

# To Empower Migrant Workers Across The World, LALA World Pre-ICO Launch Starts on November 25

*Singapore based blockchain financial product ecosystem, LALA World will launch pre-ICO on November 25 to help empower migrant workers and their families.*



MONTREAL, QUEBEC, CANADA,  
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-- [LALA World](#), a unique and reliable

digital identity verification platform that serves migrants and their families, will launch its pre-ico LALA Token sale on November 25th, 2017. Lala World uses blockchain technology to provide the unbanked and underserved communities with access to various financial services without intermediaries and with minimum transaction costs.

“

LALA was born out of this frustration that constantly plagues my family and my network, and a resolve to help alleviate their plight with technology and support from the government.”

*Sankalp Shangari CEO and founder of LALA World*

Its services are centered around its Lala Wallet, an Ethereum and Hyperledger based platform that enables peer-to-peer transfers, global remittances, local and international bill payment, and peer-to-peer lending. The Lala payment card will also be linked to the digital wallet.

About LALA World:

LALA World is a Singapore-based blockchain financial product ecosystem. Their team has raised [US\\$ 2 million in series A funding](#) to help empower migrant workers and their

families. Founded in April 2016, LALA World’s vision is to empower migrants and refugees by accelerating their integration into new countries by providing financial services, identity services, and a financial support system.

Follow LALA World pre-ICO launch here: <https://lalaworld.io/>

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Emie-Claude Goyet Lamoureux  
MLG Blockchain Consulting  
email us here  
5145318969



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