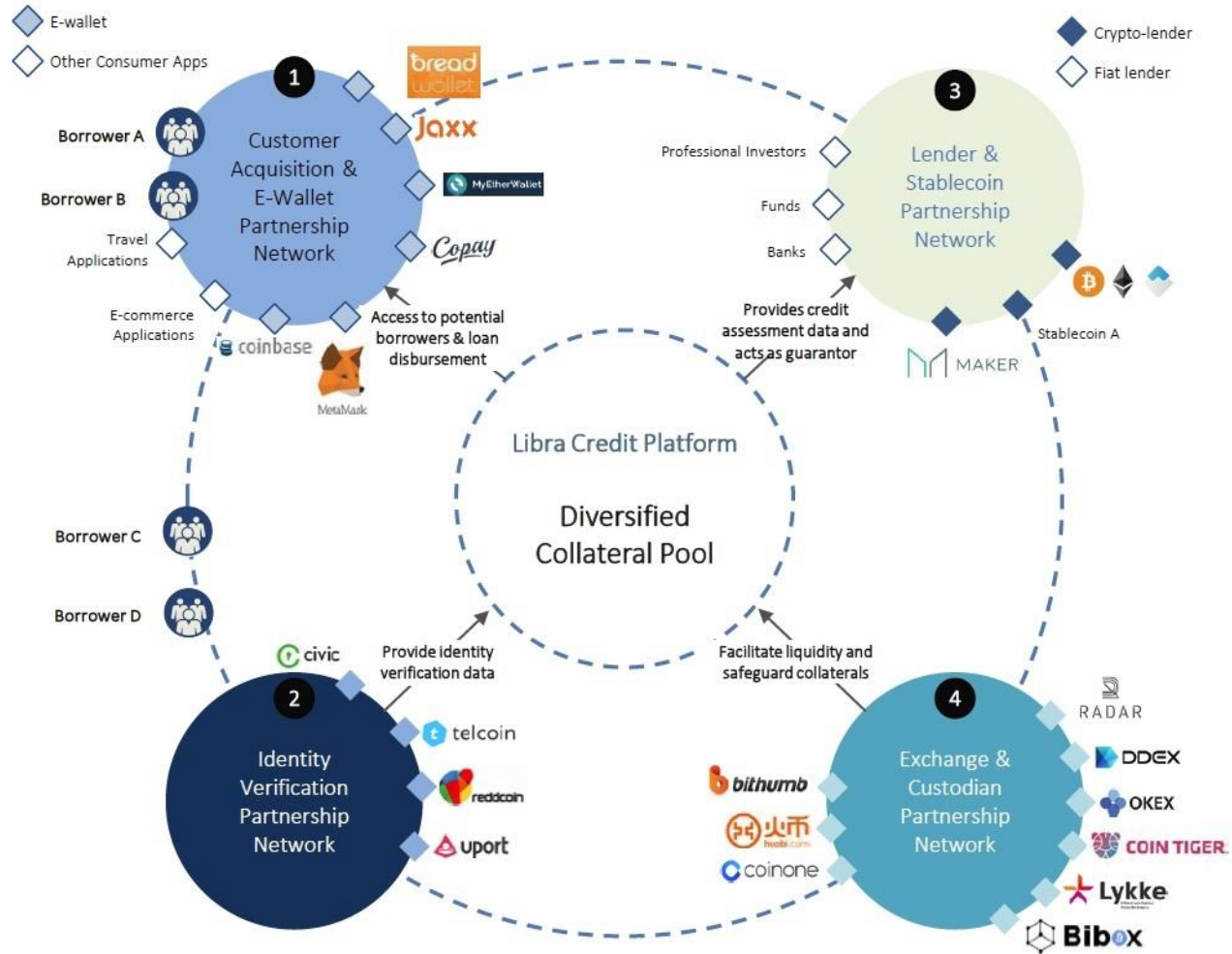
# How it works

- Libra Credit aims to offer a seamless digital lending process that can be completed in 5 steps.



- A dual-credit risk scoring mechanism considers the creditworthiness of the pledged collateral as well as the credit information of the borrower. Borrowers will be able to pledge any crypto-assets as collateral and receive loans in their desired asset.
- Using smart contracts and a proprietary collateral valuation and liquidation system, agreed terms between borrows, lenders, custodians, guarantors and liquidators will be locked in.

# Platform structure



# Development roadmap

**Q3 2018**

Libra Credit desktop platform launch for crypto-to-crypto and crypto-to-fiat lending.



**Q4 2018**

Libra Credit mobile app launch.



**2019**

Planning to launch other digital asset-to-crypto & fiat lending with extended partnership networks.



**2020**

Planning to enable digital/financial/physical asset-to-crypto & fiat lending with global partnership networks.

# LBA token sale summary

- **Project name:** Libra Credit
- **Token symbol:** LBA
- **Website:** <https://libracredit.io>
- **White paper:** <https://www.libracredit.io/page/Libra%20Credit%20Whitepaper.pdf>
- **Hard cap:** US\$26,400,000 (US\$14.4M in private sale, US\$12M in public sale) for 40% of total tokens
- **Conversion rate:** 1 LBA = \$0.1
- **Maximum market cap at ICO on a fully diluted basis:** US\$66M
- **Bonus structure:** 20% discount during private round, no bonus for crowdsale
- **Private sale / white list:** Whitelist for crowdsale open now, no presale
- **ERC20 token:** Yes
- **Countries excluded:** USA, China
- **Timeline:** Crowdsale from May 1 to 14, 2018
- **Token distribution date:** 5 days after ICO

# Use of LBA tokens

- LBA tokens will serve the following purposes:
  - **Membership** – Platform access fee that allows borrowers to submit loan applications.
  - **Transactions** – Medium of exchange on the Libra Credit platform, service fees for successful transactions.
  - **Rewards** – Token rewards will be granted to stakeholders that contribute to the project through development or referrals.
  - **Governance** – LBA token holders will have the right to vote on specific projects and proposals to facilitate platform development.
- As the usage of LBA tokens is tied to the level of activities of the Libra Credit platform, the more activities the platform has (in terms of members and loans transacted), the more valuable LBA tokens should be.

## THE TEAM

# Team and advisors



**Lu Hua**

Co-Founder & CEO

Lu has experience in the payments, financing, and risk management industries. He was previously the CEO of moKredit, one of China's top digital credit servicing companies. Lu was also the Head of Core Payments for PayPal China and the Head of Global Banking Platform for PayPal US.



**Dan Schatt**

Co-Founder & COO

Dan previously worked as the Chief Commercial Officer at Stockpile Inc., a leading fintech company, and as General Manager of Financial Innovations at PayPal.



**Howard Wu**

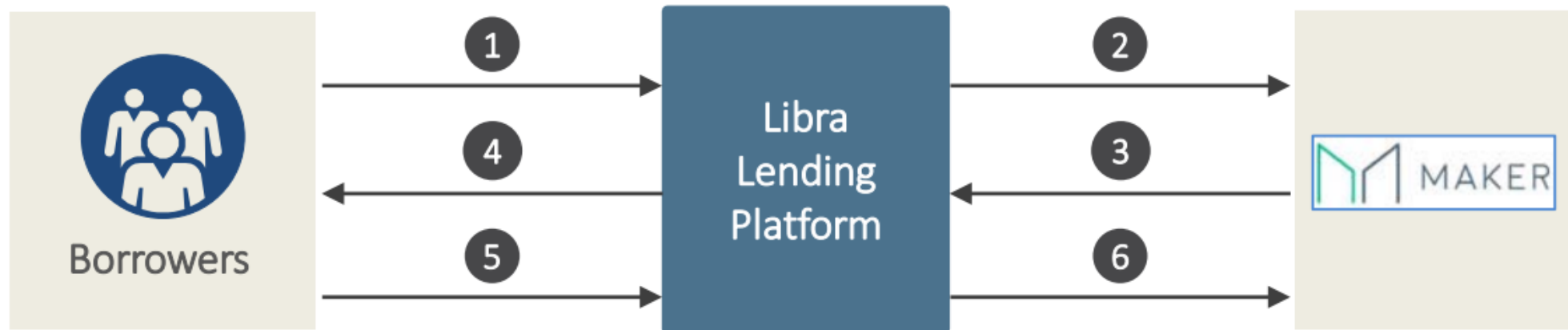
Chief Scientist

Howard is a blockchain and cryptography expert who is a Founding Partner of Dekrypt Capital, Advisor of Blockchain at Berkeley, and Software Engineer at Google. He received a Master's degree in Electrical Engineering and Computer Sciences from UC Berkeley.



# The opportunities

- The team leading the project is exceptionally strong, with senior executives from PayPal and successful entrepreneur in the credit space. We believe that previous success in related entrepreneurial pursuit is a strong indicator of future success.
- Libra Credit is already working with promising projects like Radar Relay and MakerDAO to strengthen the platform. With the strong team in place, we believe the project should not have a hard time securing valuable partnerships going forward.



# The opportunities

- The project is backed by various institutional investors who can provide the initial supply of capital and become lenders.



# Our concerns

- There are already quite a few blockchain lending projects, so competition is stiff. Libra Credit's development progress is rather early compared to its competitors.

Name (Ticker)	Libra Credit (LBA)	Salt (SALT)	Coinloan (CLT)	Everex (EVX)	ETHlend (LEND)
<b>Business Model</b>	Decentralized lending ecosystem	Decentralized lending platform	Decentralized lending platform	Decentralized lending platform	Decentralized lending platform
<b>Type of Services</b>	Secured crypto-to-fiat/crypto loan (ultimately for all asset classes)	Secured crypto-to-fiat or crypto-to-crypto loan	Secured crypto-to-fiat loan	Secured asset transfer, borrow & remittance	Secured crypto-to-fiat loan
<b>Source of Funding</b>	Stablecoin partners (e.g. Maker DAO), financial institutions & private investors	P2P network of lenders	P2P network of lenders	Self-funded	P2P network of lenders
<b>Experience in Lending Services</b>	Yes, with 33 Mn customers & loan book value USD \$850 Mn+	Yes	No	Yes	No
<b>Collateral-based Assessment<sup>7</sup></b>	Yes	No	No	No	No
<b>3<sup>rd</sup> Party Data Partnerships</b>	Yes	No	No	No	Yes
<b>Liquidity Networks</b>	Partnerships & In-house	Partnerships	Partnerships	Partnerships	Partnerships

# Our concerns

- The crypto-to-crypto lending part seems to be well thought out. However, not so much with the crypto-to-fiat part. According to the roadmap, crypto-to-fiat lending is scheduled to launch in 2018 Q3. With details lacking in the weekly blog update about crypto-to-fiat lending, it is difficult to gauge whether the proposed timeline is reasonable.
- The roadmap is rather vague. Without the details, it is hard to analyze the level of planning the team has on the project.

## For flipping: **Neutral.**

- \$12 million will be available in the public sale, which is on the high side for a crowdsale. With average market awareness, we don't think there will be a lot of unmet demand following token distribution.

## For long-term holding: **Positive.**

- The team is some of the strongest that we've seen, with demonstrated success in the lending and credit space. Crypto lending projects are also easier to gain adoption because users are already familiar with the use of cryptocurrencies.
- Therefore, we believe Libra Credit has a good chance to succeed despite the numerous competitors in the area.

***CrushCrypto***