Decentral Life (OTC: WDLF / ETH TOKEN: WDLF)

We believe in empowering startup founders and niche industry communities through the strategic allocation of our blockchain and AI technology.

White Paper (January 2022)

The Decentral Life project and WDLF Token is a proposal to decentralize our existing social networking and e-commerce platform (the "Platform").

Decentral Life ("D-Life," "Company," "we," "our") is a Blockchain and AI focused Technology Business Incubator (TBI) that currently trades as a public company on the OTC Market under the stock ticker symbol "WDLF". The Company was founded in January of 2013 to help tech startups grow their business, becoming a publicly traded company in June of 2016.

D-Life provides tech startups with seed technology (our social networking and e-commerce platform), legal guidance, and executive leadership, to make it easier for startup founders to focus on raising capital, perfecting their business model, and growing their social network and e-commerce usership.

As of the date of this white paper version, the Company has 13 separate niche industry startup companies participating in its TBI program, that in total, attract over 7 million MAU (monthly active users) worldwide.

Learn more about our TBI program at: https://www.WDLF.ai

Learn more about our WDLF Token offering at: https://Token.WDLF.ai

Participate in our WDLF Token ICO at: https://ICO.WDLF.ai

Abstract. In this white paper, we introduce our vision of a decentralized protocol that will replace the existing technology that our social networking and e-commerce platform is built on (cloud based) and transforms it to a decentralized application ("dApp").

We have four phases of our Decentral Life project.

1.) Launch the WDLF ERC-20 Token on the Ethereum blockchain

2.) Build a mining protocol application on our existing platform for users to mine WDLF Tokens

3.) Conduct an Initial Coin Offering (ICO)

4.) Build and upgrade our existing social networking and e-commerce platform to a dApp

As of the date of this white paper version, we have completed the first three phases of our Decentral Life project.

On July 9th, 2021, we filed with the SEC a Regulation D 506(c) offering to raise up to $100 million through accredited investors to help fund the project. Since then, management has worked with investment bankers and institutional investors to structure the Initial Coin Offering that launched on January 28th, 2022 to include preferred shares as part of the unit purchased, when participating in our Initial Coin Offering as an accredited investor. To review the details of the combined WDLF Token and Preferred Share offering through the filed Regulation D 506(c) offering, please visit Token.WDLF.ai and download the Private Placement Offering (PPM).

1. Introduction

The internet has given rise to a proliferation of social networking and e-commerce businesses whose success depends in large part on the efforts of their users and customers. Social networks, peer to peer marketplaces and content platforms would be worth considerably less without communities of users adding value through participation, interactions, and contributions. Despite this rapid innovation, not much has changed in the relationship between network operators and users. Networks benefit from increased involvement by users and use a variety of methods to increase user participation, but they can fail to provide long-tail users with any tangible benefit for their content creation efforts and loyalty to a social network. This imbalance presents an opportunity to create even more powerful networking effects through an alignment of interests between a platform and its users, which would benefit both parties alike.

Traditional forms of loyalty and status have been successful in motivating influencers and users to perform more of the actions that are valuable to a network business (e.g. referrals, repeat usage, increased spending, and influencer social status), however, users benefitting from traditional loyalty rewards have little vested interest in the success of the business. These users don't gain additional value if they were, for example, an important early adopter of a platform that grew and succeeded. This results in a mostly transactional relationship between social network platforms and their users, rather than one in which the users are financially and emotionally aligned, with incentives to help bootstrap and make a business successful. Afterall, digital media focused businesses, particularly startups, cannot grow without the loyalty of their active users creating compelling content, on an ongoing basis.

One way to create this alignment is through scarcity. Loyalty rewards traditionally have a stable value and an unlimited supply; i.e. as more users join a network of other users, for instance, more rewards are created, and early users continuously hold a smaller and smaller percentage of the overall rewards issued. However, if the loyalty rewards were scarce, or in our use case the reward is a non-fungible token ("NFT"), then a network would be forced to give out fewer token rewards over time given the potential limited supply (if the Token had both a maximum cap of issuance, and a "burn" function that destroyed a formulated number of tokens for each token rewarded). In this proposed model, giving early social contributors and content creators an increased number of reward tokens creates a scarce availability of the tokens over time. The result creates a direct incentive for the network user to help a network succeed as quickly as possible, by supercharging their engagement and loyalty to that network and its user-base.

The Worldwide Decentralized Life Token (the "WDLF Token") is an implementation of Token loyalty rewards, when mined by network users, quantify loyalty value. This organically increases the network effect for each of our TBI companies as they grow their loyal usership on their niche social network marketplace. Additionally, the user can take the WDLF Tokens they earn and purchase products or services offered by that network and their industry partners.

By combining the earn ability of the token as well as the decreasing supply of tokens by burning them, the WDLF Token financial ecosystem grows more and more valuable as each TBI company increases their network usership, while simultaneously increasing the value of each token that can be spent in the network or traded on cryptocurrency exchanges.

2. Core Concepts

2.1 WDLF Token

The WDLF Token is a digital asset that derives its value from a collective of TBI licensee networks that offer purchasing benefits to users that mine and hold the token. Our TBI companies join forces to imbue greater value in the WDLF Token as their network users earn more of it through the WDLF Protocol (the "Protocol"). The WDLF Token increases in value from the direct result of the network effect, thus becoming more useful and valued as each TBI network grows in their respective niche industries.

As of the date of this white paper, the WDLF Token is being mined by our TBI company network users in the following niche industries:

- Cannabis and Hemp
- Travel
- Outdoorsman Sports
- Racket Sports
- Cycling
- Golf
- Motor Sports
- Soccer
- Residential Real Estate
- Commercial space industry
- Non-fungible token (NFT) minting and selling
- Decentralized finance tools

2.2 WDLF Protocol

The Protocol consists of a group of actors (our existing and future TBI program companies) that coordinate towards the common goal of growing adoption of the WDLF Token on their networks. The Protocol uses the WDLF Token as an earnable cryptocurrency reward to incentivize participating network users to come together and align their social and e-commerce interests more frequently, consistently, and with the highest level of loyalty to that social network and e-commerce platform.

2.3 Proposed Staking Protocol in Our Project DApp

In the fourth phase of our Decentral Life project (the project phase that we are currently working on the dApp), the TBI network user can stake their WDLF Tokens through Proof-of-stake, in which the WDLF cryptocurrency consensus mechanism processes the network purchasing transactions by creating new blocks in the future version of our blockchain ("dApp"). A consensus mechanism is a method for validating entries into a distributed database and keeping the database secure. In the future, we will complete and migrate our existing social network and e-commerce

application to our decentralized application to provide that additional security and privacy. The process of staking lifecycle will involve a network user transferring their mined WDLF Tokens to the staking prop (see diagram below, in section **4.5 Staking Lifecycle**), which decreases the Staker's balance of WDLF and increases their Staked balance. In return, the Staker can influence various aspects of the WDLF Protocol, based on their proportion of the total amount staked.

While staked, a User's WDLF Tokens remain locked to the WDLF Protocol, however at any point the user is free to unstake and get their tokens back immediately. There is also no way to transfer or lose a users' Staked WDLF Tokens, so they are guaranteed to get 100% of them back. See all of Section 4 for implementation details.

2.4 Staking Rewards

At the heart of the future dApp is a system for incentivizing TBI networks to provide premium rewards to WDLF Token holders that stake. By unlocking premium rewards for token holders, the network usership drives greater demand for the WDLF Tokens. This positively impacts the entire WDLF Token Staking community and increases the utility value of the staked WDLF token.

As a result, a greater network effect for that TBI company flames their growth model and expedites their liquidity event (an IPO or acquisition of that TBI participating company). TBI company founders can then distribute a portion or of their liquidity events back to their WDLF Staker's. The model is like being a shareholder in a company receiving a payout for their stock when that company is sold, or the ability for the shareholder to sell their stock when the company conducts a public offering. In this case, the premium reward for a WDLF Staker is that they participate in the equity disbursement of the company during a potential liquidity event.

2.5 WDLF Token Supply and Demand

The vast majority of WDLF Token issuance happens inside the TBI networks when users are rewarded for performing social and e-commerce actions valuable to the network effect and growth of that company. Given that these are micro-payments, happening multiple times a day across millions and millions of network users, it's critical to make these transactions frictionless. Users should not need to set up a blockchain wallet, fees must be near zero, and networks need the flexibility to revoke rewards if fraud is discovered.

The solution is that networks issue "WDLF Token IOU's" to users, still giving the user immediate access to benefits inside the network as it relates to the reward value of the WDLF Token (each network is slightly different given their usership differences in each niche industry), while buying time for the user to earn enough to warrant claiming their WDLF Tokens and moving them to a digital wallet or staking them. This "temporary trust" between the TBI network and the user solves both for scalability and usability issues, enabling a seamless "Web 2.0" experience (and eventual "Web 3.0" experience when the dApp is launched) that users have already come to expect. More importantly to the community of token earners on the TBI networks, and token buyers through the ICO of the WDLF Token, the limited supply of tokens available on trading platforms, combined with the increased demand of holders to stake it, further decreases the supply of tokens, and increases the demand value of the WDLF Token.

2.6 Reward Controller

Certain core parameters of the dApp Protocol, such as the rate of rewards distribution, can only be changed by a privileged wallet address, known as the Controller. The Controller itself can be a smart contract (influenced by the TBI network), making it compatible with different forms of governance, such as a multi-sig wallet, or fully decentralized community voting. See Section 5 for more details on governance.

2.7 Network Token Distribution to Decentral Life

When a TBI network joins the WDLF Protocol, it influences the reward controller contract smart contract, the amount of WDLF Tokens mined per users' social action. Additionally, built into the smart contract is a 10% minting fee that is automatically sent back to the Decentral Life master wallet. This WDLF Token fee accumulates and is added to the balance sheet each quarter as an appreciating cryptocurrency asset.

2.8 Progressive Participation

The WDLF Token is currently being rewarded to millions of TBI network users. As such, the Protocol is designed to be as lightweight as possible in order to manage all users. At the current rate of WDLF Tokens mined each month, the total supply of WDLF Tokens is estimated to exhaust in a matter of a few years (**see section 3 below**).

The total number of WDLF Tokens created on the Ethereum blockchain is 10 billion. Given that one WDLF Token is burned for every token rewarded to users, or purchased through the ICO, a sub-total of 5 billion WDLF Tokens will ever be issued. Calculating that 10% of WDLF Tokens rewarded in TBI networks, over time, will go back to Decentral Life as a fee, and an estimated 10% of WDLF Tokens will be staked, and an estimated 20% of WDLF Tokens will be retained by the TBI networks for their own balance sheets as the tokens are accepted as payment for products and services offered to users in each TBI network, an estimated total of 2 billion WDLF Tokens (or 60% of 5 billion) will be in circulation on trading exchanges after the final WDLF Token has been rewarded or purchased (whichever comes first). Based on basic economic principles, the process of progressive participation should add to the increase in WDLF Token value.

3. WDLF Token Economics

3.1 Demand from Network Users

As explained earlier, the TBI networks will offer premium benefits to users who stake WDLF Tokens to them, on their networks (**see section 2.4 and 2.5 above**). This in turn generates demand for more WDLF Tokens from each network user who acquires and stakes their WDLF Tokens in order to access that TBI network's premium benefits. The demand that a network effect generates is visible on-chain, allowing stakers to evaluate the performance of each network, and direct the Protocol to allocate Rewards accordingly.

3.2 Supply Sink from Stakers

In order to participate in staking, stakers must lock their WDLF, taking them out of circulation. Stakers are motivated to stake for a number of reasons:

1. Get equity value in the WDLF Token as a security if/when that TBI networks reaches a liquidity event, similar to purchasing shares in that TBI company.

2. Yield farming WDLF Tokens earns more tokens without having to mine them.

3. Influencing the allocation of WDLF Token issuance by taking them out of circulation, which impacts the health of the WDLF Network and by extension, increases the value.

3.3 Network Effect and Cross-Network User Acquisition

In economics, a Network Effect is the phenomenon by which the value or utility a user derives from a good or service depends on the number of users of compatible products. Network effects are typically positive, resulting in a given user deriving more value from a product as other users join the same network.

As our TBI networks increase users and their usership of the network, the network effect is supercharged. More users are invited in by existing users that are rewarded WDLF Tokens when doing so. One of the most valuable social actions built into the controlling contract for a TBI's network is the ability to mine more tokens when inviting new users to the network. It stands to reason that network users will be more attracted to inviting new users to that network, than conducting social actions that mine fewer WDLF Tokens.

Furthermore, once a user begins to mine WDLF Tokens in one network and realizes the value of their efforts, they are more inclined to join and participate on the other TBI networks. This multiplies the network effect from a single network user by many multipliers.

3.4 Metcalfe's Law Combined with WDLF Tokens

"Metcalfe's Law" says that a network's value is proportional to the square of the number of nodes in the network. The end nodes can be computers, servers and simply users. For example, if a network has 10 nodes, its inherent value is 100 ($10\times10=100$). Add one more node, and the value is 121. Add another and the value jumps to 144. Non-linear, exponential, growth.

Network effects have become an essential component of a successful digital businesses. First, the internet itself has become a facilitator for network effects. As it becomes less and less expensive to connect users on platforms, **those able to attract them in mass become extremely valuable over time.** Also, network effects facilitate scale. As digital businesses and platforms scale, they

gain a competitive advantage, as they control more of a market. Third, network effects create a competitive advantage.
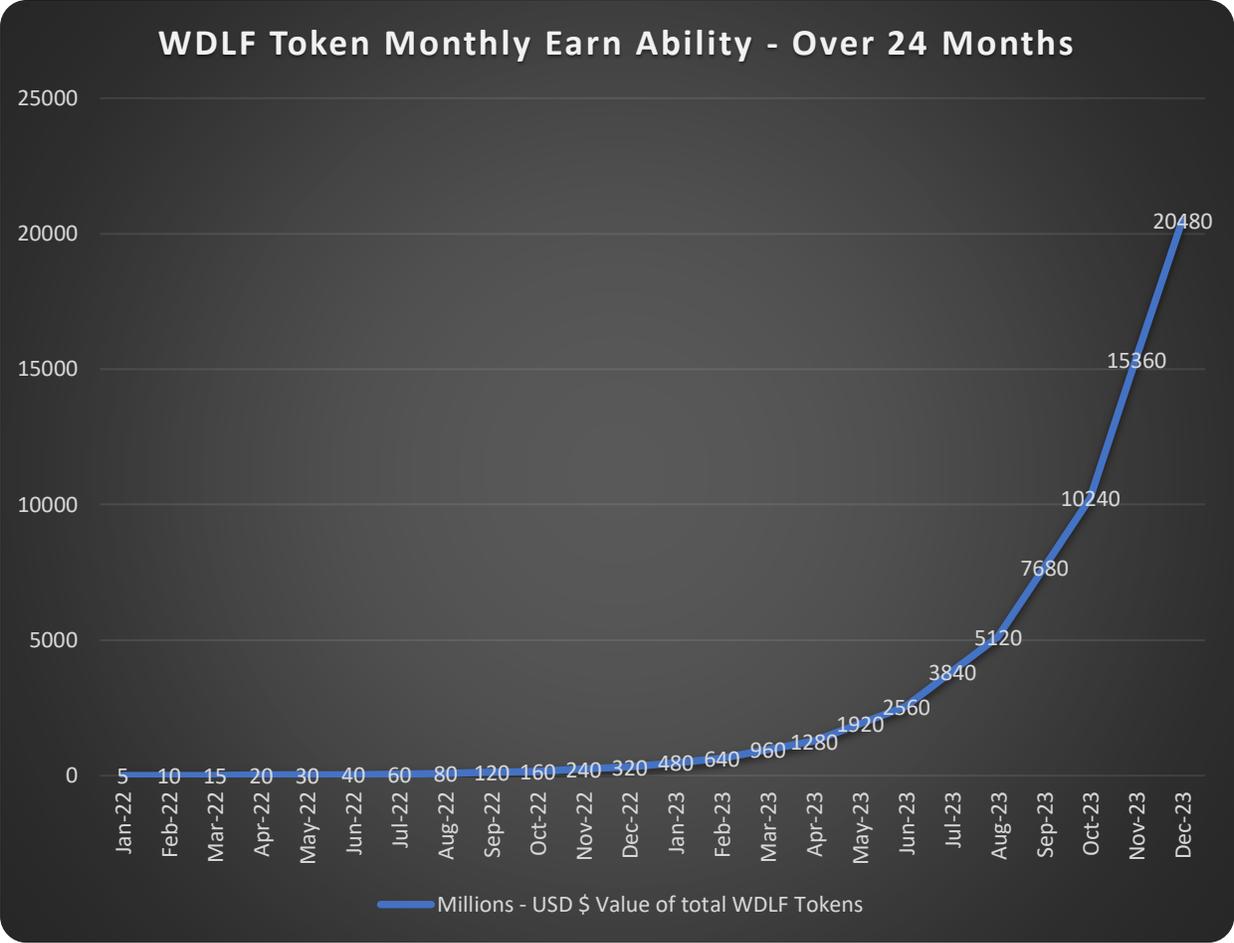
Network effects typically account for 70% of the value of digitally-related companies. Network effects were popularized by Robert Metcalfe, one of the co-inventors of the Ethernet and a co-founder of 3Com. 3Com created networking cards, that plugged into a computer giving it access to the Ethernet, a local network of shared resources like printers, storage and the internet. Metcalfe explained that while the cost of the network was directly proportional to the number of cards, the value of the network was proportional to the square of the number of users. Or in other words, the value was due to the connectivity between users, enabling them to work together and achieve more than they could alone.

3.5 Network Earn Ability

You will be surprised to discover that the average time an adult spent on social media in 2012 was 90 minutes, which leaped to 126 minutes in 2016. While this leap is acceptable over five years, things escalated quickly, with an average of people across all age brackets spending over 3 hours per day on social media in 2020. In the same report, published by Consumer Behavior, the millennial generation is spending an average 2 hours and 38 minutes on social media sites per day.

Through extensive research and focus groups, we have identified $20 - $25 USD an hour as the targeted earning range that our TBI network users wish to earn each day they spend on our networks. We have established the initial value and price of our WDLF Token offering ($1 USD per WDLF Token) based on data research of social activity behavior in our TBI networks, over a 24-month period that began in January of 2019.

Calculating the network earn ability based on industry data and our TBI network data, we estimate that some users will aim to earn $50 - $65 a day in WDLF Tokens. The following line-chart was calculated by using the data that we currently have and projecting the usership and subsequent network earn ability over a 24-month period starting January 2022. NOTE: There are currently over 7 million MAU (monthly active users) worldwide on all TBI networks combined.

WDLF Token Monthly Earn Ability - Over 24 Months

Chart values: 5, 10, 15, 20, 30, 40, 60, 80, 120, 160, 240, 320, 480, 640, 960, 1280, 1920, 2560, 3840, 5120, 7680, 10240, 15360, 20480

Months: Jan-22, Feb-22, Mar-22, Apr-22, May-22, Jun-22, Jul-22, Aug-22, Sep-22, Oct-22, Nov-22, Dec-22, Jan-23, Feb-23, Mar-23, Apr-23, May-23, Jun-23, Jul-23, Aug-23, Sep-23, Oct-23, Nov-23, Dec-23

Millions - USD $ Value of total WDLF Tokens

The above chart reflects a scenario that 100% of the available 5 billion WDLF Tokens have been rewarded and purchased (while in parallel 5 billion had been burned). **In month one (January 2022) the WDLF Token is valued at $1.00 USD.**

In month twenty-four (December of 2023) the WDLF Token is valued at $14.33 USD (the total of 71.66B earned over 24 months, by a final total of 1.3M users in December of 2023, based on $20 per hour earning target and 2.5 hours a day on the TBI networks = $50 USD a day earned, or $1,500 a month earned.)

This chart is a projection ONLY and should not be used as a guide for the increase in value of the WDLF Token. Many factors will adjust this model in real-time, including (but not limited to) the calculations and estimates provided in **section 2.4 and 2.5 above**.

The example above demonstrates the basic economics of supply and demand, driven by steady network usership growth over a twenty-four-month period. It does not calculate or consider the network effect described above in section 3.3, in which user growth could be exponentially higher each month in the first twelve months when considering Metcalfe's Law **(explained above in section 3.4)**

4. Protocol Implementation

4.1 Stake Weight Allocation

When a User calls the "Stake" method in the WDLF Protocol, they specify how many WDLF Tokens to assign to that TBI's network. The "weight" of their Stake is then allocated between various Rewards Pools, which calculate how many WDLF Reward Tokens to distribute to each Staker based on the time selected for staking (E.g. 1 month, 3, 6, 12 months). The longer the staking period the larger the reward.

4.2 Rewards Distribution

Each Rewards Pool holds WDLF Tokens, which are split based on the stake weight allocations. Distribution happens perpetually, with a fixed percentage of the remaining tokens being distributed each period, based on the current value of the WDLF Token at the end of the period **(as discussed above in section 3.5 and the chart)**.

To be efficient, and save on transaction fees, Staking Rewards are not "pushed" to recipients on any regular basis, but instead are dynamically tracked in an Ethereum smart contract.

At any time, the recipient can "pull" their earned Staking Rewards out of the contract and lose their reward, that is then divided among the other stakers in that reward pool. Staking Rewards continue accruing in the contract until the recipients collects them at the end of the period.

4.3 WDLF Tokens that can be Rewarded

The Max Supply of WDLF Tokens that can be rewarded is 5 billion minus the total amount sold through the ICO, plus the 10% fee of tokens awarded to Decentral Life (that will equal 500 million total, minus the number of tokens sold in the ICO, as described above in sections 2.7 and 2.8).

The ICO could take +/- 24 months, roughly calculated by the projections in the chart above in section 3.5.

The ICO is planned to be in two stages. The first stage starting on January 28th 2022 at 11:59 PM Mountain Time for accredited investors only. Stage one is conducted under SEC Regulation D 506(c), for up to 100,000,000 units (a unit includes 1 WDLF Token and 1 Preferred share of Decentral Life stock.)

Learn about Reg D 506(c) offering guidelines at:
**https://www.sec.gov/smallbusiness/exemptofferings/rule506c**

The second stage, if applicable, will be an SEC registered Initial Coin Offering for up to 150,000,000 WDLF Tokens.

4.4 WDLF Tokens Rewarded Per TBI Network

WDLF Tokens are rewarded by each TBI network individually. TBI networks are free to choose their own reward parameters, such as the number of tokens allocated for each social or e-commerce behavior, and therefore the rate of token distribution will change per TBI network.

4.5 Staking Lifecycle

Staked WDLF Tokens are divided into two buckets: The amount that a user explicitly Stakes is referred to as the Principal and Staking Rewards. Both the principle and the rewarded are subject to an escrow period of up to 30 days before they can be withdrawn. This encourages participation by users who have a long-term commitment to the Protocol. The diagram below visually represents the staking process and flow of WDLF Tokens.
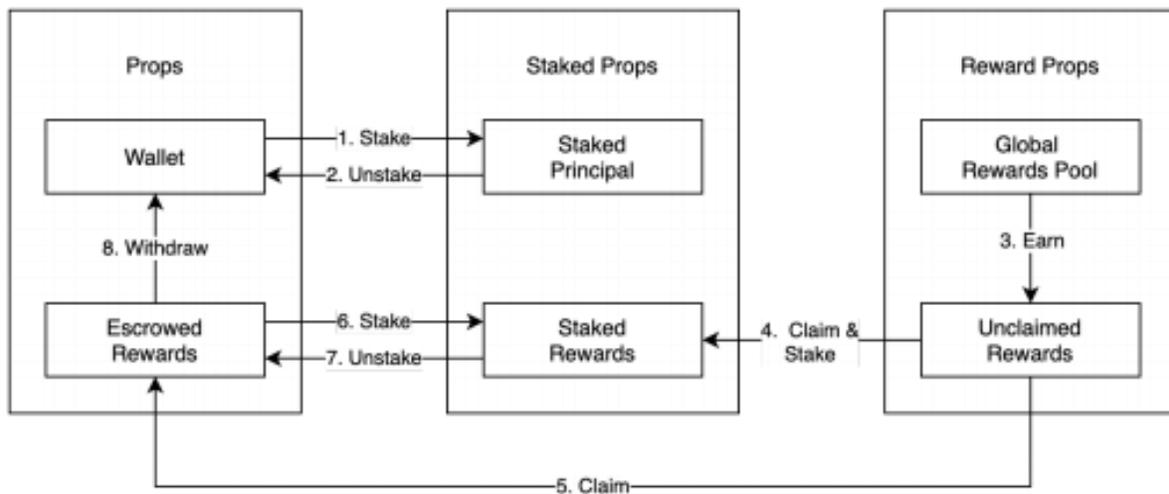
1. Stake WDLF Tokens from a wallet or the TBI network's IOU account
2. The Principal amount can be immediately un-staked (withdrawn) to a wallet
3. Over time, the user earns a portion of the Staking Rewards pool if Principal remains
4. Upon claiming Staking Rewards, user can be immediately Staked
5. Alternatively, the WDLF Staking Rewards get escrowed for 30 days
6. Users can Stake their Staking Rewards again, after escrow completes
7. When un-staking, Staking Rewards later, they go back into escrow versus direct to wallet
8. After 30 Days of escrow, Staking Rewards can be withdrawn to Wallet Governance

The long-term goal is for the WDLF Protocol to be fully governed by the community of WDLF Token holders (when the dApp project is complete and launched). As such, various components of the dApp will be designed to facilitate this diagram above.

5.1 Checkpointed Stake

Every time a user stakes (dApp version in the future), a historical reference of their Staked balance is kept on-chain, not just their current balance. This makes it possible to implement an on-chain voting system where voting weight is based on Staked balance at a particular point in time, avoiding scenarios where WDLF are transferred and used to vote twice.

5.2 Delegation

Anyone can "delegate" the weight of their Stake to another address. Not only does this make it safer to actively participate, by delegating from a secure cold wallet to a less-secure hot wallet, it also allows Stakers to delegate their voting power to a community member that is more active and knowledgeable. This enables representative forms of governance.

5.3 Upgradeable Controller

The Controller Address, which has the authority to make changes to the Protocol, can be upgraded over time, and set to any smart contract. This allows the governance to evolve as different methodologies are tried and best development practice. Today, simple on-chain weighted voting frameworks like Aragon and Governor Alpha are most popular, but it is likely that more sophisticated designs will emerge in the future, as the dApp project completes, and it's important for resiliency to be able to migrate to them in the future as the blockchain evolves.

5.4 Parameters

The following parameters can be changed by the Controller:

- TBI Network Whitelist

○ Add / Remove TBI Networks that are eligible for WDLF Token Rewards

- Network Premium Rewards Rate

○ % of remaining rewards pool distributed to the TBI network

- Staking Rewards Rate

○ % of remaining pool distributed to Stakers each day

- Escrow Cooldown Period (30, 60, 90 days, etc.)

○ Time that must pass before Staking Rewards can be claimed

- Network Points % To Protocol

○ Portion of Network Points that accrue to Protocol

- Contract Addresses

○ Upgrading contracts to include new functionality

6. Decentral Life Project Conclusion

By leveraging a scarce digital asset, and bringing together a decentralized network of participants, WDLF offers a novel way for TBI Networks to align with their users and drive the sorts of behaviors that lead to successful outcomes (liquidity events such as an IPO or acquisition) through the network effect. We aim to combine the best of traditional loyalty programs with the powerful incentives of decentralized token networks. Importantly, it is designed to overcome the common shortcomings of the current meme-coin phenomenon that does not back the coin with an existing and thriving social ecosystem of users, thus facilitating the seamless user experiences that consumers have come to expect from our TBI networks that they engage with today.

Safe Harbor & Disclaimer

reflected in or suggested by the forward-looking statements are reasonable, we can give no assurance that these plans, objectives, expectations or intentions will be achieved.

Forward-looking statements involve significant risks and uncertainties (some of which are beyond our control) and assumptions that could cause actual results to differ materially from historical experience and present expectations or projections. Actual results do differ materially from those in the forward-looking statements and the trading price for our common stock may fluctuate significantly. Forward-looking statements also are affected by the risk factors described in the Company's filings with the U.S. Securities and Exchange Commission. Except as required by law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events. No information in this presentation should be construed as any indication whatsoever of the actual future financial results, revenues, stock price or token value.

On January 28, 2022, we began a private offering under the securities exemption of Regulation D, Rule 506 (c) of the Securities Act of 1933. Only Accredited Investors may participate in a Rule 506(c) Offering. The Rule 506(c) Offering will not occur until such time that we have available for your review a Private Placement Memorandum and a platform for Accredited Investor Platform verification; prior thereto, no communications contained herein or otherwise constitute an offer to sell or a solicitation of an offer to buy our securities.