

## **2017**

*February*

### **Beginning**

The founders of the project had an idea to create a platform of clients loyalty which allows merchants to issue freely convertible (can be exchanged) bonuses. At that moment Ethereum blockchain looked like the most suitable basis for the project. A pilot store/service was required to credit such bonuses.

*March-June*

### **Research**

Ethereum in its current state turned out not to be ready for building full-featured loyalty programs. Transactional commissions are high and unpredictable, speed of transfers is low, while the logic of the net requires users to have ETH on their accounts. Here we came with the first ideas and drafts of lightning-network built on the top of Ethereum and having the necessary for the project features. At the same time a pilot project is being developed, it will credit token-bonuses to users.

*August*

### **The first blockchain cash back service**

Launch of the pilot project Bitlle Cashback. Smart-contracts AiraLab are used as a basis. Distribution of first BTL-tokens.

*October*

### **Concept of Bitlle Loyalty Network and Platform**

Publication of WhitePaper v.1.0. Common vision of the project is described.

*November*

### **GlobeGain.com**

Partner cashback service is connected as a part of the initial BTL-tokens distribution program. Its clients will receive tokens as bonuses.

*December*

### **The first external investments**

The project received venture investments from a business-angel.

## **2018**

*February - March*

### **WhitePaper v.1.1.**

Plan of distribution of BTL-tokens. Roadmap. Bounty program.

### **Closed pre-sale of BTL tokens**

Big token stakes sold (starting from 50 000 BTL) on special conditions.

*March*

### **Bitlle Cashback 2.0**

Fiat crediting is totally stopped. Cashback is paid only in the form of BTL tokens.

### **Open pre-sale of BTL tokens**

Selling of small stakes of tokens with the possibility to resell them during DAICO (for details please check the table [Distribution project of Bitlle tokens](#))

*Quarter 2*

### **Network Demo (testnet)**

Off-chain transactions with a test token, deposit/withdrawal of tokens to/from Ethereum Testnet.

*Quarter 3*

### **DAICO**

Big tokensale in 3 stages. Funds accrued during these rounds will be locked on special smart-contracts, allowing all participants of the community regulate the pace of spendings. In emergency cases participants will be able to vote for funds' return, hence, the unspent part will be returned to participants of these rounds.

### **Network Pre-alpha (testnet)**

Introduction of BTL-tokens to the network economy. Bug Bounty program.

*Quarter 4*

### **Network Alpha (testnet)**

Management of commission policy.

### **Loyalty Platform Demo (testnet)**

Emission of loyalty tokens. The basic setting of the loyalty program. A test merchant creation. Metamask - autorisation. Emulation of purchase/ sell and crediting of loyalty tokens.

## **2019**

### Quarter 1

#### **Loyalty Platform Pre-alpha 1 (testnet)**

API platforms. Merchant's personal area. Test integrations with several CRM/CMS.

#### **Loyalty Platform Pre-alpha 2 (testnet)**

Web-клиент. Бонусный кошелек. Внутренние переводы. История транзакций. Оплата товаров/услуг loyalty-токенами.

### Quarter 2

#### **Network Beta**

Publication is the main Ethereum network.

### Quarter 3

#### **Loyalty Platform Alpha (testnet)**

Exchange of loyalty tokens. Mobile bonus application.

### Quarter 3 and 4

#### **Loyalty Platform Beta**

Connection to the main Ethereum network. White Label bonus application. Library of integrations.

### Quarter 4

#### **Network RC**

#### **Loyalty Platform RC**