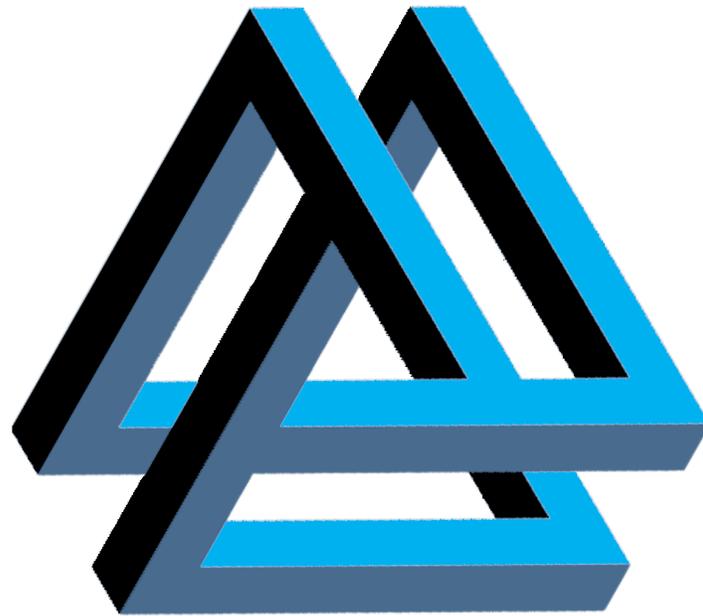


# LA ACADEMIA DIGITAL TOKEN



**LADI**

**WHITEPAPER**

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ENGLISH

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Welcome to La Academia Digital, a platform that promotes the training of the digital world for both young people and adults to be prepared in the latest digital technologies, that is, to be trained in the most demanded disciplines of the 21st century, such as digital marketing, creation of web pages, ecommerce, SEO, SEM, social networks, video editing, graphic editing, WordPress, servers, domains, business strategies, customer acquisition through paid advertising on social networks and search engines, and any discipline that the student want to learn. Let's say that The Digital Academy is not a training center to use, but grows with its students, and how is this? Easy, it is the students themselves who, through the weekly sessions, raise their doubts and concerns, and this leads to creating a course for that issue, which can be anything from how to implement a form, to how to create your own company.

## How La Academia Digital was born

One fine day, in an informal meeting of a group of students of a Master, which we were doing, in a conversation with a colleague, we discussed the problems of using a platform (clickfunnel), to create sales funnels, for advertising campaigns, What You can imagine that was what the



Master was about, well I commented, that maybe I could create a free WordPress workshop, to teach everyone 1 colleagues, to create their own funnels, in a much more economical and versatile system than the



platform recommended in the Master (clickfunnel), to which he replied that it would be great, but the thing stayed there, the truth is that we were partying, and they are things that are said with a beer in hand. A few days later, in a whatsapp group that our colleagues from the Master had, someone commented that the clickfunnel platform had been charged three times the usual price, and that they did not return it, and that was when I said to myself, " it's over ", and since I am a person who does not like abuses and injustices, I got down to work and created a workshop of 3 webinars, where from scratch I explained how to set up their own system and at a ridiculous cost compared to the price by clickfunnel. More than 200 people of the 350 who were in the Master passed through this workshop, and people were so delighted that they wanted to continue learning and La Academia Digital emerged, where hundreds of people start in WordPress and advance learning any discipline related to it Digital Marketing, from creating web pages for themselves or for their clients, to video editing, going through multiple trainings. Today we continue to grow and each time the community is bigger and stronger.

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## La Academia Digital plans

As you have already seen in La Academia Digital, any discipline of the digital world is learned, and how could it be otherwise, we also want to teach the whole world of cryptocurrencies and tokens, that is why LADI is created, the token of La Academia Digital, so that all students who want to can learn by practicing with our own token, that is, they can use it to pay for their training, and not only that, but in addition to learning they can do staking and / or farming and thus earn money extra. The VISION is that the La Academia Digital community continues to form and earn money with it. And our MISSION to accomplish this is to evolve towards the crypto world, with the following roadmap, which may also evolve in order for LADI to be a strong and large token.

### TOKEN METRICS

7% will be deducted per each Transaction, 3% of deduction will be added to liquidity, 2% to Marketing & Management wallet, 1% to our holders wallet (as a reward for holding LADI Token) and remaining 1% sent to Burn Address (Deflationary)

### TOKENOMICS

LADI's total supply is **1,000,000,000**. Of which **800,000,000** have been burned, before the pre-sale, so the total supply is **200,000,000**.

For the pre-sale, **50,000,000** tokens will be allocated, the price in the pre-sale will be **0.00001 BNB per LADI**.

For the sale on poccoin.com, **29,750,000 LADI** will be allocated with a starting price of **0.00001776 BNB per LADI**, that is, **17.6%** more expensive than in the pre-sale.

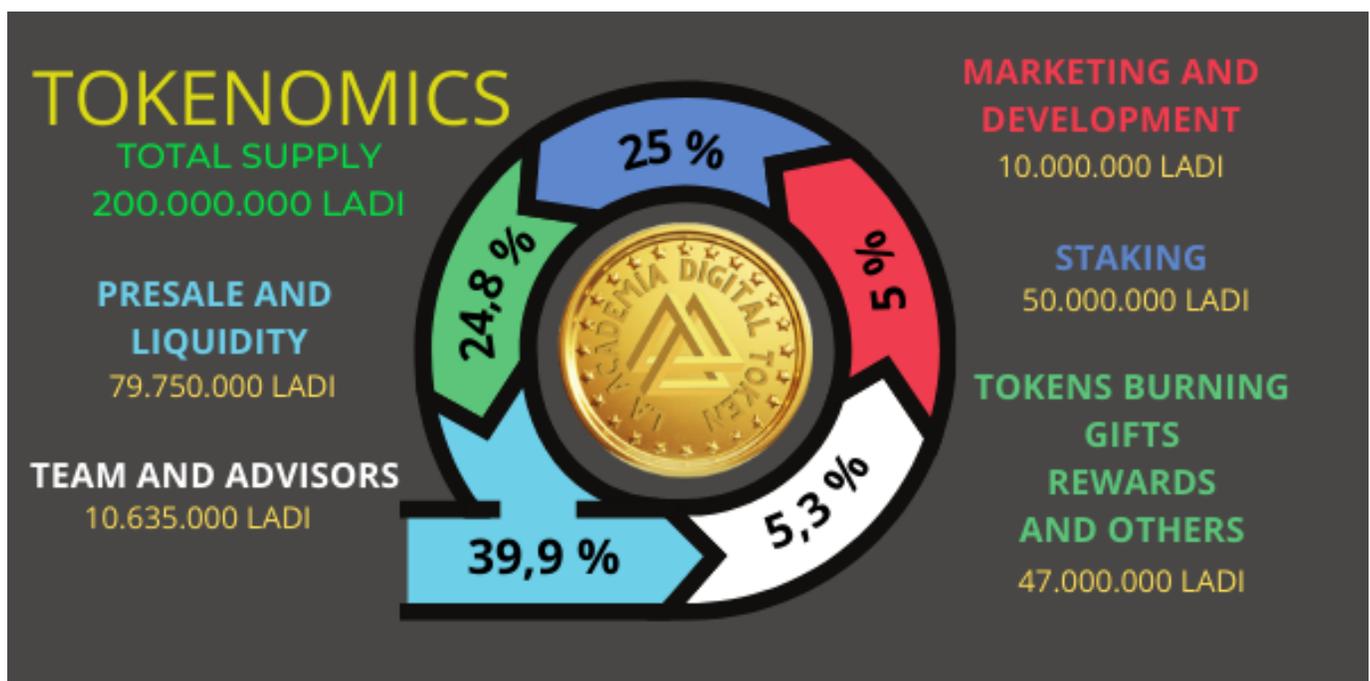
**10,635,000 LADI** will be allocated to the team and advisers over a period of 24 to 36 months.

**10,000,000 LADI** will be earmarked for Marketing and Development.

**50,000,000 LADI** are to be assigned staking.

The remaining **47,000,000 LADI** will be used for burning, rewards, raffles, gifts, and the like.

The LADI money market in BSC will be launched at the time that the pre-sale ends and the tokens are distributed among the buyers, and that will be at the end of 2021.



## → Contract audit

The pre-sale will be used to generate liquidity for the project, assigning 70% of the pre-sale to liquidity of the token, and the remaining 30% will be used in its entirety. The supply of the LADI token is 200,000,000, and a volume of 50,000,000 LADI will be placed in the pre-sale, the price will be:

10000 LADI -----> 0.1 BNB

And to prevent the whales from entering the presale to speculate without believing in the project, and looking for the easy money, the purchase will be limited to a maximum of 5 BNB per account.

In the event that in the pre-sale, not all the tokens are sold, each buyer will be returned the money invested (except for the transaction fees), and this return is handled by the same platform where the pre-sale will take place.

The objective is to reach the first 1000 holders, in order to list the token in Coingecko and in Coinmarketcap.

## First quarter 2022

- Launch of the LADI token
- 6000 holders
- 10,000 members on Telegram
- Marketing campaign (Facebook, Instagram, TikTok and Twitter)
- Merchant Website
- Integrations

→ Token burning to maintain the market

During the first quarter of the year, the website of La Academia Digital will be redesigned, to give it a new, friendlier appearance, and the number of trainings and teachers will be increased, to continue growing, training will also be created about the crypto world.

We will proceed to the official launch of LADI, where an increase in its value is expected, for this a very high advertising expense will be made, in order to reach at least 6000 holders, to avoid depreciation of the price of the token they will be burned in the order of 50,000,000 LADI, during the quarter.

In this period, the possibility of selling courses by paying with LADI will be implemented on the website of La Academia Digital, in order to enable members of La Academia Digital to use their tokens.

## Second quarter 2022

- 40000 holders
- List on small exchanges
- Creation of NFTs
- Creation of farming
- Skating creation

We will work to list the LADI token on small exchanges and reach 40,000 holders.

The possibility of LADI Staking will be created, and surely Farming.

We are going to launch an NFT creation contest, where the entire La Academia Digital community will be able to participate, the first three

winners will come out of a vote by all the participants. and the prizes will consist of the delivery of LADI tokens.

With all the NFTs created, the NTFs' own buying and selling platform will be created, and these will be uploaded at no cost.

Once the NFT buying and selling platform is created, it will be invested in advertising campaigns so that anyone can buy, there will also be the possibility that anyone can put their NFTs up for sale, with minimal expenses.

## Third quarter 2022

- Marketing of NFTs
- Preparation for listing on major exchanges
- Press interviews (TV, radio and Internet)

During the second quarter, the creation of the marketing platform began, and work on it will continue during this quarter.

Preparation to list LADI on major exchanges, such as Binance, Kucoin, Kraken, etc ..

## Fourth quarter 2022

- Donations to associations in the field of education
- Donations to social projects
- List on more exchanges

As one of the pillars of La Academia Digital, is to help people, we want to support social and educational projects around the world, through

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donations and collaborations, therefore during the last quarter of the year we will open several lines of collaboration.

## 2023-2025

### → Construction of an educational METAVERSE

The VISION of La Academia digital, as you have been able to read, is to be the first METAVERSE of training training worldwide, both Spanish-speaking and English-speaking, and involving the La Academia Digital community, creating together, That is why we do not talk about the La Academia Digital team, since the team is made up of all its students, since at a given moment, they become teachers of their classmates, I mean, any person who acquires knowledge can do so. transmit to another person.

The Digital Academy wants the great community that we are to help each other, which will make us stronger. Which means that we will get to give training in the metaverse, in classrooms where students will have their avatar, and teachers not only 7 interact with them, but we can use multiple tools for the training of students, we will create a campus where students can do any activity they imagine.

And those who like teaching will be able to provide training, that is, the students themselves will be able to become teachers, helping to make the project grow.