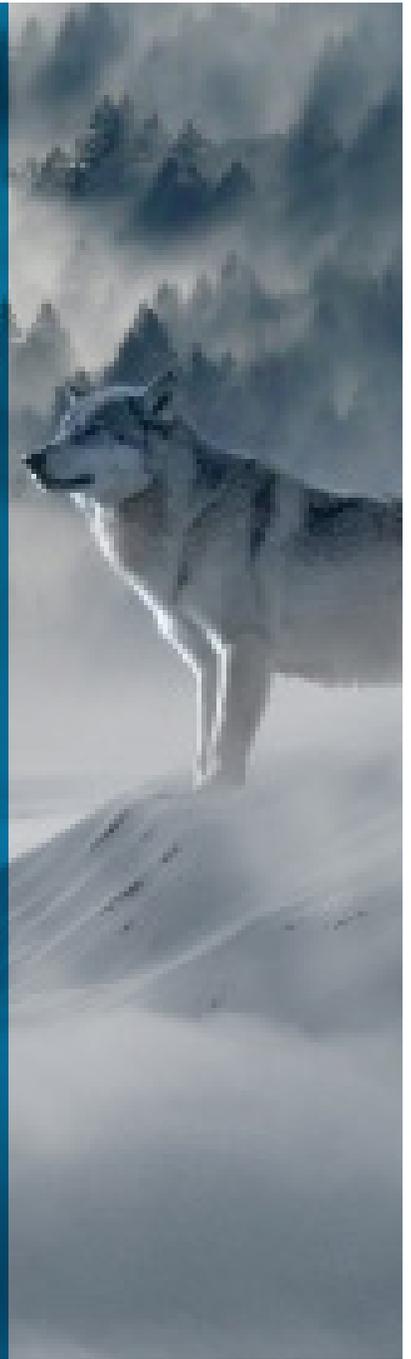




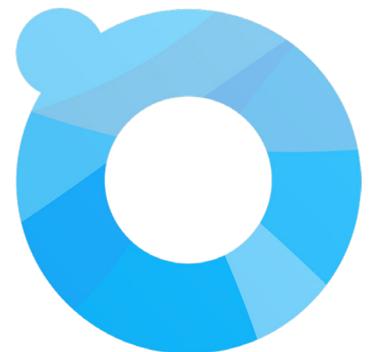
Live Bela LLC
2018 Bela Roadmap

2018 BELA ROADMAP

The Phoenix Hard Fork
Belacam Gamma
Live Bela Funding Solutions



A ROADMAP REPORT FOR HOW BELA WILL GET
AHEAD IN 2018





LIVE BELA

www.Livebela.com

<https://twitter.com/LetsLiveBela>

www.Minebela.com

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BELA PHOENIX

HARD FORK

JANUARY, 2018

THE PHOENIX HARD FORK

BELA REBORN WITH ENTIRELY NEW TECH

The Phoenix hard fork is the largest code update in Bela's history and the last major update since the Dark Gravity Wave hard fork in May of 2017. Bela Phoenix will update to match Litecoin's source code with a touch of tech from the Dash blockchain. Eight weeks of code work is finished and is currently being reviewed. In late December 2017 / Early January 2018, we will be coordinating with exchanges and mining pools to get them synced up to the Bela Phoenix code. Once major exchanges are on board, we pick a date, inform the community, and fork.

Our aim in the Phoenix hard fork is to lay the foundation of Bela's blockchain to be successful for the many years to come. New additions make it easier for developers of the open-source community to build their own projects using Bela. With the updated code, Bela is poised to add scaling solutions like SegWit and Lightning payments.

Perhaps the most exciting thing about the Phoenix fork is that a percentage of all future

mined Bela will be directed to the Live Bela venture. This creates recurring funding for us to do things like running community reward programs, hiring FULL-TIME developers, and setting aside an aggressive marketing budget for Bela. Paying listing fees for new exchanges won't be an issue, and we'll have the money to invest and supply grants for startups that choose to build products on Bela's blockchaain.

Rather than relying on a few members of the Bela community to handle everything, the Bela fork allows us to hire developers and other talent that can fully commit to making Bela as great as it can be, in return, increasing the value for all community members.

Before the Phoenix hard fork, Bela has been operating under code from 2014 that was outdated and slow. Moving forward, we'll have both the speed and security to attract development, tech investment, and larger widespread adoption.

5 MAJOR ADDITIONS

1) IMPROVE UPON LITECOIN
V0.13.3

2) BLOCK REWARD FUNDS BELA
DEVELOPMENT + COMMUNITY

3) GREAT SECURITY ADVANCES

4) INCREASED COMPATIBILITY
WITH 3RD PARTY SOFTWARE

5) FOUNDATION FOR SEGWIT



BELACAM GAMMA

SNAP, POST, PAID.

BELACAM: A PEER-TO-PEER SOCIAL MEDIA ECONOMY

Belacam is a standalone photo-sharing site that is completely separate from Instagram. It makes use of an automated micropayment system to send a small amount of money from one user to another with each 'like'. For example, when Dave 'likes' Sally's photo, Dave automatically gives Sally a few cents from his own account. Sally can withdraw that money or use it to like other users' posts.

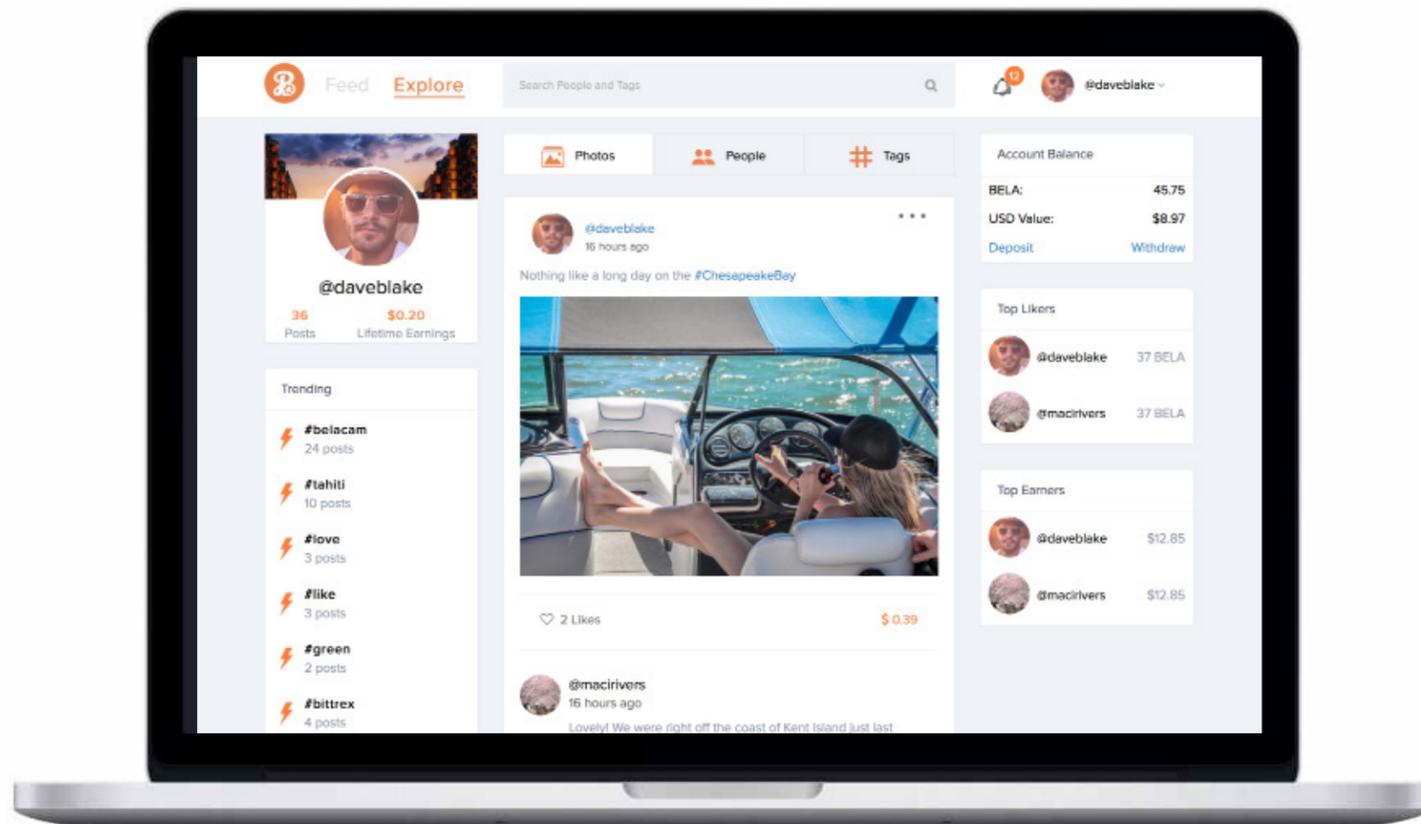
to send them a little cash simply for enjoying the photo. We find that photographers, artists, and travelers receive likes at a much higher rate than others. People who post clearly copyrighted content, memes, or low-quality content tend to receive nothing. Regular users who simply post quality photos of their daily lives do see their fair share of likes and money.

Through our Beta testing with over 3,100 users, we've learned that people are willing to pay money to give a like. They also interact with it as they would with any other social media site: commenting, posting photos, following others, and browsing their feed. As Belacam grows, we will be making a mobile app, adding new features, and streamlining the integration of money into the social media platform.

The whole liking system works with the help of a cryptocurrency called Belacoin. Each like currently transfers .25 Belacoin from User A to User B, and each Belacoin is worth about \$.20 (although the price fluctuates). Using the blockchain can help make Belacam more secure, and the idea of giving away .25 Belacoin seems to be a lot easier than the thought of giving away \$.05 USD for each like. Users can withdraw their Belacoin and sell them for cash on other exchanges, or they can use Belacoin in their account balance to like other photos. New additions to Belacam reward users who give likes, making them more discoverable and increasing the chance that they get likes in return.

PAYING FOR LIKES

In a sample of 1,000 consecutive posts gathered during our beta test, 51% of them had received likes, meaning someone else was willing



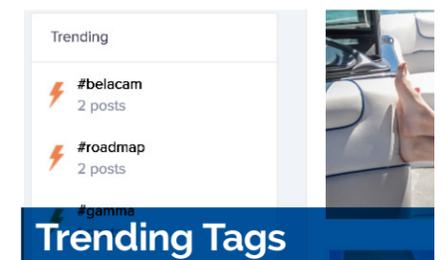
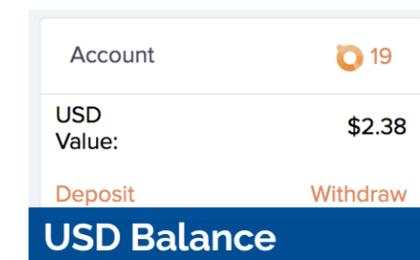
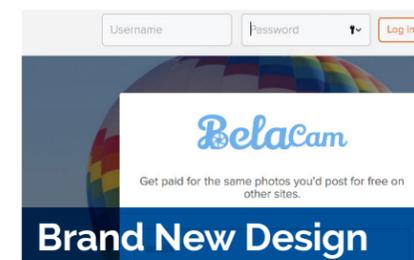


“ON BELACAM, A PICTURE OF YOUR PLATE CAN PAY FOR YOUR LUNCH.”



BELACAM GAMMA NEW FEATURES

THESE FEATURES MAKE BELACAM COMPETITIVE WITH ANY ESTABLISHED SOCIAL MEDIA SITE



Belacam is the flagship project of Bela, and it's what sets us above many other cryptocurrencies. Belacam's success nearly directly translates over to Bela because increased traffic on Belacam drives adoption of Bela.

After a successful Beta testing phase of Belacam, we listened to your feedback and made changes.

The new Belacam site is a near perfect depiction of what we imagined Belacam to be when we first set out to build it 1 year ago. The first thing we changed

in the overhaul was Belacam's design. Inspired by the social media sites that are loved by billions of people today, the new Belacam puts an emphasis on simplicity and usability. Other features make it easier to be discovered and get likes from people you've never met before. A list of the top 10 trending tags

on the left-hand side of the feed allows for dynamic visibility for those who post about trending events. A top-earners and top-likers leaderboard on the right-hand side offer more methods of having your profile featured to all Belacam users.

BELACAM FUTURE FEATURES

AFTER BELACAM GAMMA, THERE'S STILL MORE TO DO

PHOTO FILTERS

PHOTO EDITING

BELA INSTANT BUYS

ANDROID AND IOS APPS

CHOOSE BELA PER LIKE

SUPPORT FOR VIDEOS

The work doesn't stop for us once we launch Belacam Gamma. In fact, Gamma is still another test-phase of Belacam, albeit a significantly advanced one. We never stop innovating.

Belacam Gamma is our last chance to gather feedback, search for bugs, and A/B test new features before we roll out the final version of Belacam. It will be ready to hit the Android and IOS appstores with features that

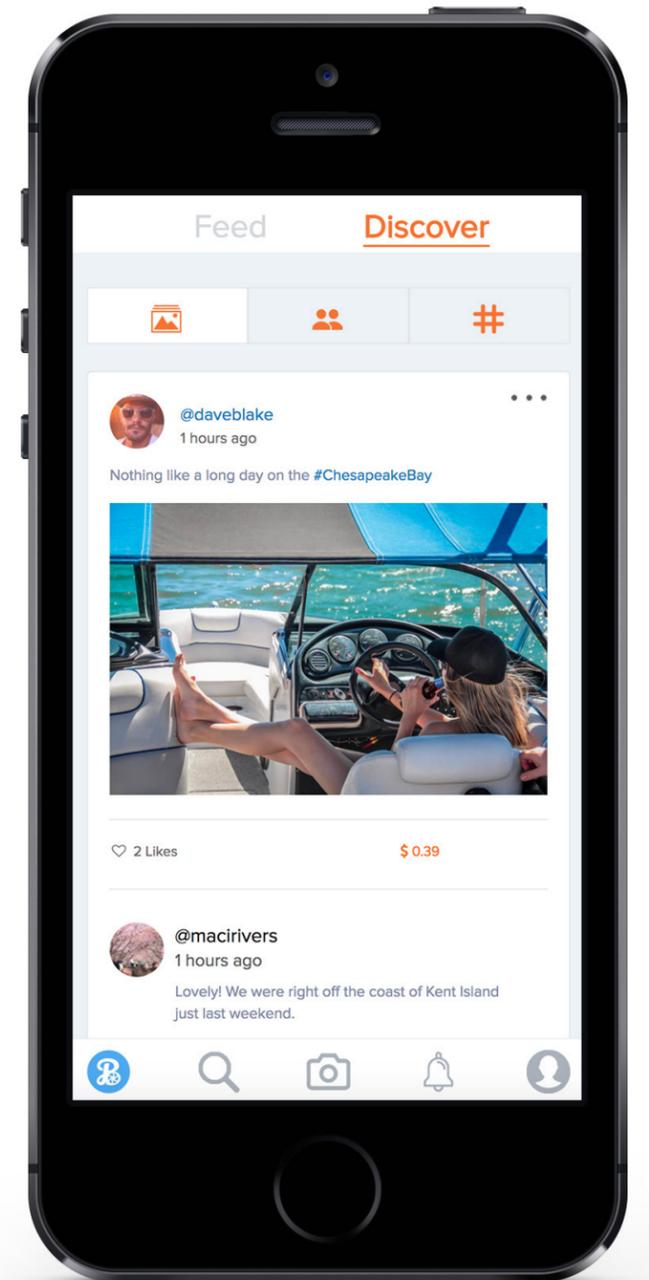
will make it just that much better. Simplicity and usability are our guiding mantras in our mission to make Belacam as great as it can be. We're aiming to launch the mobile app and many of these features in the third quarter of

2018. This should give us enough time to garner feedback on Belacam Gamma, code in the new features, and test them before release.

BELACAM GAMMA EARLY ACCESS IN JANUARY AND THAT'S A PROMISE.

Belacam Gamma has been in the works for 7 months, and we are finally ready to share it. In mid - late January, we'll be opening up the site to 100 of Bela's biggest fans, and we'll pay them too. These include people who are active in our Slack and bitcointalk forum, share our tweets, and just generally contribute to the Bela community.

If you're just hearing about us now but still want to be one of the first 100 to test Belacam Gamma, fear not. Join our Slack, follow us on Twitter, and just start getting involved more with Bela. We'll be happy to have you. In a couple weeks, we'll begin circulating a Belacam Gamma early access application and will hand pick 100 select individuals for the event.



REALISTIC, ACHIEVABLE GOALS FOR BELACAM GAMMA

AFTER BELACAM GAMMA'S LAUNCH, THERE'S STILL WORK TO BE DONE

BELACAM GAMMA

OPERATIONAL GOALS

15,000 users

Support 3,000 concurrent users

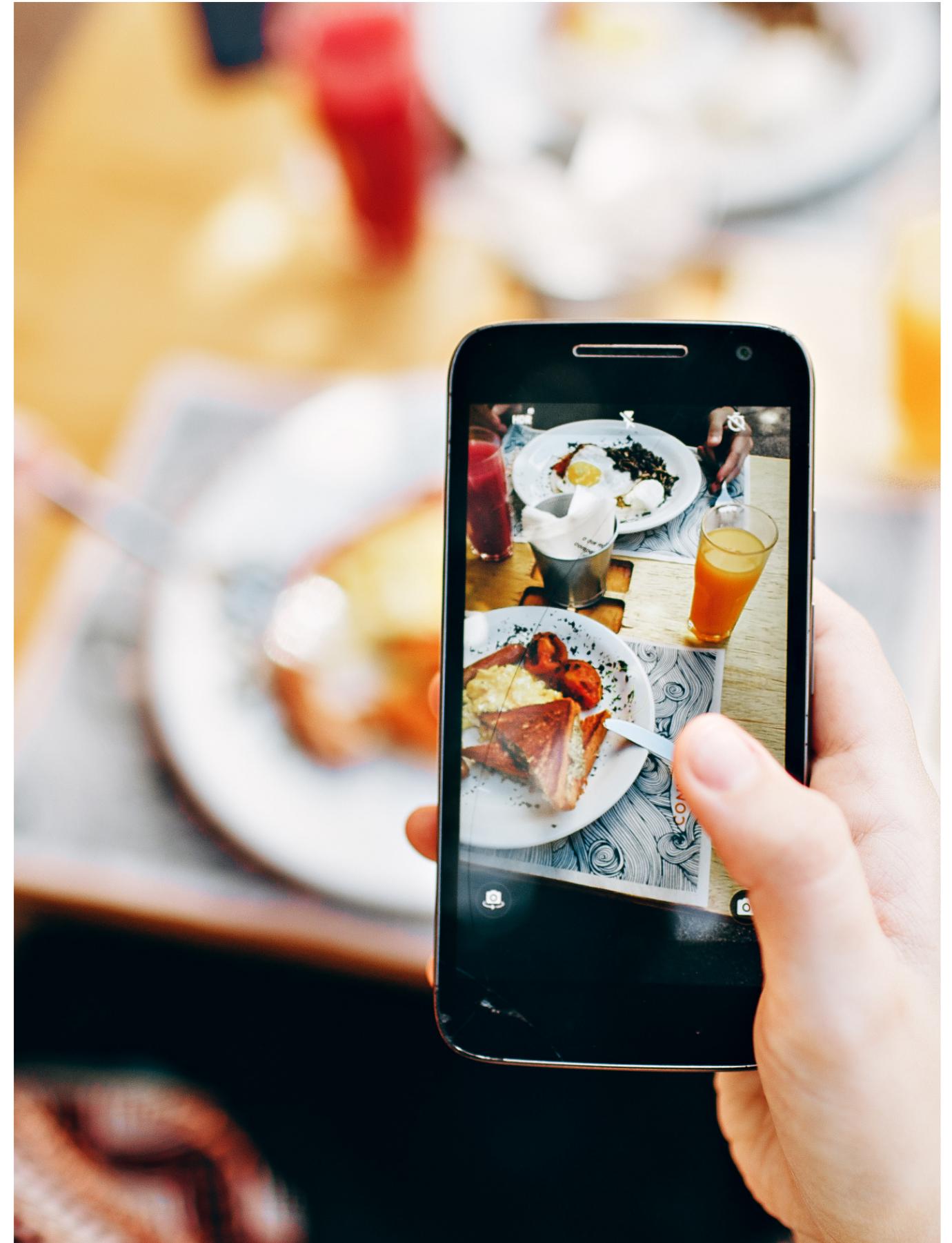
10-15% of users post every day

At least 60% of photos posted receive likes

Increased analytics tracking on Belacam usage

Coverage by a major media outlet

Accounts for celebrities and major influencers





A MONTHLY VLOG

We look forward to establishing a more intimate and productive relationship with the Bela community in the future.

In an effort to be more transparent with our community, we have decided to mirror other coins and conduct a monthly video updating all followers on plans and development progress the second week of every month. This program is intended to cater to members of the Bela community and cultivate a culture of responsibility, trust, and accountability. Similarly we view this update as a way to take feedback and ideas from our community as a way to enhance Bela's functionality and brand.

We look forward to establishing an more intimate and productive relationship with the Bela community in the future.

The Bela team has largely worked

anonymously up to this point in time, however, this is starting to change.

Through video blogs, conference appearances, and other events, we will be working to involve and educate our community like never before.

We anticipate launching the first of these informational blogs in January of 2018. Each monthly vlog will be slated for release around the 15th of the month. The video will both summarize the operations of Live Bela and Belacam early in the month, and detail the teams' notable plans for the rest of the month.

Be sure to look out for our monthly videos to stay in the loop for all things Bela!

QUARTERLY MILESTONES

1ST QUARTER

Live Bela: After the Phoenix update is complete, our developers will begin working to implement Segregated Witness for Bela's chain. Segwit will increase blockchain throughput at a decreased cost to users and paves the way for Lightning Network integration later in the year. Additionally, our team will likely be moving into a new office space and seeking to fill several full-time positions.

Belacam: Belacam Gamma's early access testing will begin in January, preceding the full public launch of Belacam Gamma. Behind the scenes, our team will be working to scale user acquisition, increase user interaction, and add significant features including filters/photo-editing and an instant exchange API.

2ND QUARTER

Live Bela: After adding new talent to the team and moving to a new office, Live Bela will begin to operate at a new level of efficiency. Once the team has implemented Segwit, we start to grow Bela into a cutting-edge crypto. Engineers will begin integrating the Lightning Network on Bela's blockchain with Belacam as a primary first use case. The new Live Bela talent will also start creating new apps and use-cases for Bela's blockchain outside from Belacam.

Belacam: We begin development of the Android and iOS mobile application. By continuing to implement new features in Belacam Gamma, we will also scale usage on the website. The team will further expand awareness by inviting content creators to join the platform and running commercials and marketing initiatives.

3RD QUARTER

Live Bela: In congruence with the Belacam app development, the Live Bela team will begin a strategic marketing and growth campaign to retain users and attract new ideas and talent. The current Bela Team may seek partnership conversation with venture capitalists and experienced tech entrepreneurs to expand our reach and accelerate growth. We will begin to finalize these partnerships and inform the public about the nature of these ongoing relationships.

Belacam: In Q3, our team is aiming for the general availability release of Belacam, which means the Android and iOS mobile application. We are confident that a mobile version of Belacam will unlock a massive untapped base of users, so developing this release on time will be very important to us.

4TH QUARTER

Live Bela: By Q4, we anticipate the release of at least one additional application that utilizes the Bela blockchain. Likewise Live Bela will continue exploring business opportunities, partnerships, and ventures that enrich the value of the Bela brand and community. Bela engineers will continue to stay ahead of the curve, keeping Bela's protocol advanced and useful for the everyday user of Bela apps.

Belacam: The team's focus in Q4 will be to scale Belacam usage. With the mobile application released, we will continue to integrate new features and improve existing ones in accordance with feedback from the community. By 2019, we aim to have 500,000+ users signed up for Belacam with productive users and organizations enjoying significant payouts from the platform.