

Litepaper

Disclaimer

Overview

Opportunity

Stakeholders

Product

Business Plan

Projections

Monetization

Disclaimer

Enzo (NZO) is not intended to be or to be offered as a security in any jurisdiction. The following is not intended to constitute an offering of securities, a solicitation of investment, a prospectus or offer document in any jurisdiction. This document neither represents any opinion or advice to purchase or sell NZO nor shall it or any part of it be relied upon for any contract or transaction decision.

The Vendor of NZO is Alfa-Enzo Foundation, which exists to govern the fair distribution of NZO in the ecosystem and facilitate the development of the various protocols that exists in the Enzo Operating Network (EON).

No person or entity is bound to enter into any binding agreement in relation to the purchase and sale of NZO or any other crypto-currency on the basis of this document. Any agreement between the Vendor and you as purchaser of NZO shall be governed by a separate contract setting out the specific terms and conditions applicable to said transaction.

You are not eligible and you are not to purchase any NZO in the Alfa-Enzo Initial Token Sale (as referred to in this document) if you are an unaccredited citizen, resident (tax or otherwise) or green card holder of the United States of America or any other jurisdiction wherein a token offering is forbidden by law. No regulatory authority has examined or approved of any of the information set out in this document. No such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction. The publication, distribution or dissemination of this document does not imply that the applicable laws, regulatory requirements or rules have been complied with. This document or any part thereof must not be distributed or disseminated in any jurisdiction where such distribution is prohibited or restricted. If you are in any doubt as to what action to take, you should consult your legal, financial, tax or other professional advisor(s).

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Overview

Cryptocurrency has the power and versatility to improve all value exchange activities on Earth. However, due to a lack of real-world utility and adoption, it has yet to penetrate the mass-market.

With blockchain technology is easier to develop and deploy than ever before, focus has shifted from infrastructure to user experience where the best will deliver the biggest global opportunity the world has ever seen. We believe these emergence events will have the greatest impact:

- I. **A killer app experience** that provides an easy and efficient interface for cryptocurrency's utilization in the real world.
- II. **A stablecoin with distributed supply** that rewards users for beneficial actions on a network.
- III. **A peer-to-peer mesh** that transcends today's inefficient and highly co-opted model of the internet.

Our mission is to develop a high-performance, and mass scale ecosystem to steward the most useful peer-to-peer economy in existence.

Alfa-Enzo is a fully built decentralized social marketplace we call smart-market that combines a unique social network design with a Proof-of-Activity multi-chain ecosystem where anyone can earn money from their time spent on the network. Its complete and extensible ecosystem is rapidly scalable and fully capable of meeting the needs of every market and every consumer worldwide. This breakthrough experience has been designed from scratch to solve cryptocurrency's biggest woes while supercharging mainstream adoption.

Post ICO, Alfa-Enzo aims to deploy its EON main-net, slated to be the world's first Distributed Operating System using a peer-to-peer topology. Its mission is to create a truly equal and inclusive global economy by making it easy for people and businesses to transact freely on the blockchain for anything and everything.



Opportunity

Alfa-Enzo presents the most incredible token offering yet and the points below are four key characteristics that illustrates why this ICO the most unprecedented, lowest-risk opportunity ever offered.

1. **Positive Traction**

Alfa-Enzo has both product and user traction. With two years of market trials, testing, and development, its brand and product polish is on par with global heavy-hitters like Facebook and WeChat.

2. **Well-Developed Strategies**

This project is the only project in the world that has successfully developed an effective method to gamify both money creation and money distribution to realize the original vision of Satoshi Nakamoto. By giving away free tokens, it draws unique users to its platform which raises the value of its token and therefore the entire network.

3. **Unsurpassed Technical Characteristics**

Alfa-Enzo's technology is defensible and differentiated. With over 18 patents filed with the international patent court, it's social market approach expedites the platform's monetization capabilities and the only one capable of delivering the first mass market cryptocurrency for everyday usage.

4. **Highly-Qualified Team**

Few Founders has more cross-domain expertise than Tony Tran, who leads with clear vision, fierce drive, and exemplary hands-on technical delivery. Additionally, the product itself speaks volume for the team that stands behind its renown capabilities and execution.

The AEF Private Sale begins August 3, 2018 and runs for a period of 90 days. Prices start at \$.005/NZO and ends at \$0.01. We expect to list on DDEX and HitBTC immediately after the ICO period. Other exchanges will be prioritized after a thorough review of their market models.

Volume bonuses are available upon request. Please contact AEF COO, quyen@alfaenzo.com, for more information.



Project Stakeholders

We define P2P as Power to the People. Our mission is to deploy the most useful distributed equal opportunity economy in history.

Alfa-Enzo is a collective project, made of three institutions that have separate roles, all contributing to the project's success.

To forward society, humanity, and technology.



The Alfa-Enzo Foundation's mission is to “develop, standardize, protect, and promote” the AE Ecosystem.



Alfa is a hyperlocal peer-to-peer client that let global participants create dApp experiences for each other.



Enzo Operating Network is a multi-blockchain network that powers AEF's vision of the people's decentralized web.

Product

We live in the most prosperous time in human history. Greater social inclusion and rapid technological advancements have opened the door for more people to enrich their lives than ever before.

Innovations have historically spread top-down and unevenly across societal stratas during highly transformative periods. As a result the best benefits often centralize near their sources which limit exposure and depress the rate of diffusion. Today, distributed ledger technology (DLT) enables innovations to start with a decentralized and globally inclusive model, leading to deeper and lasting impact. Delivering meaningful experiences in this framework to ensure true global inclusion is the mission of the Alfa-Enzo Foundation (AEF).

AEF accomplishes its mission by innovating how the world experiences data. Its Enzo Operating Network delivers decentralized apps, protocols, and platforms to a global user-base with a focus on utility and user experience.



Enzo Operating Network (EON) // MVP Q2 » 2018

- The AEF private, secure and decentralized peer-to-peer ecosystem
- Entrenched Players: Amazon Web Services (AWS), Microsoft Intelligent Cloud (MIC), the Centralized Internet.
- **Addressable Markets**
 - Corporate
 - Amazon Web Services: \$20b+ revenue
 - Microsoft Intelligent Cloud: \$20b+ revenue
 - General Public
 - Estimated at 4b+ people and increasing at 100m per annum
- **Why EON is better**
 - EON is the first mass-market distributed peer-to-peer networking protocol designed to optimize the blockchain for everyday application. On EON, data is pseudonymous, private, and encrypted — accessible only via private keys and smart contracts. EON uses a unique patent-pending Data-Time Graph that ties data to their temporal context, leading to better management and real-life events.



○

- ▶ **The User Experience**

- Compensation for activity and data on EON drives user adoption and retention. EON's native cryptocurrency, Enzo (NZO), incentivizes users and provides an easy exchange of value through the various access portals, such as Valet, that AEF provides.



Alfa — Social Marketplace Platform // MVP Q2 » 2018

- ▶ The AEF all-in-one hyperlocal services app for iOS, Android

- ▶ **Entrenched Players:**

- Platforms: Facebook, WeChat
- Service Apps: Uber, Airbnb, Zillow

- ▶ **Addressable Markets**

- Facebook: 2.2b+ users and \$40b+ revenue, WeChat: 900m+ users and \$21b+ revenue (parent company Tencent)
- Uber: 75m+ users and \$2b+ revenue, Airbnb: 40m+ users and \$2.5b+ revenue, Zillow: 180m+ users and \$1b+ revenue

- ▶ **Why Alfa is better**

- Built on EON, Alfa is a portal for users to access features, services, and leverage their activity and data to earn and use NZO. EON allows Alfa seamless integration of any apps that run on Facebook, WeChat or any existing platform, providing one stop access to a variety of features and services.
- Users initially earn NZOs starting Q4 2018 through social media data generated through Alfa's patented social timeline experience. As more features and services are added the more opportunities arise to earn and use NZOs together.

- ▶ **The User Experience**

- At inception the user experience is similar to a mixture between Facebook and WeChat where social experiences and instant decentralized applications are run within Alfa itself. At scale Alfa is the basis for the EON distributed operating system which is comparable to Microsoft Windows, macOS or Linux.





Push — Ads Platform // MVP Q1 » 2019

- The AEF self-serve marketing and advertising platform
- Entrenched Players: Perion, AppNexus
- **Addressable Market:** Total 4b+ people and counting with total expenditures of \$430b+
- **Why Push is better**
 - Push can serve advertisements to matching profiles that will yield greater 90% probability of click through.
- **The User Experience**
 - With Push, advertisers, publishers, and merchants are provided with easy to use tools to tap into EON, Alfa and all associated products to share rewards fairly with willing users.



Valet — Secure Wallet // MVP Q4 » 2018

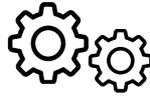
- The AEF smart contract manager and cryptocurrency light wallet
- Entrenched Players: All EON users, Ethereum, EOS
- **Addressable Market:** Total 100+ organizations and total value of \$130b+
- **Why Valet is better**
 - Ethereum gets bogged down when users run decentralized applications and smart contracts. Valet permits EON infinite scalability when running decentralized applications and smart contracts so EON is never bogged down. In addition, Valet allows functional wills and testaments so users can pass on NZOs to loved ones.
- **The User Experience**
 - Through Valet's scalability solutions, EON users not only have the same high quality experiences they've been accustomed to with traditional applications and platforms; they actually earn NZOs by using EON applications and platforms.



Business Plan



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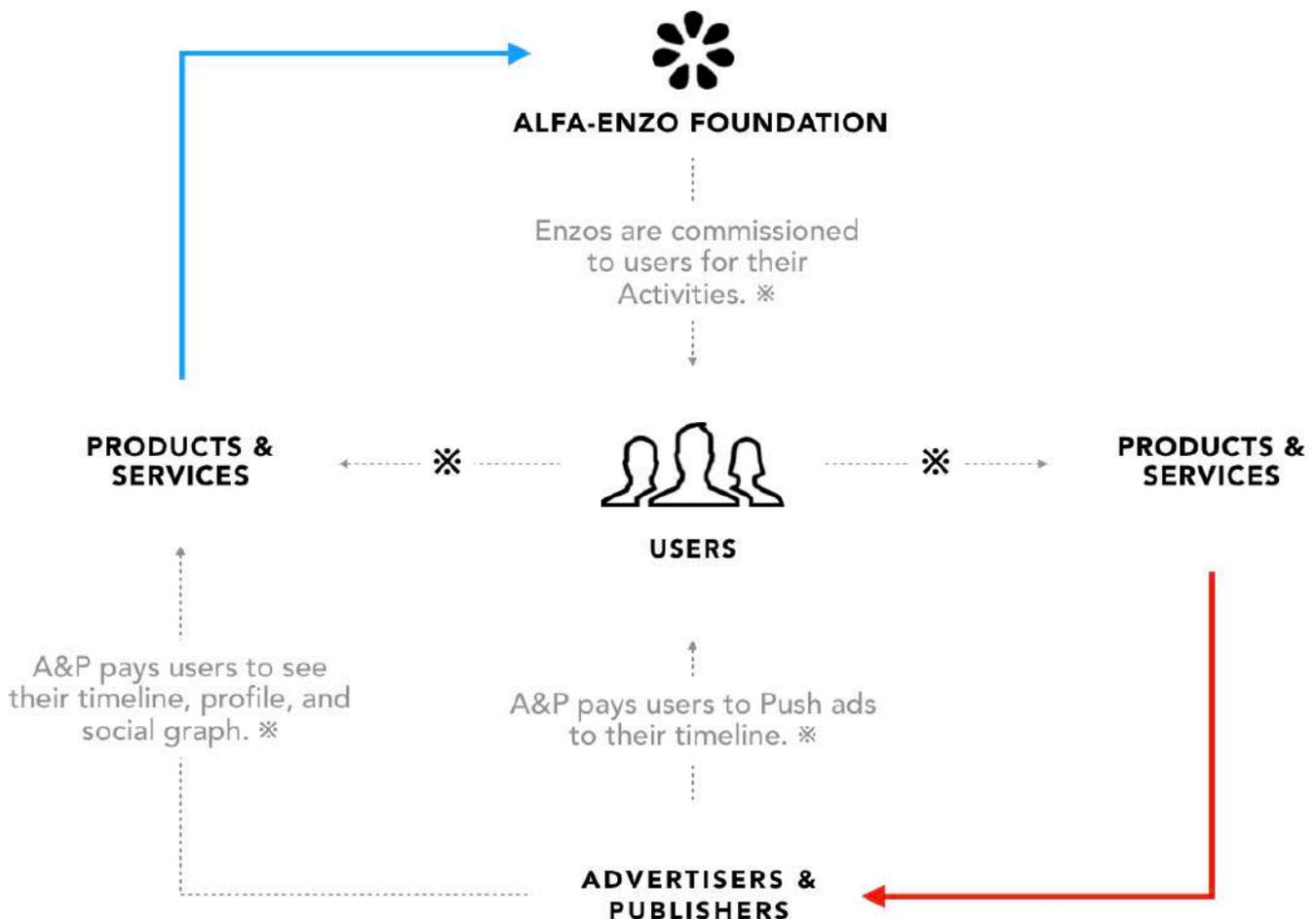


SERVICES



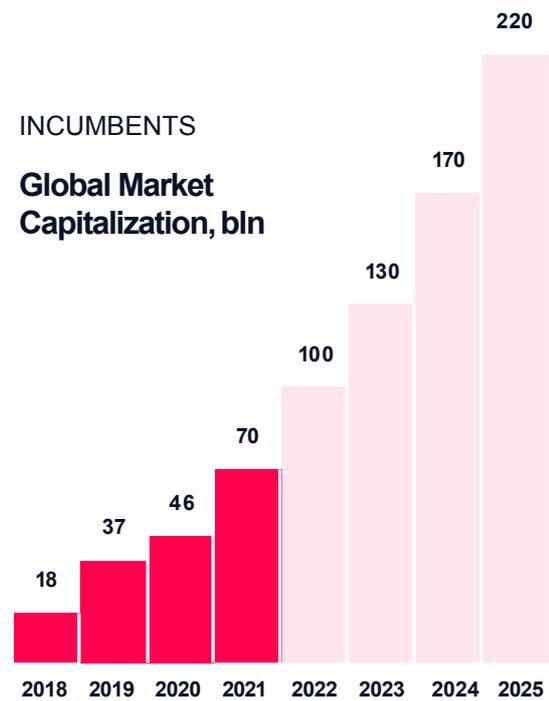
TRANSACTIONS

Alfa will provide a self-serve platform for advertisers and publishers to market to users with Reverse Mining. Merchants can use Alfa's templates to create their own time-based storefront and offering portals. Alfa will receive commission in the form of Enzo emissions from sales, transactions, features, and activities on the network.



Projections

Alfa Enzo’s unique patent-pending Data-Over-Time experience framework has the capabilities to disrupt the world’s best network-driven businesses via a socially inclusive model. In doing so, it realizes the prescient vision of Satoshi Nakamoto — decentralizing the creation and distribution of programmable money.



Foods	For Sale	Movies	Personals	News
Help	Recreation	Lodging	Real Estate	Travel
Private	Jobs	Education	Publishing	Corporate

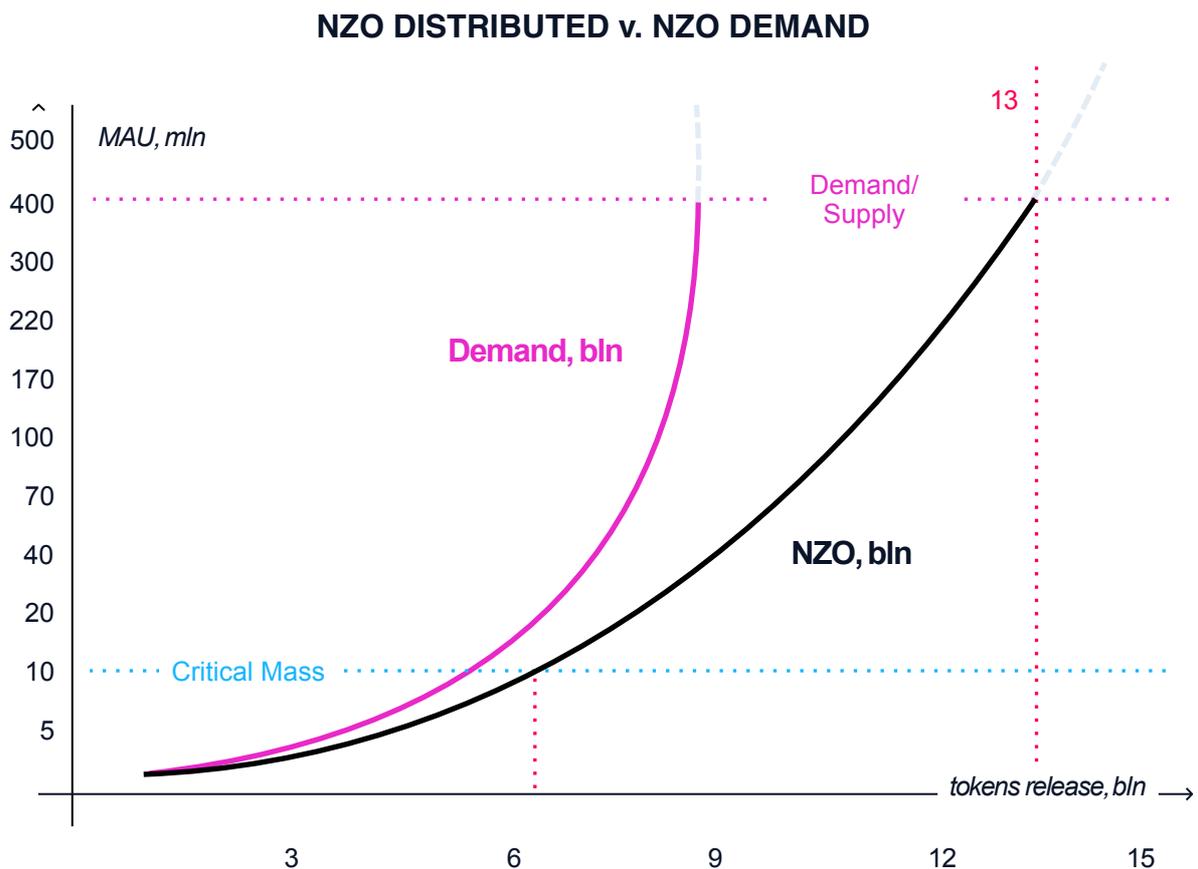
11. See section 5 in the White Paper, «Years Ahead».



Monetizing Metcalfe's Law

AEF has successfully developed Enzo (NZO), a stable cryptocurrency (also known as *stablecoin*) with a value basis that's directly tied to the network's economy of scale from Metcalfe's Law⁵. Enzo is globally inclusive by design⁵ and the first cryptocurrency developed from the ground up to specifically drive mass-adoption.

- **Distributed Supply as an Incentive.** New Users receive a static amount of free Enzos equivalent to their age at the point of account creation.
- **Exponential Value.** Per Metcalfe's Law, each new user will create an exponential value point for the network and thus lead to more demand for Enzos.



7. See section A.4 in the White Paper, «Enzo Features».

8. [Metcalfe's Law](#)



Face Forward.

ALFA — GENESIS

