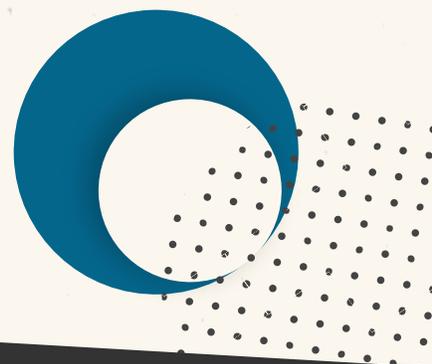
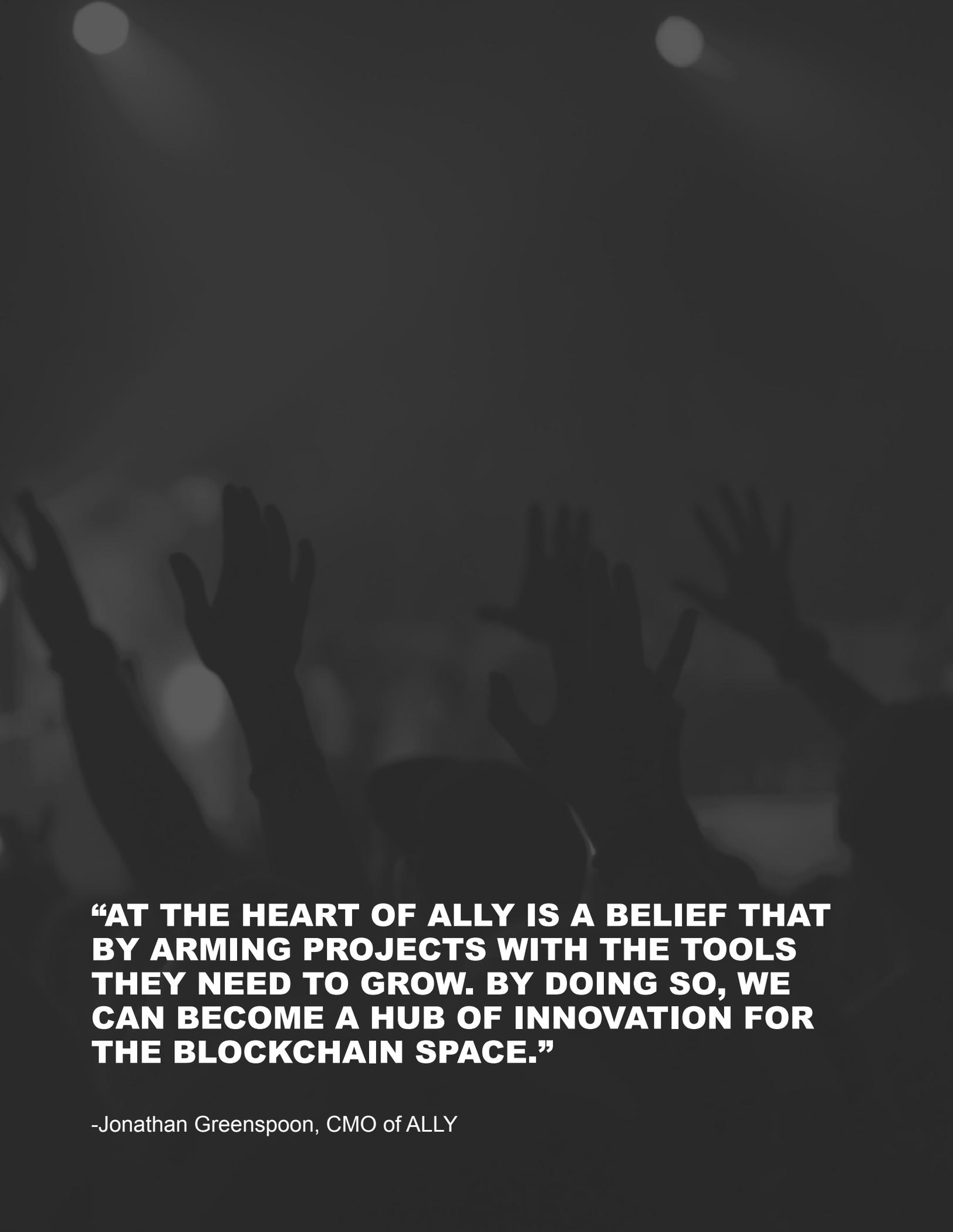




**MAKE CRYPTO
MAINSTREAM**

EXECUTIVE SUMMARY





“AT THE HEART OF ALLY IS A BELIEF THAT BY ARMING PROJECTS WITH THE TOOLS THEY NEED TO GROW. BY DOING SO, WE CAN BECOME A HUB OF INNOVATION FOR THE BLOCKCHAIN SPACE.”

-Jonathan Greenspoon, CMO of ALLY

The ALLY ecosystem leverages the power of blockchain focusing specifically on privacy for communication and fast, secure financial transactions. Utilizing a proprietary Proof of Authority (PoA) consensus algorithm, it will offer a future independent incentivization protocol layer that can be scaled to all blockchain projects. With over 200,000 users, ALLY has become the hub for those looking to freely speak and come together.

Problem

Blockchain today is experiencing a time of rapid growth and development with huge opportunities for it to go mainstream in the near-future. Undoubtedly, increasing the education on the benefits of distributed-ledger technology and the pitfalls of centralized computing will accelerate the industry's growth.

Government censorship and surveillance also present a challenge to Internet-users who are looking to obtain privacy and some degree of anonymity while online.

These problems, coupled with the perceived complexity of blockchain-based networks has led to the industry looking for a holy grail. A friendly and user experience, interface, and incentive layer that is scalable is needed for mass-market adoption.

Solution

At the heart of ALLY is a belief that by arming projects with the tools they need to grow. By doing so, we can become a hub of innovation for the blockchain space.

A paradigm shift from the old guard of computing to a novel, decentralized approach is the way to alleviate many of the aforementioned problems. These networks allow users to become the de facto owners as well, thereby partaking in the potential upside of value creation of a given blockchain.

ALLY's incentivization layer is instrumental in attracting new users and stakeholders to the community. With robust economic factors and financial incentives, ALLY will be the go-to destination for other projects to build on top of the chain.

Incentivization Layer

While being a powerful force in bringing new users and stakeholders to the network, ALLY's incentivization layer will be instrumental in attracting new projects to the ecosystem, enabling them to scale faster and improving the overall project diversity of the network. The ALLY ecosystem delivers a unique incentivization layer that can scale to any blockchain, privacy for communication as well as fast and secure financial transactions, designed on a Proof of Authority (PoA) consensus model and offer unique decentralized storage. The future of ALLY rests

on the development of a robust ecosystem where many projects choose to build on top of the incentive layer, leveraging our proprietary technology and partaking in our ecosystem's rewards incentives.

Complete Community Management Ecosystem and dApp

The ALLY dApp as part of the overall ecosystem provides users with a censorship-resistant method by which to communicate securely, freely, and openly online. It would also enable users to take back control of their online data and restore a greater amount of privacy to their digital lives.

In addition to the ecosystem's incentivization layer, the ALLY dApp also includes an in-app crypto wallet, chat functionality, a bot marketplace, and dApp profiles. ALLY already has a built-in crypto wallet that can perform P2P in-chat crypto transfers as well as transactions between wallet addresses. Moreover, with all of the centralized platforms housing an increasing number of crypto communities, ALLY Chat is the new, decentralized and private place to foster communities and connect with people globally, without fear of third part entities and government censorship.

Built directly into the ALLY Chat dApp, crypto and blockchain projects alike will have priority access to a growing userbase to advertise their community management bots as well as buy exclusive ALLY bots in a globally accessible marketplace. Verified community groups on ALLY Chat that also have a DApp of their own will have the option to enable an App Profile on their ALLY group or channel for ALLY users to easily find the latest version of other DApps whose communities they are a part of.

