



**Token Sale White Paper**

**v.11**

## Legal Disclaimer

The purpose of this White Paper is to present the LibLob project to potential token holders in connection with the proposed Token Sale. The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship. Its sole purpose is to provide relevant and reasonable information to potential token holders in order for them to determine whether to undertake a thorough analysis of the company with the intent of acquiring BOOMR tokens.

**NOTHING IN THIS WHITE PAPER SHALL BE DEEMED TO CONSTITUTE A PROSPECTUS OF ANY SORT OR A SOLICITATION FOR INVESTMENT, NOR DOES IT IN ANY WAY PERTAIN TO AN OFFERING OR A SOLICITATION OF AN OFFER TO BUY ANY SECURITIES IN ANY JURISDICTION. THIS DOCUMENT IS NOT COMPOSED IN ACCORDANCE WITH, AND IS NOT SUBJECT TO, LAWS OR REGULATIONS OF ANY JURISDICTION WHICH ARE DESIGNED TO PROTECT INVESTORS.**

Certain statements, estimates and financial information contained in this White Paper constitute forward-looking statements or information. Such forward-looking statements or information involve known and unknown risks and uncertainties which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements.

This English language White Paper is the primary official source of information about the BOOMR Token Launch. The information contained herein may from time to time be translated into other languages or used in the course of written or verbal communications with existing and prospective customers, partners, etc. In the course of such translation or communication, some of the information contained herein may be lost, corrupted, or misrepresented. The accuracy of such alternative communications cannot be guaranteed. In the event of any conflicts or inconsistencies between such translations and communications and this official English language White Paper, the provisions of this English language original document shall prevail.

## About LibLob

LibLob<sup>1</sup> is the first product to come from TopBack Technologies (TBT). Two former US Navy Officers, one Nuclear and one Special Operations, founded TBT in May 2016. In February 2017, they brought on a third founding member who holds multiple patent and patent-pending technology products as well as successfully founding and exiting tech startups.

LibLob is the first peer-to-peer rental platform to focus solely and totally on the adventure sporting market. Libbers liberate (rent) adventure sporting goods from Lobbers who have lobbed (listed) on the platform. In May 2017, LibLob went live and is in a stage of building a library of items from users to be rented. To help reduce hassle to our users, we are also the first adventure sporting market to offer delivery with fully background-checked drivers.

To allow our users to enjoy experiences no matter where they are during travel, we have decided to implement the BOOMR token as well as USD payment methods. We have spent the past year conducting in-depth market research. We are in talks with hotels and condominiums in the Florida and Puerto Rico areas to implement LibLob as a booking platform for their guests.

TBT and its founders are current clients of the University of Central Florida Business Incubation Program<sup>2</sup>, graduates of Embry-Riddle Test Flight Business Bootcamp, and graduates of the VentureScaleUp<sup>3</sup> advanced accelerator.

---

<sup>1</sup> <https://liblob.com/>

<sup>2</sup> <https://incubator.ucf.edu/liblob/>

<sup>3</sup> <https://www.facebook.com/VentureScaleUp/>

## Abstract

We will describe a custom cryptocurrency token, called BOOMR, designed as a decentralized ERC20<sup>4</sup> token<sup>5</sup> on the Ethereum blockchain utilized for and allowing for the exchange and interchange of adventure sporting goods, services, and other experiences. BOOMR will also be used as a rewards and incentive token for Libbers, Lobbers, and new users.

The token will be an entry to a new version of payment in the peer-to-peer adventure market. In addition to the BOOMR, however, traditional payment in USD using our partner Stripe will still be allowed. We believe that having both payment options will allow for a wider range of people to become comfortable with cryptocurrency as well as a more diverse user base. BOOMR will be the backbone of the most technologically advanced adventure sporting platform.

*Our intention:* the token will serve as a decentralized proxy of value creating a decentralized, community-driven virtual economy. In addition, the use of smart contracts for rentals fits the business model of any rental company.

Trades will be executed by a system of Ethereum smart contracts<sup>6</sup> that are publicly accessible, and that will be open and transparent to the network. The transfer of BOOMR for adventure gear, services, and other experiences negates any currency exchange rates that would otherwise exist. However, there is a small fee for the use of the LibLob platform. BOOMR transferred to our site from an external wallet will be subject to the small fees imposed by the Ethereum ecosystem upon a token transfer.

---

<sup>4</sup> <https://www.ethnews.com/erc20-the-ethereum-token-standard>

<sup>5</sup> <https://ethereum.org/token>

<sup>6</sup> <http://solidity.readthedocs.io/en/develop/introduction-to-smart-contracts.html>

**Table of Contents**

Legal Disclaimer	2
About LibLob	3
Abstract	4
Introduction to Adventure Sporting Goods Rental	7
Recreation Goods Rental Market Research Report	7
The BOOMR Model: Smart Contracts and Rentals on the Blockchain	8
<i>Advantages of the Blockchain</i>	8
<i>Cryptoeconomic Model</i>	9
Token Usage	9
<i>Earning</i>	9
<i>Spending</i>	10
<i>Product Guarantees</i>	10
Roadmap	10
<i>Product Roadmap</i>	11
Token Sale	11
<i>Distribution</i>	11
<i>Budget Allocation from Sale</i>	12
<i>Price Determination</i>	12
<i>Sale Time</i>	12
<i>Accessibility of Funds</i>	12
Token Storage Practices	13
AirDrop	14
Bounties	14
Team	16
<i>Chief Executive Officer and Co-Founder</i>	17
<i>Chief Operating Officer and Co-Founder</i>	17
<i>Chief Technical Officer and Co-Founder</i>	17
	5

DRAFT: Content Subject to Change

<i>Lead Developer</i>	18
<i>Outside General Counsel</i>	18
Advisors/Mentors	18
Competition	19
<i>Direct Competitors</i>	20
<i>Indirect Competition</i>	21
Participation in the BOOMR Token Sale	21
<i>Setting up an Ethereum Wallet</i>	21
<i>Creating a Wallet on MyEtherWallet</i>	22
<i>Using funds on MyEtherWallet</i>	22
FAQs	23
Revision History	25

## Introduction to Adventure Sporting Goods Rental

While LibLob could have an impact on several markets, the primary market we will target is recreational rental goods. The following information was all collected from a market report on recreational goods rental done by AnythingResearch.<sup>7</sup> It is important to note that this does not include the impact that private owners could have.

## Recreation Goods Rental Market Research Report

Metrics	2011	2012	2013	2014	2015	2016
Market Size (\$ Billions)	\$0.75	\$0.82	\$0.94	\$1.03	\$1.16	\$1.31
Total Firms	1,771	1,808	1,889	1,950	2,028	2,119
Total Employees	8,056	8,550	9,010	9,459	10,172	10,633
Avg Revenue Per Firm (\$ millions)	\$0.4	\$0.5	\$0.5	\$0.5	\$0.6	\$0.6
Avg Employees Per Firm	5	5	5	5	5	5

Source: Analysis of US Census and federal statistics

At over \$1.3 billion in 2016, the US market is expected to grow to \$3.9 bn by 2022.

Forecast	2016	2017	2018	2019	2020	2021	2022
Market Size (\$ Billions)	\$1.3	\$1.7	\$2.1	\$2.6	\$3.0	\$3.5	\$3.9
<i>Growth Rate</i>		<i>29.1%</i>	<i>26.4%</i>	<i>21.1%</i>	<i>17.5%</i>	<i>14.9%</i>	<i>13.0%</i>

The market in the US is healthy, fragmented, and over 50% of the market is located in less than 5 states. LibLob is positioned well to open in Florida, the state with the largest portion of the market share. The top 5 states are listed below.

State	2016 Market Size (\$ millions)
Florida	\$259

<sup>7</sup> AnythingResearch, *2017 Premium Report on Recreational Goods Rental*, January 2017

California	\$227
Colorado	\$86
Arizona	\$81
New York	\$65
Texas	\$59
Hawaii	\$48

A typical firm in the industry has a 9% profit margin, however since LibLob will not own any recreational equipment and only takes a percentage of the rental cost, we can expect margins closer to 5%. In order to hit our 10<sup>th</sup>-year goals, LibLob needs approximately 0.8% of the total market or 4.3% of just the Florida market. Additionally, while we are targeting the existing rental goods market, we are introducing a new market segment, private owners. Our expected serviceable obtainable market is \$300M. With our targeted approach, these are realistically attainable goals.

With the roll-out of Phases II and III, our target market opportunity dramatically increases to over \$100bn in the US alone, as reported by the U.S. Travel Association<sup>8</sup> (2016), due to an introduction into the Recreation and Amusement market. This is expected to grow by an average of 3.8% year-over-year through 2020.

#### SOURCES OF TRAVEL SPENDING



**TOTAL: \$990.3 billion**

Source: U.S. Travel Association

### The BOOMR Model: Smart Contracts and Rentals on the Blockchain

#### *Advantages of the Blockchain*

The LibLob model currently being developed provides users the ability to enjoy experiences and adventure wherever they want. Traditional payment methods, however, hinder many people's

<sup>8</sup> [https://www.ustravel.org/system/files/Media Root/Document/Research\\_Fact-Sheet\\_US-Travel-Answer-Sheet.pdf](https://www.ustravel.org/system/files/Media Root/Document/Research_Fact-Sheet_US-Travel-Answer-Sheet.pdf)

abilities due to transaction fees and exchange rates. The proposed ERC20 token, BOOMR, will give users an alternative way of renting and purchasing adventures and experiences.

An ERC20 token on the Ethereum blockchain offers additional functionality seldom found on a centralized token ecosystem. Users will have to be able to freely trade purchased BOOMR on an open market, due to both the decentralized nature of the ERC20 token.

We believe that as we continue to grow and expand, we could offer blockchain solutions, using the BOOMR, to traditional brick-and-mortar rental locations, increasing the value of the BOOMR even more. Additionally, we plan on moving off of the Ethereum blockchain and implementing our own, cutting costs even more to our users.

### ***Cryptoeconomic Model***

Cryptoeconomic models create financial incentives that drive a network of rational economic agents to coordinate their behavior towards the completion of a process or goal. The value of BOOMR derives from the utility and turnover of the token itself from within the LibLob platform, its speculative value on the free market, and by the limited amount created.

### **Token Usage**

Tokens are used on our platform for renting goods and purchasing experiences. In addition, purchased token holders can help vote on matters concerning the Product Guarantee and earned token amount. All token holders, regardless if purchased or earned, will be able to vote on Product Guarantee payout.

Outside of the token sale, tokens can be both earned on our site as well as, in the future, bought, traded, and sold within our platform.

### ***Earning***

Tokens are earned in multiple ways.

- 1) Every new user. A positive token amount is required for usage of our site. By creating a profile, token(s) are earned (determined by purchased token holders).
- 2) Libbing items. Each item will have a set amount of tokens earned based on its category (determined by purchased token holders).
- 3) Lobbing items. Each item will have a set amount of tokens earned based on its category (determined by purchased token holders).
- 4) High User Rating. Every time a user gets a 5/5 rating, a set amount of tokens are earned (determined by purchased token holders).

5) New user referral. Every user will have a unique referral code that they can give to their friends or others. When a friend uses the referral code, both parties receive extra tokens after the New User Libs or Lobs an item (determined by purchased token holders).

### ***Spending***

Tokens can be used in place of traditional payment methods (credit cards) to pay for goods and experiences on our site. The goods must have the token payment option enabled by the owner. Owners may set their payment preference to fiat only, token only, or both. Unlike fiat transactions where LibLob acts as an escrow until both parties satisfy the rental agreement, the use of BOOMR is regulated by the smart contract agreements.

As our partnership base continues to grow, the option to make payments to them with BOOMR may become available.

### ***Product Guarantees***

Users may decide to pay into one of three product guarantee plans; Basic, Intermediate, or Premium. These plans cover owner and user of different incidents and accidents that may occur during rentals. A free plan is also available and automatically applied to all users. Purchased BOOMR Token holders will vote on both the token pay-in and deductible amount. All plans require a vote by token holders for payout for each incident.

*Free Plan:* For all users, up to \$5,000 US of the damaged item.

*Basic Plan:* For all users, up to \$10,000 US of the damaged item, and up-to \$25,000 US in third-party liability.

*Intermediate Plan:* For Lobbers and Delivery Drivers, up to \$25,000 US of the damaged item, up to \$75,000 US in third-party liability, and up to \$500,000 US in pollution liability. For Libbers, up to \$25,000 US of the damaged item, and up to \$75,000 US in third-party liability.

*Premium Plan:* For Lobbers and Delivery Drivers, up to \$55,000 US of the damaged item, up to \$100,000 US in third-party liability, and up to \$1,000,000 US in pollution liability. For Libbers, up to \$50,000 US of the damaged item, and up to \$100,000 US in third-party liability.

### **Roadmap**

Our roadmap will remain transparent and updated as we progress. The current roadmap is below.

### ***Product Roadmap***

- November 2015 – Idea created.
- January 2016 – Market research begins.
- May 2016 – TopBack Technologies, LLC formed.
- July 2016 – Business Plan v1 finished.
- November 2016 – Acceptance into UCFBIP pre-incubation.
- December 2016 – Development begins.
- February 2017 – ERAU and FireSpring Fund Test Flight Bootcamp completed; Excellence in Entrepreneurship by UCFBIP begin.
- April 2017 – Excellence in Entrepreneurship graduation; full acceptance to UCFBIP; TREP Expo demo; VentureScaleUp Advanced Accelerator begin.
- May 2017 – LibLob launched.
- June 2017 – VentureScaleUp Advanced Accelerator graduation and demo.
- January-February 2018 – BOOMR token sale; presale funds released to LibLob.
- May 2018 – full integration of BOOMR; first round of sale funds released to LibLob.
- August 2018 – full delivery and phase II integrated; second round of sale funds released to LibLob.
- November 2018 – phase III integrated; third round of sale funds released to LibLob.
- March 2019 – expansion outside of Florida to other US states/territories (delivery); fourth and final round of sale funds released to LibLob.
- June 2019 – expansion to outside of US (delivery).

### **Token Sale**

Total Tokens: 500,000,000  
Tokens being Sold: 150,000,000  
Min Cap: \$3.5M  
Max Cap: \$20M  
Currency: ETH  
Backed Cryptocurrency: ERC20  
Price: \$0.15<sup>9</sup>

### ***Distribution***

Team Pool: 10%  
Incident Reserve: 15%  
Partnerships: 10%

---

<sup>9</sup> This price will be set if not enough ETH is raised during presale phase to meet min cap.

DRAFT: Content Subject to Change

Contractors (Dev): 5%

Incentive Pool: 10%

Sale: 30%

Cold Storage: 20%

### ***Budget Allocation from Sale***

Platform Dev: 30%

Marketing: 35%

Key Hires: 15%

Admin: 15%

Contingency: 5%

### ***Price Determination***

Presale: One week before the token sale, 30M tokens will be available for purchase. To allow for a fair pricing of the BOOMR token, the amount raised during the 7-day presale, 0001GMT January 1 - 7, 2018, will be divided by the number of tokens offered (30M). This price will determine the full value of the BOOMR with a 25% discount for early buyers. (i.e., \$3M sold, price of token at 25% discount is \$0.10; price of non-discount token is \$0.133). Should not enough BOOMR be sold during the presale phase, ETH will be injected into the Smart Contract which will set the non-discount price of BMR to \$0.15 USD.

### ***Sale Time***

Time Line: The sale will consist of four 7-day weeks with the discount depreciating weekly beginning January 8 and ending on February 4. The schedule is as follows:

Jan. 8 – Jan. 14: 30M tokens at 15% discount  
Jan. 15 – Jan. 21: 30M tokens at 10% discount  
Jan. 22 – Jan. 28: 30M tokens at 5% discount  
Jan. 29 – Feb. 4: 30M tokens at 0% discount

Exact dates are subject to change, so please register on [boomrtoken.com](http://boomrtoken.com) to ensure you are up to date on the latest information. The smart contracts are available for view in our GitHub repository at <https://github.com/TopBackTech/LibLob/tree/master/ICO>.

### ***Accessibility of Funds***

During the pre-sale and sale, all raised funds will be held solely by the contract, and no one wallet address. The smart contract will use a vault style, ensuring that no funds will be released

to TopBack Technologies, or any other wallet, unless the minimum cap is achieved. Should the cap not be obtained, all purchases will be refunded back to the buying wallets. In addition, the smart contract uses a pull mechanism for token distribution that includes re-entrance protection.

Presale: Funds will be made available immediately to TopBack Technologies. The funds will be transferred from the smart contract to the below cold wallet address, then released.

- Pre-sale Week - 0xA47FFd8d27125740edfe61aBfb0D97eeb90c76E

Sale: All additional funds will be held in separate cold storage with each week's funds having a separate milestone as dictated in the roadmap. The following wallet addresses and the sale weeks can be followed on Etherscan<sup>10</sup> to ensure no funds are moved prior to the corresponding milestone has been met, and a verification vote by token holders.

- Sale Week 1 - 0x15BeEe20A9A713c1e8a9fadfe095cA5e9541e882
- Sale Week 2 - 0xc5ef5d1bdA2220b35470CC9F47F9ba41DAB40a76
- Sale Week 3 - 0xe31D6d2f19CcDa15642Fd5e61887fCE60246b25d
- Sale Week 4 - 0x5803e5Fa5Cc13011FEaCFa1d2dE0AF9D1CCE816E

All funds sent to the contract address after the sale has completed will be refunded. Any other form of cryptocurrency can be exchanged for Ether on a traditional cryptocurrency exchange and used to participate in the token sale.

### **Token Storage Practices**

Safe storage of the BOOMR tokens and the integrity of the market is one of our chief concerns. Our priority is to protect the holders of the tokens as well as the users of our site from any unauthorized access or malicious intent.

A majority of the unsold tokens not required for the operations of LibLob will be stored in several distinct multisignature cold storage vaults, see addresses above, which is the safest way to store tokens of this nature. Cold storage methods are practiced by many entities with large holdings and have a proven track record in reducing or eliminating the risk of loss of coins. These holdings will not be susceptible to cyber attacks as they will be held majority offline at all times.

---

<sup>10</sup> <https://etherscan.io/>

All code we produced will undergo thorough auditing by our team, as well as a third-party auditor for sensitive pieces of code. All token sale related code will be rigorously reviewed as to ensure a safe and smooth distribution of tokens and leave no room for bad actors to intervene.

To the extent we can, we intend to make all of our token storage practices auditable and available to the community. It is our priority that the community is empowered to manage their tokens safely. We believe that sharing the tools we use to protect and safeguard our tokens not only helps protect our users but will also help protect us.

### **AirDrop**

We will be conducting an AirDrop of 5,000,000 BMR after a successful token sale (minimum cap reached). The AirDrop will happen around May 2018, and requires a minimum of 0.1 ETH and a wallet which accepts ERC20 tokens.

### **Bounties**

We will also be offering a max bounty of 5,000,000 BMR. Requirements are below:

#### 1) Facebook - 1,500,000 BMR

Posts regarding Boomr Token Sale or featuring Boomr Token Sale:

- 500+ friends: 5 BMR
- 2,000+ friends: 10 BMR
- 5,000+ friends: 25 BMR
- 10,000+ friends: 50 BMR
- 25,000+ friends: 100 BMR

To Participate:

- Like our Facebook page LibLob
- Make a thoughtful post about the Boomr Token Sale, and tag our Facebook page (@liblobapp).
- You must have a minimum of 500 friends.
- Your Facebook account must not be fake, inactive or a bot account. Only original Facebook accounts will be accepted.
- You must be an active and regular Facebook user, and must be sharing and liking LibLob's official posts and updates.
- Account must be open as a Public Profile and all Posts shared need to be public as well.
- Multiple accounts are not allowed. Those found using such multiple accounts will be disqualified and blacklisted from any and all future campaigns.

- Maximum of 3 posts a week.

## 2) Twitter - 1,500,000 BMR

Tweets regarding Boomr Token Sale or featuring Boomr Token Sale:

- 500+ followers: 5 BMR
- 2,000+ followers: 10 BMR
- 5,000+ followers: 25 BMR
- 10,000+ followers: 50 BMR
- 25,000+ followers: 100 BMR
- Each 5 re-tweets: 1 BMR

To Participate:

- Follow us LibLob
- Make a thoughtful tweet about the Boomr Token Sale, and tag our Twitter account (@liblobapp).
- You must have a minimum of 500 followers.
- Your Twitter account must not be fake, inactive or a bot account. Only original Twitter accounts will be accepted.
- You must be an active and regular Twitter user, and must be sharing and liking LibLob's official posts and updates.
- Account must be open as a Public Profile and all Posts shared need to be public as well.
- Multiple accounts are not allowed. Those found using such multi accounts will be disqualified and blacklisted from any and all future campaigns.
- Maximum of 3 tweets a week.

## 3) Reddit - 1,000,000 BMR

Posts regarding Boomr Token Sale or featuring Boomr Token Sale:

- 10 upvotes: 5 BMR
- 20 upvotes: 10 BMR
- 50 upvotes: 20 BMR
- 100 upvotes: 50 BMR
- 300 upvotes: 100 BMR

To Participate:

- Your account should be at least 30 days old and have 10 posts or comment karma.
- Mention/tag r/LibLob
- Send post link to [info@liblob.com](mailto:info@liblob.com)

#### 4) Blogs/News - 1,000,000 BMR

Articles, Blogs, and Reviews regarding Boomr Token or featuring Boomr Token Sale:

- Good Quality Article: 150BMR
- Thorough Review: 100BMR

To Participate:

- Low Quality Articles and Reviews will not be Accepted,
- Articles and Reviews must represent original work. Copying other's work is not allowed and will result in a disqualification. You can use Official Images, Artworks and other Content posted on the Website.
- In the Description of the Article AND in Article Content you must have one link to the LibLob official website, one link pointing to the Boomr Token Sale website, and one link of your own bitcointalk and/or reddit profile to prove it is original content (your link can go in comment section if desired).
- Article should exceed 500 Characters, less than 500 Characters will not be accepted.
- Medium, Steemit, Newbium, and other general/free blogging platforms submissions will be accepted, but only One per User.
- If the article is posted on a website, podcast or blog that has quality content, then 3 submissions will be accepted.(Examples such as Personal Blogs with Active Users, Cointelegraph, Popular YouTube Channels and so on)
- Send links to article/blog post to [info@liblob.com](mailto:info@liblob.com).

The rules, participation, and amounts are subject to change if necessary.

#### **Team**

The management team for LibLob is composed of three highly talented and competent individuals, two of which have military backgrounds. Both Mr. Spoor and Mr. Shinnick were US Navy Officers; Mr. Spoor in the Special Operations community, and Mr. Shinnick in the Submarine Nuclear community. These experiences gave both unprecedented small and large team management, budget handling, and successful operations in time-sensitive and high-stress environments. Together, with the addition of Mr. Hanna, a powerful management team exists. With the token sale, we will be able to continue our talks with other developers, engineers, and marketers to build an even more robust team and develop a rock-solid product.

While the idea of LibLob is one that excites us, it stemmed from a natural passion that both founders have for outdoor activities. Mr. Shinnick is an avid sea kayaker and paddle-boarder; Mr. Spoor enjoys all kinds of boating and is licensed or certified for numerous adventure activities including, boating, motorcycle riding, SCUBA diving, skydiving, and flying. Both

founders enjoy traveling and exploring the outdoors, whether that's on a bike, motorcycle, ATV, jeep, or any other means. We want to share this passion with others, and we mean for LibLob to be a social portal to outdoor adventures.

***Chief Executive Officer and Co-Founder***

Zachary Spoor is the Founder of TopBack Technologies and the one that thought of LibLob. He is a former United States Navy Explosive Ordnance Disposal Officer with two deployments to the Mideast. While active duty, Mr. Spoor was an Operations Officer, responsible for the overall day-to-day operations of 100 sailors and 15 deployable platoons conducting worldwide operations as well as ensuring over \$30 Million of mission essential and controlled equipment were maintained and accounted for. This experience gave him a vast amount of leadership opportunity for both small and large teams, as well as large account budgets. After separating from the Navy in 2014, he joined EOD Experts, LLC, a US government consulting startup, as Vice President and managing member. There, he was responsible for the proper management of the business, day-to-day operations, and development of contract proposals. Mr. Spoor holds a Bachelor of Science degree in Aeronautics from Embry-Riddle Aeronautical University.

[\[https://www.linkedin.com/in/zachary-spoor-b6703461/\]](https://www.linkedin.com/in/zachary-spoor-b6703461/)

***Chief Operating Officer and Co-Founder***

Ryan Shinnick is the Co-Founder and Chief Operating Officer of TopBack Technologies. He is a former United States Navy Submarine Nuclear Officer with deployment experience and current intern for Babcock International Group. He has experience in operations, project management, and solution analysis. Mr. Shinnick holds a Bachelor of Engineering in Mechanical Engineering from Auburn University and is a current Master of Business Administration candidate at the London Business School.

[\[https://www.linkedin.com/in/rshinnick/\]](https://www.linkedin.com/in/rshinnick/)

***Chief Technical Officer and Co-Founder***

Michael Hanna is the Chief Technical Officer of TopBack Technologies. Mr. Hanna has worked in numerous technology positions throughout his career, bringing a superior level of experience in software development. These positions include Associate Senior System Architect at Booz-Allen Hamilton, Technical Director at Lattice Inc., Founder and CTO at Altruik International, and Senior Mechanical Engineer at KForm Inc. He is the current Technical Director at Blackwatch International and holds two patents for different software developments. Mr. Hanna holds a Bachelor of Science in Biochemistry from George Mason University.

[\[https://www.linkedin.com/in/michael-hanna-039a6823/\]](https://www.linkedin.com/in/michael-hanna-039a6823/)

### ***Lead Developer***

Rob Heittman has over 30 years of website and application development experience, beginning with his acceptance to and graduation from the Thomas Jefferson High School for Science and Technology in Fairfax County, Virginia. He has successfully founded and exited multiple technology startups, including his consultancy Solertium where he also serves as CTO. His recent work includes many commercial projects facing tens of millions of users, including Five Guys Burgers and Fries and the Freddie Awards. [<https://www.linkedin.com/in/robheittman/>]

### ***Outside General Counsel***

John Ferguson is an attorney and shareholder for Cobb-Cole, an established law firm in Florida. Mr. Ferguson practices in the areas of merger and acquisitions, business organization and transactions, franchise law, commercial finance, international law, and general corporate and contract law. He has been practicing since his admission to the Florida Bar in 1993. Mr. Ferguson holds a Juris Doctor from Florida State University. [<https://www.linkedin.com/in/john-ferguson-225ba37/>]

### ***Advisors/Mentors***

Michael Bowers, Ph.D. is a professor of Entrepreneurship and the Director of the Center for Entrepreneurship at Embry-Riddle Aeronautical University. Dr. Bowers' experience in education include Dean of the Donald W Maine College of Business; Interim Dean of the College of Technology at Davenport University in Grand Rapids, MI; Professor of Marketing and founding Academic Director of the Center for Advanced Entrepreneurship in the Crummer Graduate School of Business, Rollins College; and Chair of the Management, Marketing, and Industrial Distribution Department and tenured Professor of Marketing in the Graduate School of Business at the University of Alabama at Birmingham. Dr. Bowers has extensive experience in startup and second stage companies including advisory board positions and Chief Marketing Officer of a software gaming venture Blue Orb. Dr. Bowers received his Doctor of Philosophy in Marketing from the Mays Business School at Texas A&M University. [<https://www.linkedin.com/in/drmrbowers/>]

Robert Mathews, Ph.D. is a technical writer and software developer with over 30 years of experience in designing, writing, and publishing software documentation and examples at companies ranging from startups to large corporations including Adobe, MathWorks, and Google. His current role as Technical Writer at Google is due to the acquisition of his previous employer, ITA Software, where he was the Senior Software Engineer. Dr. Mathews holds a Doctor of Philosophy in Anthropology from Harvard University. [<https://www.linkedin.com/in/bob-mathews-449a33/>]

Connie Garzon-Bernal, MBA, CBA, has over 20 years of business experience leading her to be the associate director and site manager for the University of Central Florida Business Incubation Program (UCFBIP) Volusia County location as well as an adjunct professor in International Business and Culture at Stetson University. Prior to her current roles, Mrs. Bernal was the Volusia and Flagler Counties SBDC Manager following seven years of being the Branch Manager focusing on marketing for Colmena BCSC. She sits on the Advisory Board for Volusia Chamber of Commerce, and Board of Directors for the Cairns Foundation. Mrs. Bernal holds an MBA from Universidad Iberoamericana.

[\[https://www.linkedin.com/in/dorisconniegarzonbernal/\]](https://www.linkedin.com/in/dorisconniegarzonbernal/)

Mr. Jeffrey Wells has extensive experience in providing strategy, analysis, intelligence, cybersecurity, and leadership to companies—both in domestic and international markets—that create profitable new business opportunities. Mr. Wells has founded and co-founded many businesses, both for-profit and not-for-profit alike. He is currently acting President at the Maryland Cybersecurity Roundtable, partner at InnoVacienc, partner and co-founder at i2 – Innovation Intelligence, and founder and Executive Director at Connected Warrior Foundation. Mr. Wells holds certificates and degrees from many educational institutions including Massachusetts Institute of Technology, Rochester Institute of Technology, University of Oxford, University of Cambridge, and Harvard Kennedy School of Government.

[\[https://www.linkedin.com/in/jrwells/\]](https://www.linkedin.com/in/jrwells/)

Mr. Jack Phifer is a Board Advisor at the Moroch Partners agency, one of the largest independent full service advertising/marketing agencies in the US. Previously, he was a Managing Partner at Moroch, and a Senior Vice President at the Leo Burnett Company, where he led major consumer goods accounts in the US and managed international offices. Jack has over 30 years of consumer marketing experience across clients such as Procter and Gamble, General Motors, McDonald's, Coca-Cola, and Western Union Financial Services. He has helped write college level strategic planning texts and has been closely involved with developing next generation marketing talent for the last 20 years. He has been involved with SCORE since 2008. Jack is a native of Florida, and holds degrees from Florida State University and the University of Illinois.

[\[https://www.linkedin.com/in/jack-phifer-645a5b/\]](https://www.linkedin.com/in/jack-phifer-645a5b/)

## **Competition**

Even though the idea of “sharing” products via online or mobile applications is not new, the focus of offering only vacation and sporting goods is. US citizens logged over 1.7 billion leisure

trips in 2016<sup>11</sup>. When vacationers travel, they do so knowing they are going to spend money. However, the cost of goods rented by brick-and-mortar shops can be prohibitive to some users. Our prices can be between 33% and 50% lower than those of the brick-and-mortar. We expect brick-and-mortars to use the application as an easy source of advertising, expecting customers to choose their products for accessibility and renting experience despite the higher cost.

Ultimately, there are six companies (4 in the US) that are working towards similar ideas to ours, but they don't have the focus, platform, customer experience, and most of all they lack a digital currency that LibLob will offer.

### ***Direct Competitors***

Since LibLob is, in reality, introducing a new community to the market, the current competitor list is relatively small. Direct competitors include Spinlister, ToyRoom, YoooWe, GetMyBoat, BoatSetter/BoatBound, and RVShare. Below is a table representing these competitors to the LibLob App.

Competitors		Spinlister	YoooWe	GetMyBoat	BoatSetter	BoatBound	RVShare
<b>Features</b>							
Water Sporting Goods (un-motorized)	✓	✓	✓	✓		✓	
Water Sporting Goods (motorized)	✓			✓	✓	✓	
Snow Sporting Goods (unmotorized)	✓	✓	✓				
Snow Sporting Goods (motorized)	✓						
RV/Camping Goods	✓						✓
Bicycles	✓	✓					
Motorcycle/Scooter	✓						
Focused <b>ONLY</b> on Recreational Goods	✓	✓	✓	✓	✓	✓	✓
Website	✓	✓	✓	✓	✓	✓	✓
iOS Mobile Application	✓	✓	✓	✓			
Android Mobile Application	✓	✓	✓	✓			
Windows Mobile Application	✓						
Product Gurantee/Insurance Offered (Included)	✓	✓	✓				
Delivery Offered	✓	✓			✓		✓
Rating System	✓	✓	✓	✓	✓	✓	
Comment System	✓	✓	✓	✓	✓	✓	
US Presence	✓	✓	✓	✓	✓	✓	✓
Digital Currency	✓						
Fee to Owners of Goods	10.00%	17.50%	?	0.00%	0.00%	35.00%	15.00%
Fee to Renters of Goods	10.00%	12.50%	15.00%	10.00%	20.00%	10.00%	0.00%

<sup>11</sup> U.S. Travel Association. *U.S. Travel Answer Sheet*.

[https://www.ustravel.org/system/files/Media%20Root/Document/Research\\_Fact-Sheet\\_US-Travel-Answer-Sheet.pdf](https://www.ustravel.org/system/files/Media%20Root/Document/Research_Fact-Sheet_US-Travel-Answer-Sheet.pdf)

### ***Indirect Competition***

When it comes to indirect competitors, the list is rather large. Since the spike of venture capital investments in classified ad apps, any of those in the space, i.e. Craigslist, eBay, Wallapop, Letgo, Facebook Market Place, etc., could easily add a renting section. This being said, there is not, and has not been, one platform that strictly focuses on the vacation and sporting goods market. By operating in this niche, it will be easier to maintain market control. Additionally, the adding of a cryptocurrency transaction process to these existing platforms will be very costly.

### **Participation in the BOOMR Token Sale**

The smartcontract address for the token sale is:

0x300A0A820d8FB6E77850DA5eaa8dF64bBfF5746D

When participating, use the above address. This contract will hold all funds and tokens until the minimum cap is reached.

Find us on Facebook, Instagram, and Twitter under the handle @liblobapp, and join our Slack community at

[https://join.slack.com/t/boomrtoken/shared\\_invite/enQtMjgyODIzNDA4MTk3LTJkMDI3ZmM3Y2JlYzk1ZWYxNTcxYjM0MzJkYWVjN2E3NjJjOGUyOGJhMwVlZTVhMGI3OGVIM2QwMzdhYzczZWU](https://join.slack.com/t/boomrtoken/shared_invite/enQtMjgyODIzNDA4MTk3LTJkMDI3ZmM3Y2JlYzk1ZWYxNTcxYjM0MzJkYWVjN2E3NjJjOGUyOGJhMwVlZTVhMGI3OGVIM2QwMzdhYzczZWU).

To view the Smart Contract, visit our GitHub repository at <https://github.com/TopBackTech/LibLob/tree/master/ICO>.

### ***Setting up an Ethereum Wallet<sup>12</sup>***

To participate in the BOOMR token sale, you will need to host your own wallet. By using MyEtherWallet<sup>13</sup>, or any other wallet allowing ERC20 tokens, you can create a new wallet without having to download the blockchain. MyEtherWallet does not allow you to create an account and to store your Ether on their servers, but rather they allow you create a wallet, which is yours to store and keep safe.

---

<sup>12</sup> <https://github.com/ethereum/mist/releases>

<sup>13</sup> <https://www.myetherwallet.com/>

### ***Creating a Wallet on MyEtherWallet***

- 1.** On the homepage, fill in the form to set a secure password and click ‘Create New Wallet’. You will use this password during your BOOMR experience, don’t forget to save this somewhere safe.
- 2.** Download your private Keystore file that has been generated. This private key will enable you to access your funds. For security purposes, we recommend that you save this Keystore file to an external USB stick for safe keeping. You will also have the option to print out a paper wallet as an additional backup of your private key.
- 3.** Once saved, you will be free to interact with your funds.

### ***Using funds on MyEtherWallet***

- 1.** On the homepage, click on the ‘Send Ether & Tokens’ tab at the top.
- 2.** You will then be asked to unlock your wallet by providing your downloaded Keystore File.
- 3.** You will now be able to access your Address; this is the public address that will be used to send funds in preparation for the BOOMR token sale. By sending Ethereum to the address displayed on the page, you will be able to prepare yourself appropriately for the token sale.

To be kept updated with the latest information on the BOOMR Token Offering, please visit our website at [boomrtoken.com](http://boomrtoken.com) or find us on Facebook, Instagram, Twitter, Slack, and Reddit.

## **FAQs**

We want to hear from you. Please do not hesitate to send us questions or ask on any of the above-mentioned sites. We will continue to compile and add them to this white paper in future versions.

### **Is the BOOMR a US security?**

No. Our token was developed for the sole purpose to give our users another way to experience adventure, much like reward points or coupons. Those who decide to buy and/or use our token do so with the complete intent to keep on our site and within our ecosystem. No equity or company decisions are given to the holders, though to encourage participation and the true nature of decentralization, we may ask for feedback or voting on certain issues.

### **Who can buy tokens during the sale?**

Anyone! The BOOMR token is specifically made to be used on our platform and not for investment purposes. To become a “first mover” and participate, you can buy the tokens from the smart contract address: 0x300A0A820d8FB6E77850DA5eaa8dF64bBfF5746D.

### **How do I purchase BOOMR tokens?**

To participate in the sale, ETH can be sent to 0x300A0A820d8FB6E77850DA5eaa8dF64bBfF5746D. The smart contract will hold all funds and tokens until the minimum cap is reached.

### **How do I get the BOOMR token if I do not want to buy them?**

You can earn the BOOMR token for free by creating an account on <https://liblob.com>. If you create an account before the token sale, you will receive 2x the amount of tokens given for a new account. If you lob an item, you will get 3x the amount. We will distribute the tokens after the completion of the token sale (expected February 2018) and full integration of the BOOMR token into LibLob (expected May 2018).

### **What are BOOMR tokens used for?**

The BOOMR tokens are used on LibLob for the rental of goods and services from other users. Each user will have the option of taking BOOMR tokens for payment. Also, different voting options, such as milestone completeness, reward amounts, and product protection payouts.

### **Where can I see the Smart Contract used for the sale?**

We have posted our Smart Contract in our GitHub repository here: <https://github.com/TopBackTech/LibLob/tree/master/ICO>.

Additionally, etherscan.io also shows the smart contract. Use address 0x300A0A820d8FB6E77850DA5eaa8dF64bBfF5746D in the search bar.

### **How do I track the different wallets that are holding the funds from the sale?**

To ensure that LibLob has not taken any of the funds raised until certain milestones have been achieved and verified by token holders, the cold storage wallet addresses can be followed using <https://etherscan.io/>.

Simply enter the cold wallet address in the search bar at the top-right of the page and press “Go”. The wallet and its amount of ETH will be shown. The amount of ETH should be the same amount that was raised during the corresponding sale week.

### **How do I ensure that LibLob has not taken the funds prior to established milestones being achieved?**

To ensure that LibLob has not taken any of the funds raised until certain milestones have been achieved and verified by token holders, the cold storage wallet addresses can be followed using <https://etherscan.io/>.

Simply enter the cold wallet address in the search bar at the top-right of the page and press “Go”. The wallet and its amount of ETH will be shown. The amount of ETH should be the same amount that was raised during the corresponding sale week.

### **Why does this [LibLob] need a coin?**

The coin allows for multiple advantages than traditional payment methods; lower transaction fees (current creditcard rate is 2.9% + \$0.30 per transaction), lower platform fees, the ability to give out rewards, and ability for us to implement a community-based product protection service.

More than just the token itself, blockchain, especially smart contracts, are ideal for rental and payout situations. We plan on, in the future, to implement our own blockchain, with the removal of fiat transactions, once we feel that wide acceptance of token/coin-based transactions has been accomplished. Our goal is to make adventure affordable, and secure, for everyone.

**Revision History**

<b>Date</b>	<b>Version</b>	<b>Topic</b>
<b>07/27/2017</b>	<b>v.02</b>	<ul style="list-style-type: none"> <li>• <b>Grammatical and spelling corrections</b></li> </ul>
<b>08/11/2017</b>	<b>v.03</b>	<ul style="list-style-type: none"> <li>• <b>Addition of Advisors/Mentors</b></li> </ul>
<b>08/21/2017</b>	<b>v.04</b>	<ul style="list-style-type: none"> <li>• <b>Update FAQs</b></li> </ul>
<b>08/29/2017</b>	<b>v.05</b>	<ul style="list-style-type: none"> <li>• <b>Updated dates for token pre-sale and sale</b></li> <li>• <b>Additon of more uses of tokens</b></li> <li>• <b>Update Product Protection plans</b></li> </ul>
<b>09/24/2017</b>	<b>v.06</b>	<ul style="list-style-type: none"> <li>• <b>Updated dates for token pre-sale and sale</b></li> <li>• <b>Additon of Advisors/Mentors</b></li> </ul>
<b>10/20/2017</b>	<b>v.07</b>	<ul style="list-style-type: none"> <li>• <b>Updated timeline</b></li> <li>• <b>Updated Purchased Token Holder capabilities</b></li> <li>• <b>Updated Slack Channel link</b></li> <li>• <b>Addition of GitHub repository link</b></li> <li>• <b>Updated FAQs</b></li> </ul>
<b>11/03/2017</b>	<b>v.08</b>	<ul style="list-style-type: none"> <li>• <b>Fix error in presale registration date</b></li> </ul>
<b>12/06/2017</b>	<b>v.09</b>	<ul style="list-style-type: none"> <li>• <b>Addition of cold wallet addresses</b></li> <li>• <b>Update “Accessibility of Funds” and “Token Storage Practices”</b></li> <li>• <b>Update “FAQs”</b></li> <li>• <b>Update Slack Channel link</b></li> </ul>
<b>12/29/207</b>	<b>v.10</b>	<ul style="list-style-type: none"> <li>• <b>Addion of Smart Contract Address for token sale</b></li> <li>• <b>Update “FAQs”</b></li> <li>• <b>Update Slack Channel link</b></li> </ul>
<b>01/06/2018</b>	<b>v.11</b>	<ul style="list-style-type: none"> <li>• <b>Updated pricing structure of BMR</b></li> <li>• <b>Added AirDrop plans</b></li> <li>• <b>Added Bounties</b></li> <li>• <b>Update “FAQs”</b></li> </ul>