WHITE PAPER

LEAN MANAGEMENT TOKEN

$LEAN

OCTOBER 2021

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1 PROJECT STATMENT

MISSION

To constantly broaden the knowledge and skills of CI/Lean practitioners in the area of Lean Management by engaging them in activities for Lean Community and offering their products and services on the Lean Marketplace. The main binder and carrier of the values of Lean Community and Lean Marketplace is the Lean Management Token (LEAN) currency.

WHAT WE STRIVE FOR

VISION

Lean Management Token (LEAN) as a future global currency that is widely used by millions of CI/Lean Practitioners and thousands of Lean Consulting companies.

GUIDING PRINCPLES

VALUES

HIGHEST GOOD OF BOTH LEAN COMMUNITY MEMBERS AND LEAN MANAGEMENT TOKEN (LEAN) INVESTORS: This is the fundamental value of our project

CARE:
Honesty, Transparency, Communication, Shared values, Openness to all

SHARE:
Exchange of knowledge and experiences, Sharing of resources, Access to the latest information from the world of Lean Management

TEAMWORK:
Community, Freedom, Good atmosphere, Discussions not only about Lean Management

2 LEAN MANAGEMENT

INTRODUCTION TO LEAN MANAGEMENT

Lean Management is a philosophy of managing any organization, and is based on the principles of minimizing the waste (in terms of work, processes, energy and raw materials) that does not add any value to a product. The implementation of the Lean Management culture in an organization focuses on creating products of the highest quality, while at the same time using available resources to their maximum.

Lean Management to Continuous Improvement (CI), i.e. the constant search for improvements in work with the use of currently available resources and raw materials. In Toyota, in the 1950s, this approach was called Kaizen (Japanese: change for the better). The genesis of Lean Management is a combination of pre-war American thought, which was focused on improving the quality of products and work (Deming Cycle, Training Within Industry), and the post-war Japanese approach to improving processes in an organization(Kaizen, Mura/Muri/Muda). It can be said that the Lean Management philosophy was built at the turn of the 1940s and 1950s thanks to the synergy of American and Japanese thoughts that took place after World War II.

Lean Management currently covers many methods that aim to improve processes such as: Six Sigma, Kaizen, Total Productive Maintenance (TPM), Training Within Industry (TWI), 5S, SMED, and many others. In business organizations, Lean Management is often referred to as Continuous Improvement, Operational Excellence, or World Class Operations. All these systems are based on the methods of optimizing business processes, which were developed by the Americans and the Japanese.

The place where the Lean Management philosophy was created was the production industry (Lean Manufacturing), and more precisely the automotive industry, in which companies such as Toyota gained a production advantage thanks to the production systems developed based on Lean principles (Fig. 1). Currently, Lean Management is widely used in all industries, including service processes (Lean Office), the IT industry (Lean IT), personnel management (Lean HR), healthcare (Lean Healthcare), and the construction industry (Lean Construction). A very popular approach when creating new projects is the Lean Startup with Lean Blockchain becoming more and more popular recently. Lean Management can be used in any area in which there are processes and people, and therefore Lean is a universal solution for all industries.

BEST QUALITY - LOWEST COST - SHORTEST LEAD TIME - BEST SAFETY - HIGH MORALE

Through shortening the production flow by eleminate waste

JUST IN TIME

Right part, right amount, right time

- Take time planning
- Continuous flow
- Pull system
- Quick changeover
- Integrated logostics

PEOPLE AND TEAMWORK

- Selection
- Common goals
- Ringidecision making
- Cross-trained

CONTINUOUS IMPROVEMENT

WASTE REDUCTION

- Genchi Genbustu
- 5 Why's
- Eyes for waste
- Problem solving

JIDOKA

(In-station quality)
Make problems visible

- Automatic stops
- Andon
- Person-machine separation
- Error proofing
- In-station quality control
- Solve root cause of problems (5 Why's)

LEVELED PRODUCTION (HEIJUNKA)

DOCUMENTATION - IMPROVEMENT – TRAINING (STANDARDIZED WORK)

VISUAL MANAGEMENT

THE TOYOTA WAY PHILOSHOPY

Fig. 1. Toyota Production System

THE ROLE AND IMPORTANCE OF LEAN MANAGEMENT IN THE WORLD

Lean Management is the most widespread organization management philosophy in the world. A study of manufacturers found that 71.6% of the 1,100 companies surveyed had implemented Lean practices in their operations (source: Supply Change Minded). The Manufacturing Global report identifies the Top 10 companies in implementing the Lean Management philosophy. Among them, apart from Toyota and Ford from the automotive industry, one can also mention: Nike, Kimberley-Clark Corporation, Caterpillar Inc., Intel, Illinois Tool Works, Textron, Parker Hannifin and John Deere. The Nike CEO and President Mark Parker explained the importance of the lean strategy for leveraging it's improved efficiencies, minimizing the company's effect on the environment while "using the tools available to us to bring about positive change across our entire supply chain."

When looking at the popularity of Lean Management among business organizations, it is not surprising that so many people are professionally involved in Lean methods. Based solely on data from the LinkedIn portal, it can be seen that over 6 million people stated in their descriptions that they deal with "Continuous Improvement". Figure 2 shows the number of people dealing with specific methods that make up Lean Management, or more broadly, the Continuous Improvement approach. However, it should be noted that some people in their descriptions may include experience in CI and Lean, as well as experience in other methods that constitute Lean. For this reason, we estimate the target group in our project to be only at the level of 6.3 million people (Continuous Improvement practitioners according to LinkedIn).

Fig. 2. Number of practitioners (source: LinkedIn)

Interestingly, the very concept of "improvement" appears on LinkedIn in the descriptions of over 16 million people. This may indicate that the target group of the Lean/CI community may be much wider than 6 million people.

3

LEAN COMMUNITY

WHY LEAN COMMUNITY?

Currently, there is no global community of Continuous Improvement or Lean Management practitioners on the market. There are contact networks and groups, but at this point, it should be made clear that a network or group are different than a community. "Sense of community is a feeling that members have of belonging, a feeling that members matter to one another and to the group, and a shared faith that members' needs will be met through their commitment to be together" – McMillan, 1976. Therefore, community occurs when there is trust and shared values between its members (Fig. 3).
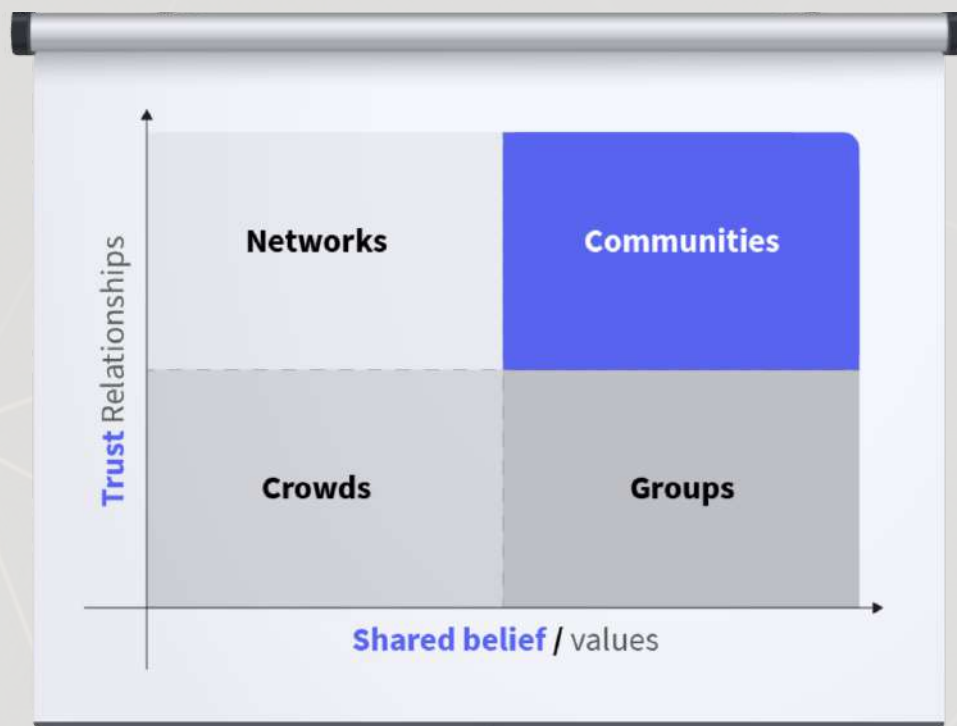

Fig. 3. The difference between crowds, groups, networks and communities

LEAN COMMUNITY PRINCIPLES

Lean Community is a place where CI practitioners will be able to exchange knowledge, practice and experience in the implementation of continuous improvement methods. Each practitioner, before joining Lean Community, will have to confirm their experience in CI. Most invitations to Lean Community will come from the recommendations of existing members in order to increase trust among the community itself.

The Lean Community website is available at: LeanCommunity.org

The Lean Community logo is shown in Figure 4.

Fig. 4. Lean Community logo

STRUCTURE OF THE LEAN COMMUNITY

The primary language in Lean Community will be English, but to facilitate interaction among community members, social channels in local languages will be built. Table 1 presents the most important thematic channels on Lean Community, with exemplary sub-channels. The complete list of channels will be available when launching Lean Community, and will be updated on an ongoing basis according to comments from community members.

Tab. 1. The most important channels on Lean Community, with exemplary subchannels

MAIN CHANNEL:	LEAN	QUALITY	TWI	SIX SIGMA	LOGISTICS	MANAGEMENT
SUB CHANNELS	Kaizen	Jidoka	Job Instruction	Define	Kanban	Hoshin Kanri
	5S	A3 Reports / 8D	Job Methods	Measure	Milk run	Gemba Walk
	TPM	FMEA	Job Relations	Analyze	Creating continous flow	Toyota Kata
	VSM	Built-in-quality	Job Safety	Improve	Inventory control	Lean Leadership
	SMED	Poka Yoke and Error Proofing	Problem Solving	Control	Heijunka	Lean Transformation
	Standardized Work	Pareto				

In addition to thematic channels, there will also be industry and social support channels (Tab. 2). Each of these channels will have its own sub-channels.

Tab. 2 Support channels in the Lean Community platform

INDUSTRY SUPPORT CHANNELS:	SOCIAL SUPPORT CHANNELS
• Lean Manufacturing • Lean IT • Lean Healthcare • Lean Construction • Lean Office and Service • Lean Logistics • Lean Startup • Lean Maintenance • Lean Blockchain • Lean Government • Lean HR • Lean Accounting • Etc.	• Lean Books and articles • Analyses on request • Exchange of services and products • Software for Lean • Lean 4.0 • Case studies from the implementation of Lean • Multimedia presentations and materials for practitioners • Workshops, training sessions, conferences • Certified programs • Etc.

Lean Community will have voice channels in which regular Lean meetings, trainings, workshops and conferences will be organized. It is planned that the most experienced "business gurus" will be invited to give speeches.

ROLES AND FUNCTIONS IN THE LEAN COMMUNITY

One of the goals of Lean Community is that every CI practitioner, every day when he visits the Lean Community platform, finds something new on it that will develop his competences in the area of Lean. One of the most important assumptions of Lean Community will therefore be the ongoing provision of valuable materials for various thematic groups. This will be dealt with by people who are ranked as "Researcher". People with the rank of "Analyst" will be responsible for creating analyzes on demand (e.g. business analysis, audits, etc.). People with the rank of "Leader" will be responsible for moderating discussions in the thematic channels. The project assumes the involvement of several dozen people, who will perform the indicated roles. New roles in the project can also be added.

ACCESS TO THE LEAN COMMUNITY

Lean Community will be on the Discord platform. This platform allows thematic channels to be built, and also ranks to be assigned to community members. Moreover, the Discord platform enables many external portals to be connected, thanks to which valuable materials for CI Practitioners will be automatically added to Lean Community. The platform will be prepared by developers who have created large communities on Discord concerning topics other than Lean Management. It will be an extensive platform with a number of specific functionalities. Access to basic Lean Community channels will be free for every CI practitioner. However, access to VIP channels (with practitioners with the greatest CI experience) with services provided by people with the "Researcher" and "Analytics" functions will require a subscription via Lean Management Token (LEAN).

4 LEAN MARKETPLACE

INTRODUCTION

Lean Management Token (LEAN) will ultimately create a Lean Ecosystem for individuals (CI practitioners), as well as for training and consulting companies interested in replacing or selling services and products related to Lean Management. In the created Lean Community, $LEAN will be used as a currency and also as a means of payment for services, products, fundraising or for voting in the community (C2C function). The platform for all $LEAN transactions will be the Lean Marketplace. $LEAN will be used by companies as currency for Lean services or products (B2B) on the Lean Marketplace. Finally, the Lean Ecosystem will build a comprehensive work environment for people (Lean Community) and practitioners or companies operating in the area of Lean Management (Lean Marketplace).
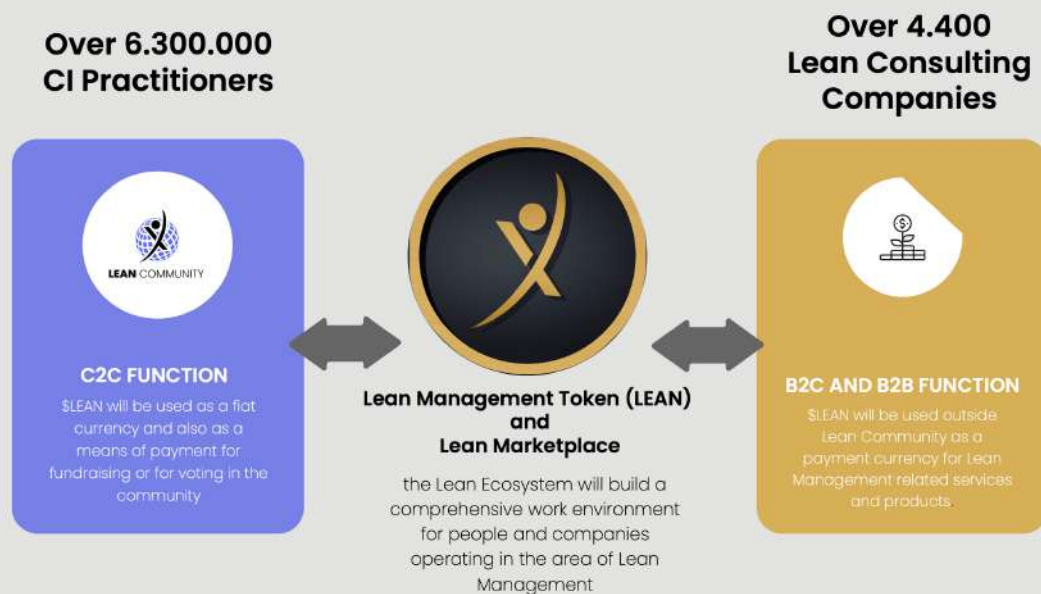Lean Ecosystem concept is shown in Figure 5.

Over 6.300.000 CI Practitioners

Over 4.400 Lean Consulting Companies

C2C FUNCTION
$LEAN will be used as a fiat currency and also as a means of payment for fundraising or for voting in the community

Lean Management Token (LEAN) and Lean Marketplace
the Lean Ecosystem will build a comprehensive work environment for people and companies operating in the area of Lean Management

B2C AND B2B FUNCTION
$LEAN will be used outside Lean Community as a payment currency for Lean Management related services and products

Fig. 5. Lean Ecosystem – Lean Community, CI Practitioners, Lean Consulting Companies, Lean Management Token (LEAN) and Lean Marketplace.

LEAN COMMUNITY AS THE FOUNDATION OF LEAN MARKETPLACE

$LEAN is a key element of Lean Community. Its most important functionalities are described in Figure 6.

UTILITY OF LEAN MANAGEMENT TOKEN (LEAN) FOR THE LEAN COMMUNITY

LOYALTY PROGRAM
- Brand Advocacy
- Brand Ambassadors
- Point-based loyalty

PARTNER PROGRAM
- Recommendation of services and products
- Sponsor articles, posts etc.

PAYMENT FOR PRODUCTS AND SERVICES
- Conferences and seminars
- Certified programs
- Books, articles and webinars about Lean Management

JOB PLACEMENT PROGRAM
- Job Offers – articles, case studies, website content
- Minor orders - translations, IT, graphics etc.
- Roles in Lean Community – Leader, Researcher etc.

REWARD PROGRAM
- Lean Best Practice Competition
- Lean Case Studies
- The Best Article of the Year Competition

STORE OF VALUE
- Strategy of Lean Community includes continuous development and extending the portfolio of products and services provided by LEAN token

Fig. 6. Main functionalities of the Lean Management Token (LEAN).

Each member of Lean Community will be able to earn and spend $LEAN on the Lean Marketplace. Free $LEAN will only be provided to the most experienced Lean Community members (over 15-20 years of experience in CI), and only in the first phase of the project's development. The aim of this activity is to encourage the most experienced CI Practitioners to join Lean Community and share their knowledge and experience. This solution will allow the foundations of Lean Community to be built as an elite group of the most experienced CI practitioners. Such a strong group of CI practitioners being involved in Lean Community should encourage less experienced Lean people to join the community, to expand their knowledge and to exchange experiences with more experienced Practitioners. Those people should also start to offer their services and products on the Lean Marketplace. People with less Lean experience will need to subscribe via $LEAN in order to access prestigious VIP channels (Tab. 3). The access will be available through Lean Marketplace.

Tab. 3. Division of channels with regards to subscription

	BASIC CHANNELS	VIP CHANNELS
TOPICS	Thematic channels; social channels in local languages; exchange of services and products, etc.	Basic channels + Lean Books and Articles; Analysis on request; Lean 4.0, Case studies, etc.
WORKSHOPS, TRAININGS, CONFERENCES AND CERTIFIED PROGRAMS	Full payment	Discount
ACCESS FEE	• Free for all CI practitioners	• The $LEAN fees will be set before launching the project and will depend in the first phase on the market valuation of the Lean Community project.

The $LEAN fees will be set before launching the project and will depend in the first phase on the market valuation of the Lean Community project. All profits from the fees will be transferred to the Job Placement & Community wallet, where they will be being burned.

The easiest way to buy access to VIP Channels, as well as for buiyng Lean services and products, would be for CI practitioners to buy $LEAN from the market. Lean Community will encourage such activities by teaching its members what tokenization is and how to buy cryptocurrencies on stock exchanges. Lean Community, together with the Student Coin Team, will prepare a special guide for CI practitioners on how they can buy $STC, and then $LEAN on the STC exchange or other exchanges.

The collected $LEAN from CI Practitioners (e.g. for the access to VIP Channels) will only be added to the Job Placement & Community wallet intended for the remuneration for the work of Analysts, Researchers, Leaders, Administrators or Moderators, as well as for burning process. Lean Community will not dedicate any $LEAN to stock trading. Any member of Lean Community will of course have the right to buy and sell their $LEAN on the stock exchange.

If any FIAT funds are obtained by Lean Community from Lean Community sponsors or partners (e.g. for advertising, etc.), these funds will be used to purchase $LEAN from the market and to fund the Job Placement Wallet.

LEAN MANAGEMENT TOKEN (LEAN) AS THE GLOBAL LEAN CURRENCY ON THE LEAN MARKETPLACE

Strengthening the position of $LEAN as the main binder of the global community of CI Practitioners will certainly result in the token becoming popular among people associated with Lean Management - specialists, practitioners, consultants, etc. It is assumed that $LEAN can become a means of payment for training, consulting or Lean Management related products. This will be possible when the token is in the possession of a large number of CI practitioners. There will be prepared the Lean Marketplace platform that will enable transactions by $LEAN.

In the next phase of the project, after recruiting over 1,000 CI practitioners to Lean Community, a marketing and promotional campaign is planned among consulting companies offering Lean Management services. The aim of this action will be to encourage these companies to also offer their services and products on the Lean Marketplace for CI practitioners by using the Lean Management Token (LEAN). According to analysis carried out on LinkedIn, there are approximately 4,400 companies on the market offering consulting and advisory services in the field of Lean Management. About 1,000 companies are located in the countries of North America, and about 1,600 in European Union countries. The analysis includes only those companies that have the term "Lean" sewn in the name of their business. It can therefore be assumed that there are many more companies offering training and consulting services in the field of Continuous Improvement. An incentive for these companies to introduce $LEAN as a means of payment for offered services and products should be the fact that with the development of Lean Community, more and more CI Practitioners should have access to $LEAN. In addition, offering services through $LEAN can give these companies a competitive and marketing advantage.

5 PROJECT DEVELOPMENT PLAN

The project was divided into 4 phases according to the PDCA cycle (Plan-Do-Check-Act).

▶ Phase 1 – PLAN

PLAN OF THE LEAN COMMUNITY AND THE LEAN MARKETPLACE CONCEPTS

Q2-Q3, 2021

- AirDrop $LEAN for the STC (Student Coin) Community
- Development of the logo and $LEAN functionalities
- Development of the Lean Community logo and website
- Defining topics for the Lean Community platform
- Conceptual design of the Lean Community platform

▶ Phase 2 – DO

LAUNCH OF THE LEAN COMMUNITY

Q3-Q4, 2021

- Launchpad ICO $LEAN to raise funds for building the Lean Community platform, as well as for marketing and project promotion
- AirDrop $LEAN exclusively for the most experienced CI Practitioners
- Launch of the Lean Community platform
- Starting social media for Lean Community
- Marketing and promotion focused on recruiting CI Practitioners to Lean Community
- Gaining the first 100 CI Practitioners in Lean Community
- Launch of the Job Placement Program – a remuneration program for people working for Lean Community
- Launch of the Lean Box
- Listing on the Exchanges

Phase 3 – CHECK

CHECK OF THE LEAN COMMUNITY FUNCTIONALITIES AND LAUNCH OF THE LEAN MARKETPLACE

Q4, 2021 – Q2, 2022

- Gain of the first 1000 CI Practitioners in Lean Community
- Launch of the certified Lean Practitioner course for CI Practitioners
- Launch of the Loyalty Program, Partner Program and Reward Program
- Launch of the Lean Marketplace

Phase 4 – ACT

PROJECT SUPERVISION

Q3, 2022 +

- Full Lean Community and Lean Marketplace functionalities - $LEAN as the global currency
- Constant increase in the number of users
- Periodic trainings, workshops and conferences for Lean Community (fees via $LEAN)
- Acquiring sponsors for Lean Community
- Speeches by special guests for Lean Community
- Listing on new exchanges
- Continuous development of Lean Community
- $LEAN as the global currency for Lean services and products - B2C, B2B and C2B Functions
- Launch of the certified courses for CI Practitioners

6 LEAN MANAGEMENT TOKEN $LEAN – SPECIFICATION

LEAN MANAGEMENT TOKEN (LEAN)- LOGO

The official Lean Management Token (LEAN) Logo is shown in Figure 7.

Fig. 7. Lean Management Token (LEAN) Logo

LEAN MANAGEMENT TOKEN (LEAN) - SPECIFICATION

$LEAN runs on Etherium blockcain, which enables secure value transfer, transitions and token exchange. $LEAN will be based on Etherium with ERC-20 standard. Table 4 presents important information about Lean Management Token (LEAN) in comparison to Student Coin (STC) and Bitcoin (BTC). $LEAN will be used as the leading currency for the Lean Community created within the project. Using $LEAN, the community will be able to purchase or sell services and products in Lean Marketplace.

Tab. 4. Important information about Lean Management Token (LEAN) in comparison to Student Coin (STC) and Bitcoin (BTC)

FEATURE	LEAN MANAGEMENT TOKEN	STUDENT COIN	BITCOIN
TICKER SYMBOL	LEAN	STC	BTC
TOKEN LAUNCH DATE	18th of October, 2021	2nd of December 2019	3rd of January 2009
MAXIMUM NUMBER OF TOKENS	3,000,000 Assumed reduction to Maximum number of $LEAN 1,800,000 in practical total supply through the burning process	10,000,000,000	21,000,000
NUMBER OF DECIMALS	18	18	8
BURNABLE	YES	YES	NO
TRANSACTION TIME	Around 5 minutes	Around 5 minutes	Around 12 minutes
TRANSACTION FEE	0.1-5 USD	0.1-5 USD	0.0001 BTC
NATIVE BLOCKCHAIN	ERC-20	Waves + ERC-20	Bitcoin main-net
CRYPTOCURRENCY TYPE	Token with cross-chain solution	Token with cross-chain solution	Token with main-net chain
TRADEABLE ON EXCHANGES	TBD	15 exchanges +	All exchanges
OFFICIAL TRADEABLE PAIRS	LEAN/STC LEAN/ETH LEAN/USDT LEAN/BTC	STC/BTC STC/ETH STC/USDT	BTC/Altcoins BTC/FIAT
FIRST LAUNCH PRICE	0.8 USD	0.0025 USD	1 USD
BLOCKCHAIN EXPLORER	https://etherscan.io/tokens	https://etherscan.io/tokens	https://www.blockchain.com/explorer

In the future, it will be possible to migrate $LEAN to another Ecosystem, such as Student Coin.

7

LEAN MANAGEMENT TOKEN $LEAN – DISTRIBUTION PLAN

$LEAN DISTRIBUTION PLAN

The initial total supply of Lean Management Token (LEAN) is $LEAN 3,000,000. The burning of the tokens is planned to take place from the beginning of the project, and therefore the total supply of $LEAN will decrease over time. The amount of burned $LEAN will depend on the income to the largest wallet – the Job Placement & Community wallet, as this wallet will have the burn function. The income of $LEAN to this wallet will come from Lean Marketplace, Lean Community subscriptions, contributions from Lean Community members, etc. In a negative scenario, when there will be no income to the Job Placement & Community wallet, over 40% of all the tokens will be burned. In the case of income to the Job Placement & Community wallet, the number of burned tokens will increase. The entire process is described in Chapter 9. Table 5 compares the $LEAN Distribution Plan with the Project Development Plan. It assumes a negative scenario in which more than 40% of the tokens will be burned. Therefore, the project's circulation supply will amount to a maximum of 60% of the initial total supply ($LEAN 3,000,000), and will thus not exceed $LEAN 1,800,000.

The main utility of $LEAN will be related to the functioning of Lean Community and Lean Marketplace, and therefore the $LEAN distribution plan is presented in relation to this project. The project provides two types of AirDrops, which distributes 8% of all the tokens in circulation. The first AirDrop (5%), due to the fact that $LEAN is an STC-based token, is intended for the Student Coin community. The second AirDrop (3%) is intended for the most experienced CI/Lean Practitioners in order to encourage them to join the Lean Community at the beginning of its operation. They will only be people with proven experience of at least 15-20 years in CI/Lean. In addition, the project provides an ICO for which 5% of all $LEAN will be allocated. The aim of the ICO will be to raise funds for the preparation of the Lean Community platform, Lean Marketplace, as well as for the marketing and promotion of the initiative among CI/Lean practitioners around the world. More about the ICO can be found in the Launchpad ICO chapter. In addition, there will be remuneration for people who work for Lean Community, Lean Marketplace and Lean Management Token (LEAN). The remuneration plan is outlined in Chapter 8 – the Job Placement Program.

Tab. 5. The supply of Lean Management Token (LEAN) for the project's phases

PROJECT PHASE	DESCRIPTION OF THE PHASE	WHEN	MAXIMUM AMOUNT OF $LEAN IN PRACTICAL CIRCULATING SUPPLY (AT THE END OF EACH PHASE)	
			NO.:	%
PLAN – Preparation	• AirDrop to STC users • Initial Coin Offering – ICO • Liquidity on the exchanges	Q3 – Q4, 2021	900,000	30%
DO – Lean Community	• AirDrop to the most experienced CI/Lean Practitioners • Marketing and promotion of $LEAN • Launch of the Lean Community	Q4, 2021	1,050,000	35%
CHECK	• Job Placement Program • Loyalty Program • Partner Program • Reward Program • Launch of the Lean Marketplace • Launch of the Lean Practitioner Program	Q3, 2022	1,500,000	50%
ACT	• Core Team and Advisory Board of Lean Community - remuneration • Marketing and promotion of $LEAN • Lean Community programs • Inviting special guests to Lean Community • Launching of the Leader Academy • Trainings, workshops, conferences • Continuous development of Lean Community	Q4, 2022	1,650,000	55%
		2023+	<1,800,000	<60%

$LEAN DISTRIBUTION WALLETS

Lean Management Token (LEAN) will be held on 7 wallets (Table 6). Figure 8 shows the graphical distribution of $LEAN to the main wallets.
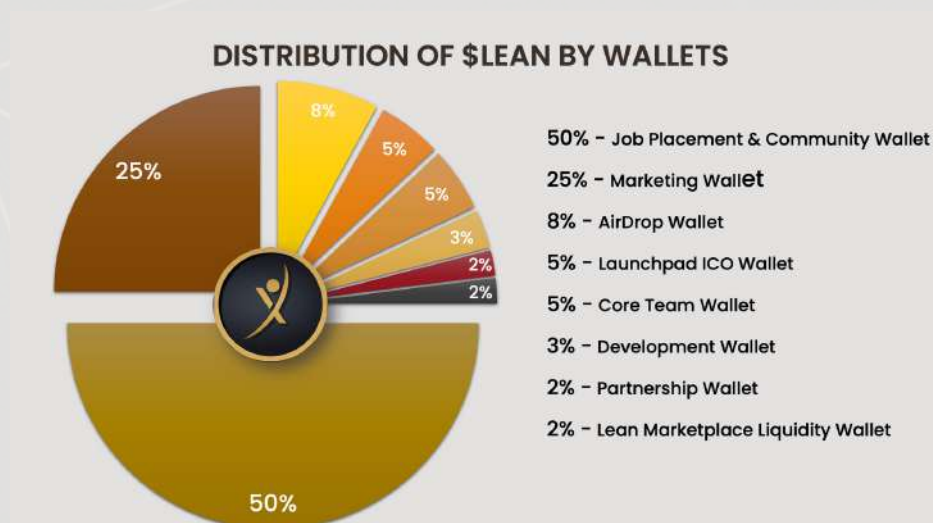

DISTRIBUTION OF $LEAN BY WALLETS

50% – Job Placement & Community Wallet
25% – Marketing Wallet
8% – AirDrop Wallet
5% – Launchpad ICO Wallet
5% – Core Team Wallet
3% – Development Wallet
2% – Partnership Wallet
2% – Lean Marketplace Liquidity Wallet

Fig. 8. Distribution of $LEAN by wallets.

Tab. 6. Wallets in the Lean Management Token (LEAN) project

NAME OF WALLET	NUMBER OF TOKENS	% OF TOTAL SUPPLY	PURPOSE AND RULES
AirDrop Wallet	240,000	8%	AirDrop for STC users (first wave) and for the most experienced CI/Lean Practitioners (second wave).
Launchpad ICO Wallet	150,000	5%	Initial Coin Offering – sale of $LEAN in order to raise funds for the development of the project.
Core Team Wallet	150,000	5%	Funds for building a project management team (Core Team + Leaders). **Funds for the Core Team will be unlocked in the second year of the project's operation (in the period Q4, 2022 – Q3, 2023)**
Job Placement & Community Wallet	1,500,000 assumed reduction to maximum number of $LEAN 300,000 through the burning process	50%	The wallet that will be used throughout the entire functioning of Lean Community. This wallet will have funds from collected subscriptions, commissions from Lean Marketplace etc, and will provide funds for the remuneration of people involved in various roles in Lean Community, as well as for loyalty programs, partner programs and rewards for community members. Funds from this wallet will be released according to the remuneration plan that is described in Chapter 8 – the Job Placement Program. Funds within this wallet will be burned as described in Chapter 9 – $LEAN burning. **According to the plan, at least $LEAN 1,200,000 from this wallet will be burned. This value is 40% of the initial total supply.**
Development Wallet	90,000	3%	The wallet from which funds will be allocated to the development of Lean Community and Lean Marketplace. In the future, innovative projects related to Lean 4.0, Virtual Reality etc. are expected to be launched. Funds for their implementation will come from this wallet.
Partnership Wallet	60,000	2%	The wallet for long-term cooperation with partners outside Lean Community. This wallet will provide funds for remuneration for, among others, special guests invited to Lean Community, influencers writing about Lean Management and the cryptocurrency market. Wallet funds will not be transferred directly to the market.
Lean Marketplace Liquidity Wallet	60,000	2%	Funds from this wallet will be held to provide liquidity in the Lean Marketplace. They will be used to secure transactions made by the users of $LEAN on the Lean Marketplace.
Marketing Wallet	750,000	25%	The wallet that aims to provide liquidity for $LEAN on exchange markets. Funds from this wallet will also be used for marketing purposes.
Total	3,000,000	100%	

8 JOB PLACEMENT PROGRAM

INTRODUCTION

The aim of the Job Placement Program is to ensure the effective functioning of Lean Community and Lean Marketplace. Research shows that the biggest reason for the slowdown of the functioning of each community is that its members work as volunteers. In the case of Lean Community, it is assumed that people working for the community will be rewarded in $LEAN. The recruitment process for functions supporting Lean Community activities will take place among members of the community. Current offers will be presented on the Lean Community website. Recruitment decisions will be made by a Core Team for Lean Community.

In the future, it will be acceptable to elect all members of the Core Team in general Lean Community elections, which will be held using $LEAN.
The principles of work organization and employment of Lean Community members are presented below:

➤ A contract for a given function will be signed for 3 months with the possibility of renewal

➤ Payment of remuneration in $LEAN will take place after each month of work

➤ One person can perform a maximum of 2 functions at the same time

FUNCTIONS IN LEAN COMMUNITY AND LEAN MARKETPLACE

People who want to support the development of Lean Community and Lean Marketplace can apply for the following positions:

- **Leader for Lean** – a person who substantively supports a selected area of Lean Management (e.g. Lean IT, Lean Construction, Lean Manufacturing, etc.)
- **Researcher** – a person who provides valuable Lean analysis and examples to community members in order to increase engagement and knowledge

- **Marketing specialist** – a person who takes care of the marketing of Lean Community, Lean Marketplace and Lean Management Token (LEAN) on social media, and who also supports investor groups (Telegram, Reddit)
- **Recruiter** – a person who actively recruits new CI/LEAN practitioners to join Lean Community and to actively use Lean Marketplace
- **Advisor for Cryptocurrency Market** – a person who advises the community regarding the cryptocurrency market (purchasing currency, selling currency, transferring currency, etc.)
- **Moderator for Lean Community** – a person who supports Lean Community moderation by assigning permissions and roles, as well as by analyzing the activity of community members
- **Assistant Movie and Content** – a person who supports CI/LEAN practitioners in the preparation of substantive materials that will be sold by them on the Lean Marketplace
- **Moderator for Lean Marketplace** – a person who supports CI/LEAN practitioners, training companies, as well as other entities that want to offer their services and products on the Lean Marketplace

In addition, there are roles for leaders for each function. The role of the leaders will be to supervise the work and to report the results to the Core Team. In the future, it will be possible to change the functions for which the recruitment takes place. This will depend on the direction in which the Lean Community and Lean Marketplace develops. Wages for people working for Lean Community and Lean Marketplace will be paid in $ LEAN at the end of the month. The amount of remuneration will be determined individually. The sum of remuneration for a given month cannot exceed the monthly remuneration budget.

The principles of operation of the Job Placement Program:

- **The Core Team** sets goals and KPIs for the Leaders of individual areas
- **Leaders** cascade goals and KPIs onto the teams they manage
- **KPIs** are reported monthly by Leaders to Core Team members
- **The Core Team** approves the reports, and decides on the payment of remuneration for the Leader and the Leader's team according to the table in the appendix
- **The Core Team** reports to the members of Lean Community the results of the work of people employed and working for the community for a given month up to the 10th day of the following month
- **The report** is published on Lean Community social media
- **Remuneration** is paid in $LEAN at the average exchange rate of $LEAN/$USD at the end of a given month

Setting monthly budgets for the Job Placement Program

Funds for the Job Placement Program will be paid from the Job Placement & Community Wallet. At the very beginning of the project, this wallet will account for as much as 50% of the total supply, i.e. $LEAN 1,500,000. Note that funds from this wallet will be burned as described in Chapter 9 – the $LEAN Burning Process. The minimum number of burned $LEAN from the Job Placement & Community Wallet will be $LEAN 1,200,000, which is 40% of the total supply and as much as 80% of the Job Placement $ Community Wallet. The remaining difference will be transferred for salaries, for which the monthly budget will be defined one month in advance. Information about this will be published on social media. The minimum monthly salary budget will be 0.5% of the funds accumulated in the Job Placement & Community Wallet. It is possible to increase this value, but only in special situations, e.g. when the income to the Job Placement & Community Wallet will increase significantly thanks to transactions on the Lean Marketplace. More transactions will require more organizational support. Payments of wages will therefore be covered by the income from the Lean Marketplace. However, it is assumed that the level of the monthly budget will be maintained at the level of 0.5% of the value of the Job Placement & Community Wallet.

The size of the first monthly remuneration budget will therefore be $LEAN 7,500 (0.5% of $LEAN 1,500,000). Moreover, it is planned to include a 19% addition to the monthly budget, which will be allocated to support the functioning of Lean Community and Lean Marketplace. These funds will be transferred to loyalty programs, prizes, competitions, etc. – to all those things that will activate members of Lean Community to act towards its development. Therefore, in the first month, the total budget for addition will be $LEAN 1,425 (19% of $LEAN 7,500). The total remuneration budget for Lean Community in the first month will therefore be $LEAN 8,925.

Note that the monthly remuneration budget will be lowered each month because it is expressed as a % of the $LEAN that remain in the Job Placement & Community Wallet. Additionally, please note that over 80% of $LEAN from the Job Placement & Community Wallet will be burned, as described in Chapter 9 – the $LEAN Burning Process. The total budget for salaries within the Job Placement Program will therefore oscillate at around $LEAN 300,000 (10% of the initial total supply and 20% of the Job Placement & Community Wallet). This budget will be spread throughout the lifetime of the project and its monthly values will be logarithmically reduced. An example of a reduction in the monthly remuneration budget is shown in Figure 9. The concept of the Job Placement Program foresees that greater involvement in the building of Lean Community and Lean Marketplace will be necessary in the first stages of the project. Additionally, a reduction of monthly remuneration budgets should be correlated with the expected increase in the value of $LEAN, which should also occur through the process of burning $LEAN.
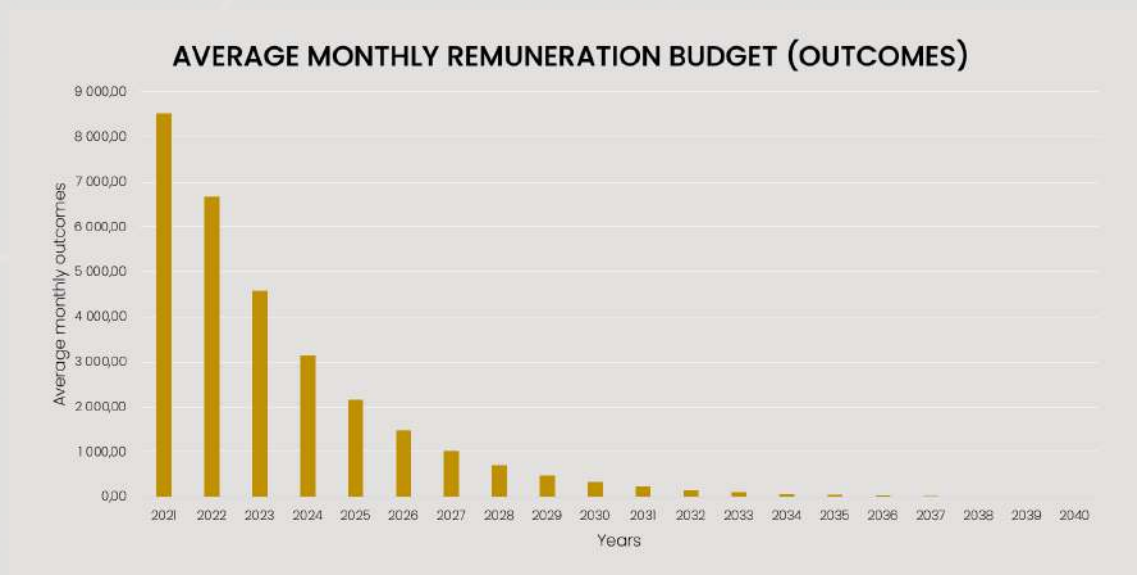
Fig. 9. Reduction of the monthly remuneration budget, taking into account the 0.5% indicator for determining the monthly budget and the 19% indicator for supplementing the budget - exemplary scenario

9 LEAN MANAGEMENT TOKEN $LEAN – BURNING PROCESS

The purpose of the burning process is to activate Lean Community and $LEAN investors to act in order to increase the usefulness of Lean Marketplace. Any income from Lean Marketplace will be credited to the Job Placement & Community Wallet. In addition, this wallet will be supplied by voluntary contributions from community members, as well as by subscriptions for the access to VIP channels. More income to the Job Placement & Community Wallet will mean higher levels of $LEAN burning. The burning of $LEAN is therefore intended to motivate $LEAN holders to actively support efforts to increase the awareness of Lean Marketplace.

Outflows from the Job Placement & Community Wallet will be made on the penultimate day of the calendar month and will be transferred to a transitional wallet, from which they will then be distributed to people who work for Lean Community and Lean Marketplace within the Job Placement Program - as described in Chapter 8. On the last day of the month, a minimum of 2.5% of the $LEAN remaining in the Job Placement & Community Wallet will be burned. Burning will be done by sending the indicated number of $LEAN to the "Eater" type wallet. After each transaction, the community will be informed, with proof of the funds then being transferred.

In the case of the first month of the project, more than $LEAN 37,276 will be burned, which is 2.5% of the remaining $LEAN 1,491,075 (which was previously reduced by the payment of the budget for the first month's salary - $LEAN 8,925).

The value of the monthly burning consumption indicator, which is determined at the level of 2.5%, may only be increased in the case of special situations (e.g. increased income from commission on Lean Marketplace). This in turn may only accelerate the burning process. The value of this indicator will never be decreased.

The number of burned $LEAN will depend on the level of using Lean Marketplace. The more transactions on Lean Marketplace, the greater the commission income to the Job Placement & Community Wallet, and there will therefore be more $LEAN being burned. This is due to the fact that the burning rate is expressed as a percentage.

In the most negative scenario (Scenario # 1), in which Lean Marketplace has no turnover, and therefore there is no income to the Job Placement & Community Wallet, more than 40% of $LEAN will be burned. The value of $LEAN 1,200,000 being burned will be achieved in 2034. It can thus be assumed that 40% of burned $LEAN is the most negative scenario, which is considered in this document in order to calculate the maximum total supply – $LEAN 1,800,000. However, the value of the maximum total supply may be lower when there is income from Lean Marketplace to the Job Placement & Community Wallet. The following three scenarios are presented with a simulation of the burning of $LEAN, taking into account the outflows to the Job Placement Program:

> Scenario #1 – negative

> Scenario #2 – moderate

> Scenario #3 – assumed

Scenario #1 - negative

In this scenario, no turnover on Lean Marketplace is assumed. This means that there is no income to the Job Placement & Community Wallet, and instead there are only the outflows for the Job Placement Program wages from this wallet. This is a negative scenario in which the Lean Marketplace does not gain popularity among the Lean Management community. In this scenario, more than 40% of all $LEAN will be burned. Close to 5% of $LEAN will be burned by the end of 2021, and more than 32% of $LEAN (close to $LEAN 1,000,000) by the end of 2025. Table 7 shows the $LEAN burning process year by year in the negative scenario. Calculations until the end of 2050 were only included in order to achieve transparency of this document. Figure 10 shows the process of burning $LEAN and paying wages within the Job Placement Program for the first several years.

Tab.7. The process of burning $LEAN in the negative scenario

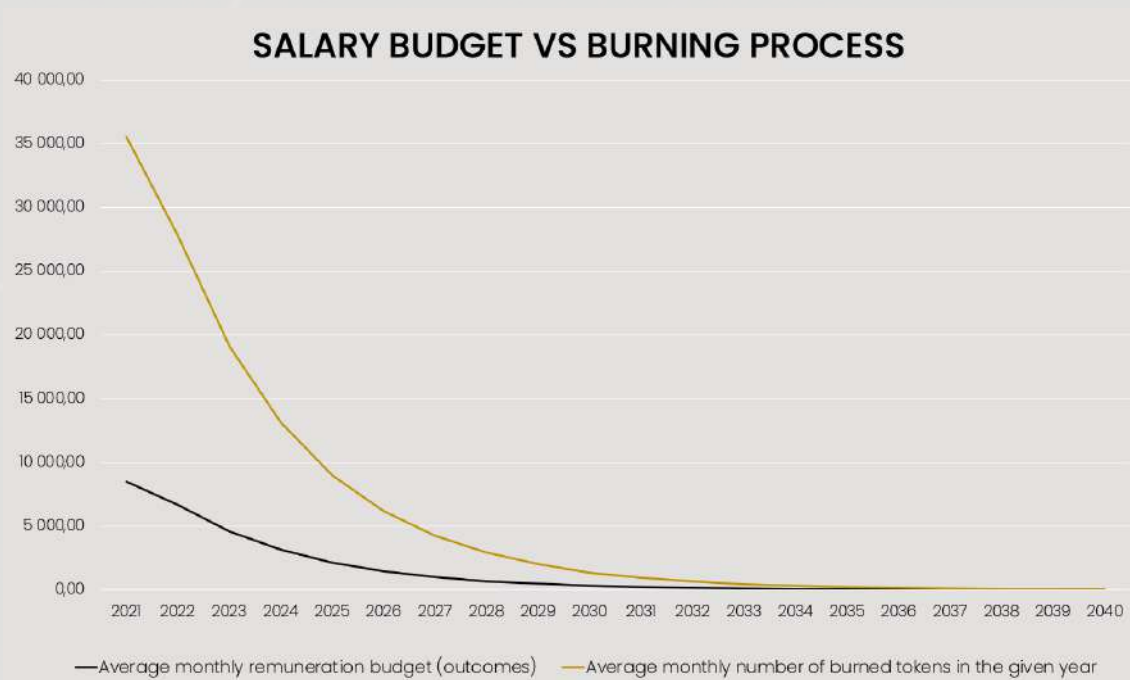| Year	The amount of burned $LEAN tokens at the end of the year	Cumulative number of burned $LEAN tokens at the end of the year	The average monthly number of burned tokens in a given year	% of burned tokens in a given year	Cumulative % of burned tokens
2021	142 358,83	142 358,83	35 589,71	4,75%	5%
2022	334 250,88	476 609,71	27 854,24	11,14%	16%
2023	229 628,99	706 238,70	19 135,75	7,65%	24%
2024	157 754,17	863 992,87	13 146,18	5,26%	29%
2025	108 376,47	972 369,34	9 031,37	3,61%	32%
2026	74 454,19	1 046 823,53	6 204,52	2,48%	35%
2027	51 149,72	1 097 973,25	4 262,48	1,70%	37%
2028	35 139,65	1 133 112,90	2 928,30	1,17%	38%
2029	24 140,80	1 157 253,70	2 011,73	0,80%	39%
2030	16 584,63	1 173 838,32	1 382,05	0,55%	39%
2031	11 393,57	1 185 231,90	949,46	0,38%	40%
2032	7 827,34	1 193 059,23	652,28	0,26%	40%
2033	5 377,35	1 198 436,58	448,11	0,18%	40%
2034	3 715,92	1 202 152,50	309,66	0,12%	40%
2035	2 582,26	1 204 734,76	215,19	0,09%	40%
2036	1 794,45	1 206 529,21	149,54	0,06%	40%
2037	1 246,99	1 207 776,20	103,92	0,04%	40%
2038	866,56	1 208 642,76	72,21	0,03%	40%
2039	602,18	1 209 244,94	50,18	0,02%	40%
2040	418,47	1 209 663,41	34,87	0,01%	40%
2041	290,80	1 209 954,21	24,23	0,01%	40%
2042	202,08	1 210 156,29	16,84	0,01%	40%
2043	140,43	1 210 296,72	11,70	0,00%	40%
2044	97,59	1 210 394,31	8,13	0,00%	40%
2045	67,81	1 210 462,12	5,65	0,00%	40%
2046	47,13	1 210 509,25	3,93	0,00%	40%
2047	32,75	1 210 541,99	2,73	0,00%	40%
2048	22,76	1 210 564,75	1,90	0,00%	40%
2049	15,81	1 210 580,57	1,32	0,00%	40%
2050	10,99	1 210 591,55	0,92	0,00%	40%
Total	1,210,591				

SALARY BUDGET VS BURNING PROCESS

Fig. 10. The process of burning $LEAN and paying remuneration within the Job Placement Program for the first several years when considering the negative scenario

Scenario #2 - moderate

In this scenario, a smaller income of funds to Lean Marketplace than the outgoings from the Job Placement Wallet is assumed. An annual reduction of income of 25% was also applied. Income to the Job Placement & Community Wallet is expected from 2022. In this scenario, its value in 2022 is assumed at the level of $LEAN 3,500/month. This value will be reduced by 25% each year, and therefore in this scenario the monthly income in 2023 will only be $LEAN 2.625. This is a moderate scenario in which Lean Marketplace is used, but in which it loses its dynamics over time. This is not the scenario expected by the creators of the project. In such a scenario, approximately 45% of $LEAN will be burned by the end of 2050. After 2050, the increase in the burned $LEAN will not be dynamic due to the large reduction in income each year. Table 8 shows the burning process of $LEAN year by year in the moderate scenario. Only calculations until the end of 2050 were included in order to achieve transparency of this document. Figure 11 shows the process of burning $LEAN and paying remuneration within the Job Placement Program for the first several years.

Tab.8. The process of burning $LEAN in the moderate scenario

Year	The amount of burned $LEAN tokens at the end of the year	Cumulative number of burned $LEAN tokens at the end of the year	The average monthly number of burned tokens in a given year	% of burned tokens in a given year	Cumulative % of burned tokens
2021	142 358,83	142 358,83	35 589,71	4,75%	5%
2022	340 361,28	482 720,10	28 363,44	11,35%	16%
2023	242 952,96	725 673,06	20 246,08	8,10%	24%
2024	173 614,29	899 287,36	14 467,86	5,79%	30%
2025	124 415,00	1 023 702,35	10 367,92	4,15%	34%
2026	89 329,61	1 113 031,97	7 444,13	2,98%	37%
2027	64 261,84	1 177 293,81	5 355,15	2,14%	39%
2028	46 317,19	1 223 611,00	3 859,77	1,54%	41%
2029	33 446,90	1 257 057,91	2 787,24	1,11%	42%
2030	24 198,27	1 281 256,18	2 016,52	0,81%	43%
2031	17 539,40	1 298 795,58	1 461,62	0,58%	43%
2032	12 735,96	1 311 531,54	1 061,33	0,42%	44%
2033	9 264,40	1 320 795,94	772,03	0,31%	44%
2034	6 789,91	1 327 585,85	565,83	0,23%	44%
2035	5 009,52	1 332 595,38	417,46	0,17%	44%
2036	3 699,53	1 336 294,90	308,29	0,12%	45%
2037	2 734,61	1 339 029,51	227,88	0,09%	45%
2038	2 023,13	1 341 052,65	168,59	0,07%	45%
2039	1 498,02	1 342 550,66	124,83	0,05%	45%
2040	1 110,08	1 343 660,74	92,51	0,04%	45%
2041	831,86	1 344 492,60	69,32	0,03%	45%
2042	638,52	1 345 131,13	53,21	0,02%	45%
2043	504,17	1 345 635,30	42,01	0,02%	45%
2044	410,81	1 346 046,11	34,23	0,01%	45%
2045	345,93	1 346 392,04	28,83	0,01%	45%
2046	300,84	1 346 692,88	25,07	0,01%	45%
2047	269,51	1 346 962,39	22,46	0,01%	45%
2048	247,74	1 347 210,13	20,64	0,01%	45%
2049	232,61	1 347 442,74	19,38	0,01%	45%
2050	222,09	1 347 664,83	18,51	0,01%	45%
Total	1,347,665				

SALARY BUDGET VS BURNING PROCESS

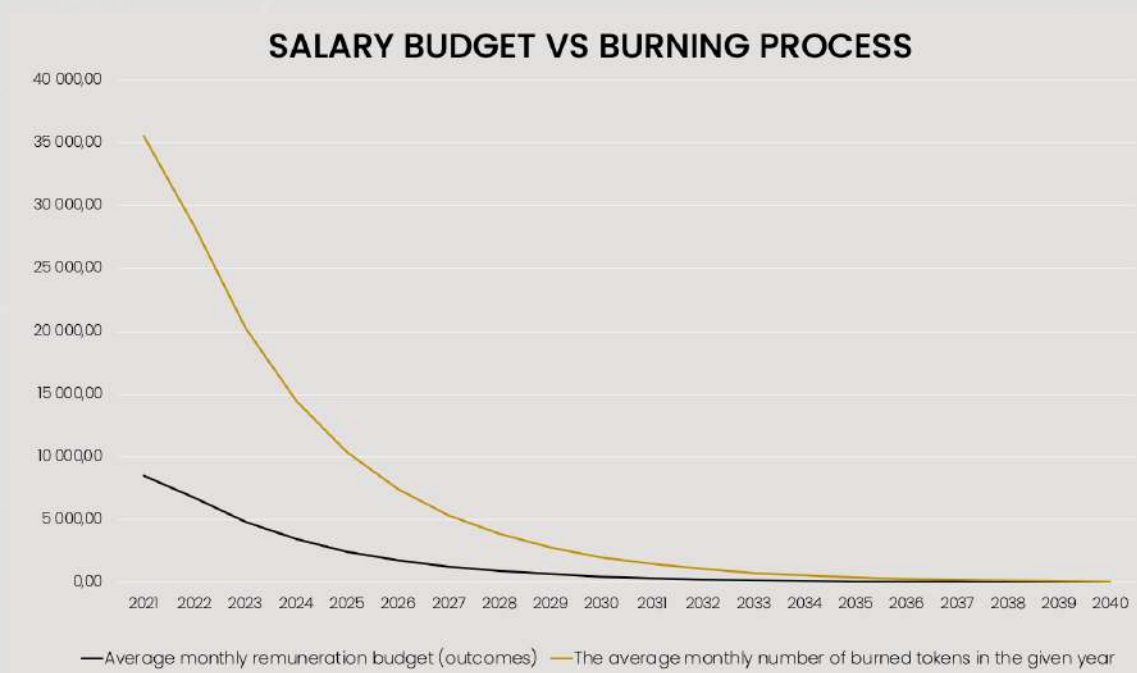— Average monthly remuneration budget (outcomes) — The average monthly number of burned tokens in the given year

Fig. 11. The process of burning $LEAN and paying remuneration within the Job Placement Program for the first several years when considering the moderate scenario

Scenario #3 - assumed

This scenario assumes sustainable Lean Marketplace income and outgoings from the Job Placement Wallet over a long period of time. An annual reduction of income at a level of 7% was also applied. Income to the Job Placement & Community Wallet is expected from 2022. In this scenario, its value in 2022 is assumed at the level of $LEAN 5,000/month. This value will be reduced by 7% each year, and therefore in this scenario the monthly income in 2023 will be $LEAN 4,650. This is an expected scenario in which Lean Marketplace is used and its dynamics do not slow down. In such a scenario, approximately 61% of $LEAN will be burned by the end of 2050. The project's total supply would be less than $LEAN 1,200,000, which would be less than 40% of the initial total supply ($LEAN 3,000,000). After 2050, the increase in the burning of $LEAN will continue. Table 9 shows the burning process of $LEAN year by year in the assumed scenario. Only calculations until the end of 2050 were included in order to achieve transparency of this document. Figure 12 shows the process of burning $LEAN and paying wages within the Job Placement Program for the first several years.

Tab.9. The process of burning $LEAN in the assumed scenario

Year	The amount of burned $LEAN tokens at the end of the year	Cumulative number of burned $LEAN tokens at the end of the year	The average monthly number of burned tokens in a given year	% of burned tokens in a given year	Cumulative % of burned tokens
2021	142 358,83	142 358,83	35 589,71	4,75%	5%
2022	342 980,02	485 338,84	28 581,67	11,43%	16%
2023	250 249,78	735 588,62	20 854,15	8,34%	25%
2024	185 453,82	921 042,44	15 454,48	6,18%	31%
2025	140 061,27	1 061 103,71	11 671,77	4,67%	35%
2026	107 990,91	1 169 094,62	8 999,24	3,60%	39%
2027	85 134,84	1 254 229,46	7 094,57	2,84%	42%
2028	68 666,64	1 322 896,10	5 722,22	2,29%	44%
2029	56 640,49	1 379 536,59	4 720,04	1,89%	46%
2030	47 715,90	1 427 252,49	3 976,32	1,59%	48%
2031	40 968,46	1 468 220,94	3 414,04	1,37%	49%
2032	35 759,84	1 503 980,78	2 979,99	1,19%	50%
2033	31 648,52	1 535 629,30	2 637,38	1,05%	51%
2034	28 485,25	1 564 114,55	2 373,77	0,95%	52%
2035	25 950,31	1 590 064,87	2 162,53	0,87%	53%
2036	23 757,86	1 613 822,73	1 979,82	0,79%	54%
2037	21 833,57	1 635 656,30	1 819,46	0,73%	55%
2038	20 123,68	1 655 779,98	1 676,97	0,67%	55%
2039	18 588,87	1 674 368,85	1 549,07	0,62%	56%
2040	17 199,98	1 691 568,84	1 433,33	0,57%	56%
2041	16 101,09	1 707 669,93	1 341,76	0,54%	57%
2042	15 337,45	1 723 007,38	1 278,12	0,51%	57%
2043	14 806,78	1 737 814,16	1 233,90	0,49%	58%
2044	14 438,02	1 752 252,18	1 203,17	0,48%	58%
2045	14 181,75	1 766 433,93	1 181,81	0,47%	59%
2046	14 003,67	1 780 437,61	1 166,97	0,47%	59%
2047	13 879,92	1 794 317,53	1 156,66	0,46%	60%
2048	13 793,93	1 808 111,45	1 149,49	0,46%	60%
2049	13 734,17	1 821 845,62	1 144,51	0,46%	61%
2050	13 692,64	1 835 538,25	1 141,05	0,46%	61%
Total	1,835,53				

SALARY BUDGET VS BURNING PROCESS

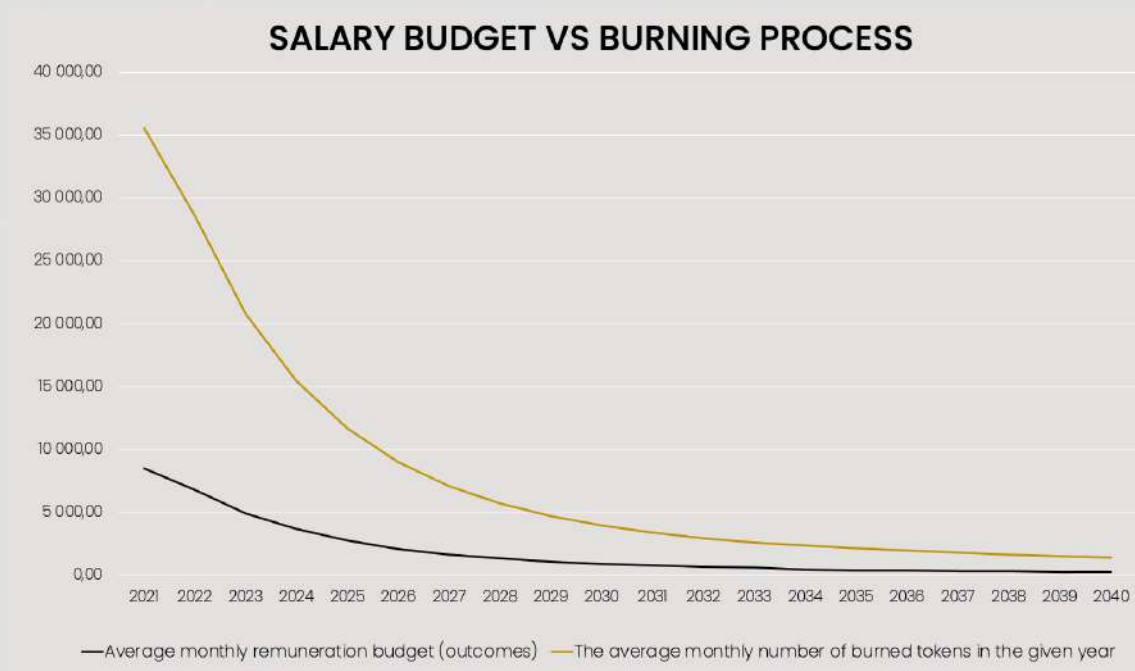— Average monthly remuneration budget (outcomes) — The average monthly number of burned tokens in the given year

Fig. 12. The process of burning $LEAN and paying remuneration within the Job Placement Program for the first several years when considering the assumed scenario

10 LAUNCHPAD ICO

LEAN MANAGEMENT TOKEN (LEAN) - LAUNCHPAD ICO

In Q3 2021, the Launchpad ICO is planned to raise funds for the development of the Lean Community and Lean Marketplace projects. The raised funds will only be used for purposes related to the building and development of Lean Community and Lean Marketplace (Fig. 13). All activities that are financed within the ICO are intended to create the platforms and increase the number of active CI Practitioners in Lean Community, and later on Lean Marketplace. Many of the functionalities in Lean Community will only be available for $LEAN. It is assumed that an increase in CI Practitioners in Lean Community will correspond with an increase in $LEAN holders. Most of the funds raised in the ICO will be used primarily to build the substantive foundations of Lean Community, which will in turn encourage more CI Practitioners to join. For this purpose, it is planned to create a certified Lean Practitioner course that will only be available for CI practitioners who belong to Lean Community, as well as to build a database of presentations and training materials to be downloaded by the community. All services and products will be available on the Lean Marketplace. Lean Community will not only be a place for CI Practitioners to exchange experiences, but above all a center of knowledge and development of competences in the field of Lean Management.
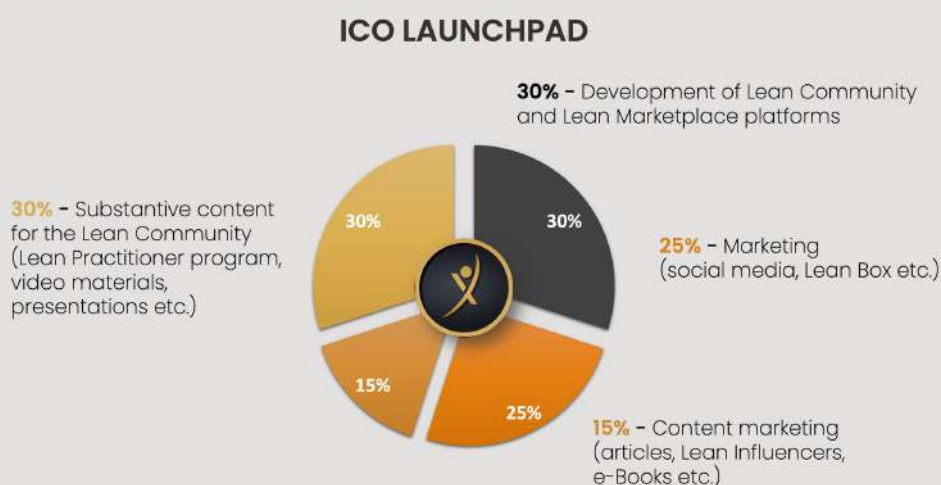

ICO LAUNCHPAD

30% - Substantive content for the Lean Community (Lean Practitioner program, video materials, presentations etc.)

30% - Development of Lean Community and Lean Marketplace platforms

25% - Marketing (social media, Lean Box etc.)

15% - Content marketing (articles, Lean Influencers, e-Books etc.)

Fig. 13 The purposes for which the funds collected in the ICO Launchpad will be allocated

DEVELOPMENT OF THE LEAN COMMUNITY AND THE LEAN MARKETPLACE PLATFORMS

The Lean Community Platform will be built on the Discord application (Fig. 14). The idea of the Discord application is based on creating channels on servers, which can relate to any type of topic. This promotes order and enables ease of communication to be maintained by bringing together the community interested in a given topic. In the case of this project, the topic is Lean Management. The Discord application does not lack the possibility of video communication and the option of sharing your screen at any time. Creating groups allows a community, in which everyone has assigned roles and permissions, to be organized. Therefore, leaders and ordinary users can be appointed. Thanks to the option of viewing meetings on channels to which you belong, you can easily join a given meeting without making a call.

The Discord app was originally built for the Gaming industry. There are 6.7 million active servers on Discord, a growing number of which are not related to gaming. In 2020, Discord had over 300 million registered users. This application currently has a score of 4.5 out of 5 stars among the opinions of over 1.6 million users on Google Play, and 4.7 out of 5 stars from 18 thousand of App Store users.
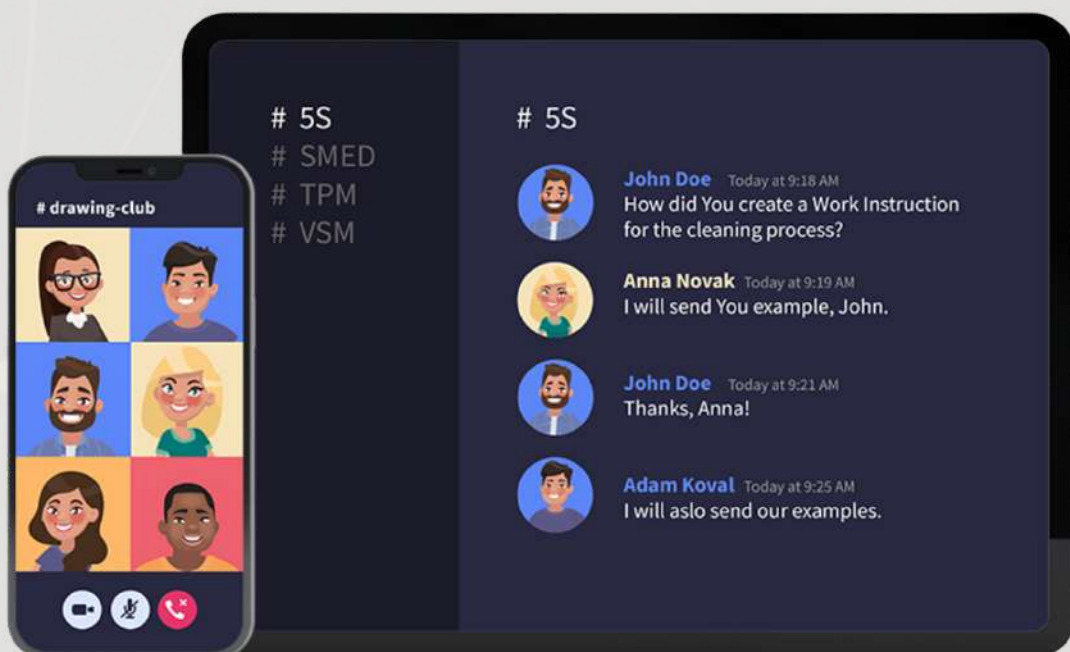
Fig. 14 Examples of Discord functionalities

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Lean Community means building relationships between CI Practitioners, providing substantive materials, or organizing trainings and courses. The Discord application is only a tool to support Lean Community.

To facilitate B2B, B2C and C2C transactions using $LEAN, the creation of a global Lean Marketplace platform is planned (Fig. 15). It will be a place where services and products related to Lean Management will be offered. Both individuals and companies will be able to offer services and products there, with $LEAN being the payment method. In the first phase of the project, the Lean Marketplace platform will be made available to only Lean Community (C2C) members. When the number of Lean Community members increases, the Lean Marketplace platform will also be made available to external entities (B2B, B2C). The Lean Community will control the Lean Marketplace so that all the services and products it offers meet the quality requirements. Lean Marketplace is meant to make access to services and products related to Lean Management easier and cheaper. $LEAN will be the only form of payment for the services and products offered on the Lean Marketplace. Thanks to this, $LEAN can become a global currency for Lean/CI Practitioners.

It is planned in the future to launch the Lean Marketplace accessible from both: regular and mobile browser.

Fig. 15 Lean Marketplace platform

About 30% of the funds collected for the ICO will be allocated to activities related to Lean Community and Lean Marketplace platforms preparation.

MARKETING IN ORDER TO INCREASE THE AWARENESS OF LEAN COMMUNITY (SOCIAL MEDIA, LEAN BOX ETC.) AND LEAN MANAGEMENT TOKEN (LEAN)

One of the most important goals of the project is to increase the attractiveness of Lean Community and the Lean Management Token (LEAN) through effective marketing. We want the community to not only be attractive in terms of content, but also in terms of the products that it offers to its members. As part of the activities of the community, it is planned to conduct a number of contests with financial prizes paid in $LEAN, as well as material prizes marked with both the Lean Community logo and the $LEAN logo. Figure 16 presents some examples of products that will be used to promote the project.

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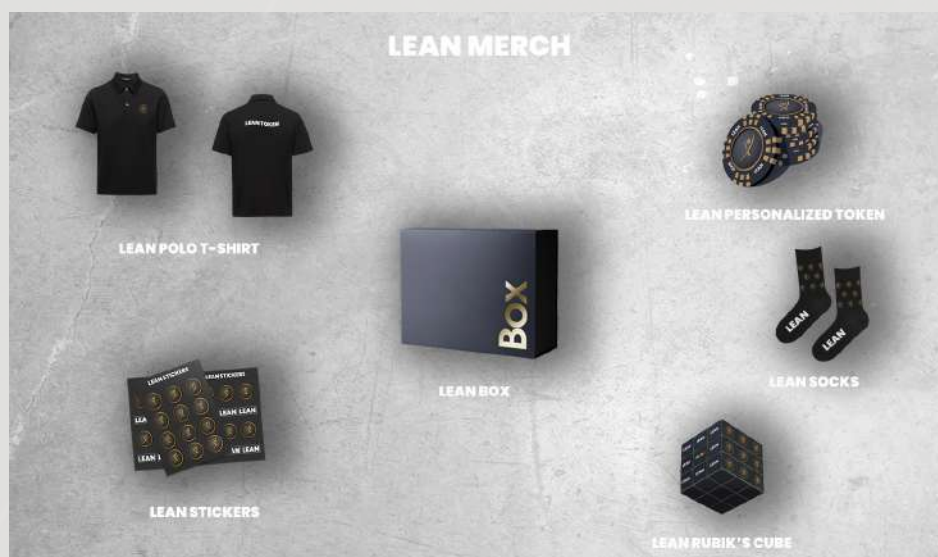
Fig. 16. Products used to promote Lean Management Token (LEAN) and Lean Community.

Sponsored advertisements, social media, etc. will be created as part of the marketing activities. For this purpose, cooperation with Smart Marketing Token (SMT), which will support the Lean Community project and Lean Management Token (LEAN), will be established.

About 25% of the funds collected for the ICO will be allocated to activities related to Lean Community marketing and Lean Management Token (LEAN).

CONTENT MARKETING IN THE AREA OF BUILDING THE LEAN COMMUNITY BRAND (ARTICLES IN MAGAZINES, CONTACT WITH LEAN INFLUENCERS, ETC.)

CI practitioners mainly acquire knowledge by reading magazines and expert books. Lean Management is also a set of tools and methods that should be learned in order to use them freely. The element of this activity will be the provision of articles, posts or e-books labeled with the Lean Community and Lean Management Token (LEAN) logo. The aim of the activity will be to make CI Practitioners interested in the topic of Lean Community. Through substantive publications, the Lean Community team will want to build the status of an expert platform around Lean Community.

As part of the ICO, funds will be obtained in order to prepare the following:

• at least 8 articles on Lean Management and Lean Blockchain

• at least 2 Lean Management, or Lean IT or Lean Startup or Lean Blockchain e-books

• at least 3 interviews with Lean experts

All the described activities will be branded with the Lean Community and Lean Management Token (LEAN) logo. In addition, the funds will be allocated for cooperation with people who professionally promote Lean Management through social media (e.g. YouTube). The goal will be to promote Lean Community among those Lean Influencers who have the greatest reach among CI Practitioners.

About 15% of the funds collected for the ICO will be allocated to content marketing activities for Lean Community.

CREATING SUBSTANTIVE CONTENT FOR THE LEAN COMMUNITY (COURSES, WORKSHOPS, MATERIALS ETC.)

Lean Management is a philosophy that underpins the management of hundreds of thousands of companies around the world. Lean Management carries with it the principles of continuous improvement, which are an essential element in the development of modern companies. The practices that are part of the Lean Management philosophy can be applied anywhere, regardless of the geographic location or industry. As part of the Lean Community project, it is planned to create a number of materials and workshops that will support the development of CI Practitioners, regardless of the industry they come from. Lean Management methods are universal, because they aim to eliminate waste by improving the flow of information and materials.

CI practitioners who join Lean Community will have access to exclusive materials and certified competence development programs - including the Lean Practitioner program. Multimedia presentations for the most important methods and Lean tools (e.g. 5S, SMED, Problem Solving etc.), which can be downloaded by community members, will be prepared. Some materials will be available for free (basic access), and some of the expert materials will be available for $LEAN (VIP access) on the Lean Marketplace. All funds collected from CI Practitioners will be redirected to the Job Placement Wallet.

The flagship program, which will be implemented with the funds raised for the ICO, is the Lean Practitioner program. Its description is presented in Table 10. The Lean Practitioner program will only be available for members of the Lean Community on the Lean Marketplace. Its completion will be crowned with a certificate issued by Lean Community and the Student Coin Organization. The program will cover the most important methods and tools included in the Lean Management philosophy. This program will be prepared professionally, and the individual methods will be presented by CI practitioners with international experience. The funds raised in the ICO will be used, among other things, to pay for these professionals. The project assumes the recruitment of people who will conduct courses under the Lean Practitioner program. Access to some of the Lean Practitioner materials will be free, but the course that finishes with a Lean Practitioner certificate will have to be bought using $LEAN on the Lean Marketplace. The price of the course will be very attractive for CI Practitioners. The main assumption of this action will be to convince CI Practitioners to buy $LEAN from the market and to use it within the Lean Community.

In the future, it is planned to develop more courses (e.g. Six Sigma Practitioner, TWI Practitioner, Leader Academy, Manager Academy etc.), which will increase the interest of CI Practitioners in the Lean Community and Lean Management Token (LEAN) projects. Those courses will be offered on the Lean Marketplace platform.

Tab.10. Lean Practitioner Program

WHY was the Lean Practitioner program created?	The Lean Practitioner program was created in order to give a wide range of people the knowledge and practical skills of applying the Lean Management philosophy in their organizations. Thanks to this, they will be able to improve their companies and stand out in the labor market.
WHAT is the goal of the Lean Practitioner program?	The aim is to encourage people with less experience to join Lean Community and benefit from the content and support of other practitioners. In addition, CI Practitioners are expected to purchase $LEAN, and thereby increase the utility of this currency.
WHERE will the Lean Practitioner program be implemented?	The Lean Practitioner program will be prepared on a dedicated online platform, to which only Lean Community members will have access. Basic access will be free of charge. Access to expert materials will only be available for $LEAN (VIP access).
WHEN will the Lean Practitioner program take place?	You will be able to join the program at any time and implement it whenever you want. The duration of this program is planned to be a minimum of 3 months for each participant. Lean Community will support people participating in the program.
WHO does the Lean Practitioner program target?	People who want to improve themselves and their organization in order to gain a competitive advantage in a rapidly changing market. Moreover, it is a program for people who require more from themselves than from others, because the amount of material to be assimilated, and the exercises to be performed, will be extensive.
WHO will lead the Lean Practitioner program?	Leaders of the program will be practitioners with extensive experience gained in various industries. There will be recruitment for the leaders of the Lean Practitioner program, and their remuneration will be covered from the funds raised within the ICO.
HOW will the Lean Practitioner program look?	The program will consist of about 25 substantive modules divided into several categories: • Lean Management • Lean Tools • Key Leader's Skills • Etc. Each module will consist of lessons and practical tasks. Consultations with trainers will be an additional option available for $LEAN. Lean Practitioner graduates will receive a certificate confirming their acquired knowledge. They will be able to enter the quarterly competition for the best Lean project, where they will be able to receive $LEAN from the Community Wallet.

About 30% of the funds collected for the ICO will be allocated to activities related to substantive content preparation for Lean Community.

11 LEAN TEAM

The functioning of Lean Community will be based on the Lean Management Token (LEAN). The entire Lean Community development process will be carried out by the Lean Leadership Team, the Continuous Improvement Practitioners selected in the recruitment process and the Cross-Functional Team. The Lean Leadership Team is based on one crucial belief – the leadership team's goal is to raise new leaders for Lean Community in the field of Lean Management. The Lean Leadership Team has over 150 years of expierance in the field of Lean Management. The Cross-Functional Team is a team where people from different functions work towards a common goal – developing the Lean Community and promoting the Lean Management Token (LEAN). The Cross-Functional Team will be working on an improvement project which spans over a number of functions. Funds for the remuneration of people who form the Lean Leadership Team and Cross-Functional Team will be distributed in one payment from the Core Team Wallet. In addition, there will be remuneration for work for people forming the Lean Leadership Team, Cross-Functional Team, as well as for CI Practitioners supporting Lean Community activities (Researchers, Analytics, Leaders, Moderators, Administrators).

Approximately 50 people will work for the Lean Community project. Funds for working for the project will be paid from the Job Placement Wallet after providing proof of work that will be approved by the Lean Leadership Team. This rule will apply to all people working for the Lean Community project - members of the Lean Leadership Team, Cross-Functional Team and people supporting the project.
In addition, an Advisory Board will be set up. The Advisory Board will be a body that provides non-binding strategic advice to the management of the Lean Management Token (LEAN) and Lean Community.

LEAN LEADERSHIP TEAM

Bartosz Misiurek, PhD

Founder of the Project and Head of Lean Management Stream

Over 15 years of experience in Lean Management. The author of over 50 articles concerning TWI and Lean Management and a book about Lean and the TWI program. CEO at LeanTrix and Global Coach at Automotive Company where he supports the implementation of TWI, Job Instructions and Standardized Work in over 60 plants in 4 continents.

Asst. Prof. Katarzyna Misiurek, PhD

Head of Lean Construction Stream

Over 12 years of experience in Lean Management. She is Assistant Professor at Wroclaw University of Science and Technology, Faculty of Civil Engineering . She is also Vice President of the Board at LeanTrix. Responsible for the development of the TWI program and Lean Management methods for the construction industry. Deals with the use of 5S and Kaizen methods in the organization of construction works in order to improve and ensure occupational safety.

Andrea Manti
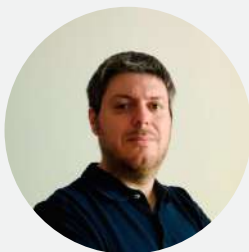
Head of Lean Six Sigma, WCM and Kaizen Streams

Over 15 years of experience in Lean Management. He is an expert in Lean and Quality Management, and has held positions working as a Process Engineer, Customer Quality representative, Quality System Manager (IATF standard), and Continuous Improvement Senior Manager. During his career, Andrea has led the implementation of several Lean/6Sigma projects, TPM workshops, and TWI activities. He is also an expert in the World Class Manufacturing (WCM) program.

Kamil Müller

Head of Training Within Industry and Lean Startup Streams

Over 5 years of experience in Lean Management. He is a Senior Consultant of the TWI program and Lean Management at LeanTrix. He is also a leader in the startup project - eTWI system. He was a member of a global team that implemented the TPM system for several automotive plants in Europe, Asia, South America and North America.

Luiz Felipe Campos, MBA

Head of Lean Manufacturing and Standardized Work Streams

Over 10 years of experience in Lean Management. Luiz has an MBA in Project Management based on PMBOK and also graduated in Lean Six Sigma. He has been working in the automotive industry since 2011 in areas such as Die Shop and Continuous Improvement, and currently has the position of Engineering and Tooling Shop Manager.

Marek Prusisz

Head of Lean Culture and Lean Transformation Streams

Over 15 years of experience in Lean Management. An expert in continuous improvement and production management in the automotive, aviation and consulting industries. An enthusiast of building a real lean organization by engaging people in problem solving instead of picking the tools from the lean toolbox. He is a certified by Toyota Way Academy as the Lean Transformation Leader and the Lean Expert.

Nenad Marcetic

Head of Quality Management System Stream

Over 15 years of experience in Lean Management. He is a graduate of Quality Management. He has conducted more than 250 management system audits in various companies and industries (manufacturing, food and beverage, agriculture, IT services, finance, retail, mining, etc.). He has been working since 2015 in a global automotive company, where he is responsible for process standardization and the implementation of the IATF standard.

Wiktor Wołoszczuk

Head of People Development, Lean HR Streams

Over 30 years of experience in Lean Management. He is a psychologist, consultant, trainer, coach and management mentor. He was a Regional Director in leading organizations in the financial industry, and participated in the creation of HR and management projects implemented jointly with the consulting BCG Company. Specializes in the development of people, leaders, teams and organizations in the VUCA environment.

Maciej Misiurek

Head of Lean Blockchain and Lean IT Streams

Over 18 years of experience in Lean Management. He is a business-oriented Senior IT Manager and a certified Project Manager in the field of: ERP, CRM, e-commerce, services, web portals and applications. Is interested in the slimming of processes according to Lean IT philosophy. Is currently the Head of IT in an eCommerce company, as well as the leader of the IT Team in the very advanced cryptocurrency project.

Michał Urwanowicz

Head of Lean Service Stream

Over 15 years of experience in Lean Management. From the very beginning collaborated with big corporations, where was fulfilling team leads or managerial roles. Certified ITIL v4 Strategic Leader and ITIL v4 Managing Professional. He is certificated in DevOps, Lean, Agile, Prince, and is a Service Management . Former IT Service Desk Team Leader, Service Manager and Incident Management Process Leader.

Tomasz Kanikuła

Head of Lean eTechnology and eEnterprise Streams

Over 16 years of experience in Lean Management. Lean Leader with many years of hands-on experience in processes improvement. Promoter of Lean Management culture in hundreds of organizations. Enthusiastic facilitator of using Continuous Improvement to increase businesses efficiency. Is experienced in problem solving and providing solutions to reduce complexity.

CROSS – FUNCTIONAL TEAM

**Amadeusz Ignis**

Head of Cryptocurrency Market

Strategic Advisor and CEO at Arsal Holding. An experienced Entrepreneur, CEO, investor, and shareholder of numerous innovative companies. He has been involved in the cryptocurrency market since 2012. He has advised the Management Boards of many companies listed on the stock exchange.

Oliver Felbel

Head of Legal

Legal Counsel and CEO at Nononsense Startup. Head of Legal Section. Lawyer and Economist. Blockchain & Cryptocurrency Law enthusiast. From the e-commerce, design to the creative vision, there isn't a task that's out of depth.
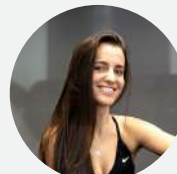
Anna Müller

Head of Marketing and Public Relations

Graphic designer, photographer and UI specialist with several years of experience. Additionally, a personal trainer and promoter of a healthy lifestyle.

ADVISORY BOARD

Ricardo Belfiore

Senior Management Advisor

Operations Director at Automotive Company

Ysmael Graça

Lean Manufacturing Advisor

CI Manager at Automotive Company

Kamil Studziński

Continous Improvement Advisor

CI Manager at the World's Largest Producer of Bricks

12 **PARTNERSHIPS**

The Lean Community/Lean Management Token (LEAN) project intends to actively acquire media and business partners. At the start of the project, we already have the following partners:

Student Coin is the first crypto platform that allows users to easily design, create, and manage personal, start-up, NFT, and DeFi tokens. STC allows for wide scale tokenisation by building a platform for both people and organisations to easily create, manage and develop their own tokens. "Tokenisation" is the future of the economy, where every person and company will have their own tokens. Student Coin allows for the creation of custom tokens and can be used for crowdfunding, trading, governing, voting or payments.

Smart Marketing Token is the first tokenized full-service digital marketing agency. As part of Lean Community project, we intend to closely cooperate with Smart Marketing Token – SMT in order to reach the largest possible group of Lean practitioners and encourage them to join the project.

production manager

Production Manager is a journal dedicated to the management of production and production-related processes. The journal's mission is to create a competitive, ergonomic, modern, safe and integrated production environment, which is based on the idea of the fourth industrial revolution - Industry 4.0. The high substantive level of the journal is demonstrated by cooperation with international partners supporting the development of European industry in the field of Management, Automation and Robotics, Traffic Maintenance, Intelligent Technologies, and Production Logistics.

logistics manager

Logistics Manager is a journal that aggregates global content, while at the same time focusing on the key levers that enable modern logistics to be designed and transformed. Cooperates with global authorities and institutions, such as Stratfor, Armstrong & Associates, Coface, EFT, PwC and Supply Chain.

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LeanTrix

LeanTrix is a consulting company in the field of Lean Management, as well as the advanced IT Software House for industry solutions. LeanTrix mission is to spread the Lean and Training Within Industry program worldwide. For this purpose LeanTrix popularizes this programs by writing dozens of articles, publishing books and performing at numerous conferences.

13 CONTACT INFORMATION

For information and project development updates, visit our social media websites

Lean Community

Lean Management Token (Lean)

Website   e-mail

14 REFERENCES

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DISCLAIMER

We reserve the right to change any technology mentioned in this white paper in favor to the overall goal of the project. For the latest version of the white paper, go to: https://leancommunity.org

No Investment Advice

The information provided on this white paper does not constitute investment advice, financial advice, trading advice, or any other sort of advice, and you should not treat any of the website's content as such.

Accuracy of Information

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All Investments Involve Risk

All investments involve risk, losses may exceed the principal invested, and the past performance of cryptocurrency, market, or financial product does not guarantee future results or returns. Gains with cryptocurrencies are typically subject to tax, depending on what country you reside.
We accept no liability for loss or damage suffered by you as a result of investing in the Lean Management Token (LEAN).
Trading and investing is risky, do so at your own risk, and we advise people to never use more money than they can afford to lose. The cryptocurrency market is a volatile and risky market. Cryptocurrency investing may not be suitable for all readers of this white paper. Anyone looking to invest in cryptocurrencies should consult a fully qualified independent professional financial adviser.

Issuer

The funds collected within the ICO will be transferred to an organization that is registered in the European Union. This organization issues the prospectus that necessary by law and includes all the legal information regarding the project. Inquiries concerning this matter should be sent to the following address: contact@leancommunity.org. This document is only for illustrative purposes to familiarize investors with the way the project is run. However, it is not an prospectus within the meaning of the law. The funds collected in the ICO will be spent in accordance with the assumptions presented in this document and in the prospectus.