



Launchblock.com
Digital asset fund raising platform

Whitepaper V2.2

English

Summary of Key Facts

Launchblock.com empowers new startup projects and creates a platform for collaboration, participation and connectivity.

- I. The LBP token derives its utility from three key purposes; decentralized autonomous organisation (DAO) access, Loyalty and Governance.
 - A. Demand for LBP is driven by the natural incentives to utilise the three key purposes of LBP
 - B. Supply of LBP is fixed at 10,000,000,000 (10 Billion)
- II. Currently stable cryptocurrency ERC-20 USDT is the accepted form of payment
- III. Focus on launching a minimum of 12 launches over the next 12 months.
 - A. Non-saturated approach to launching
 - B. High quality over high quantity
 - C. DAO governance will dictate the future of how projects are launched and what volume.
 - D. Fees will be used to fund the LBP DAO, and thus are ultimately under the control of the community and exist to directly benefit them.

Who We Are & What We Do

We are Launchblock.com, the decentralized digital asset fund raising platform. Providing all users and DAO members an ecosystem to access early stage investment opportunities whilst providing the services and utility of decentralized finance (De-Fi). By removing the barrier to entry, and providing full educational and background information on the projects, we decrease time and expense for users searching for significant opportunities.

The platform operates as an all-in-one solution for projects launching on Ethereum, with support for additional chains such as Binance Smart Chain (BSC), Polygon, Cronos and others (See Roadmap for more information). Supported by the LBP token providing access for DAO members and users to participate in activities on the launchblock.com platform opportunities based on their tier level within Launchblock.com.

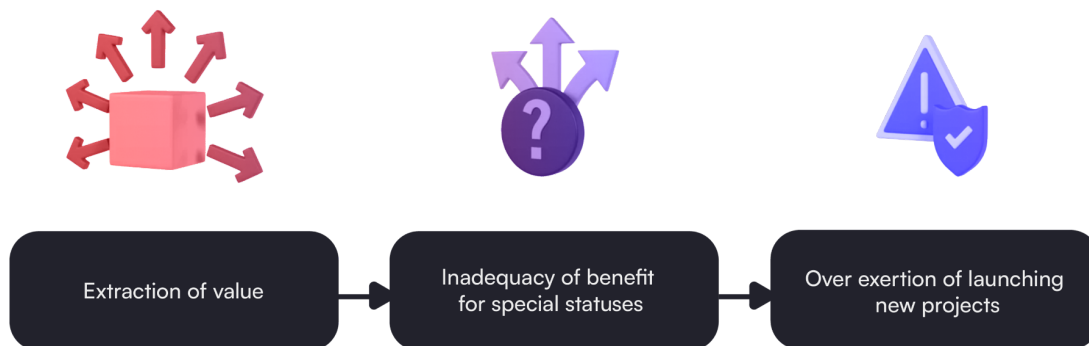
Launchblock.com is breaking the boundaries for accessibility at the early stages of investment, providing a decentralized and user friendly platform for all users and DAO members. Providing access at a stage of opportunity where you would usually see the likes of Venture Capitalists and other private participants (at the earlier seed and private rounds). With the decentralization of opportunity we create long-term partnerships with projects we recognise, support and see potential for lasting success.

Challenges

Within the blockchain sector, the Web 3.0 approaches to the onboarding and early support of projects looking for funding has highlighted a number of areas in which the industry could be innovated. With the market caps of the launchpad sector reaching multiple billions of USD, this growth has led to numerous gaps in the market which evidently as with most new and emerging markets highlights problems, such as;

- I. Extraction of value: even though most of the value that their platforms bring to society comes from the network effect that originate from a larger number of users joining the platform, all the fee revenue goes to the company behind these platforms and nothing is distributed to users (Or DAO members in the case of Launchblock.com).
- II. Inadequacy of benefit for special statuses: users feel that achieving a special status as a member of such platforms is not worth the benefit that the special status brings.
- III. Over exertion of launching new projects: The number of projects being launched saturates the overall marketing and overwhelmingly has a negative impact on the platform and quality.

As a result of the issues listed above, the trust between Projects (Launch side) and user/DAO members (the LBP holder side) as well as the involvement of the platforms themselves has been tarnished.



Project Launches

Launchblock.com's involvement with projects and their launches can be split into two key sections.

Digital Asset Token Launch

Launchblock.com onboard projects who are successful through our review process, this is typically to support their public round, but there are options to provide our DAO members with the project's private or seed rounds, if suitable. In-line with these opportunities, Launchblock.com provides an incubation program, suited for projects who want to use the platform and experience in the cryptocurrency space to take their project to the next level.

The following areas are to be included in each launch;

- I.** AMA campaigns - providing both the project and the LBP community with clear understanding of the project, its token use cases and the team behind it.
- II.** Internal due diligence and project review.
- III.** Token economy overview with clearly defined vesting schedules.
- IV.** Fundraising via Launchblock.com.

In the near future we will see Launchblock.com's DAO members having the ability to decide after the initial due diligence is completed, on voting towards which launches they want to happen on the platform, giving control to the DAO members. (See Governance for more information).

Incubation Program

The incubation program allows certified projects access to the entire ecosystem and collaborative action the Launchblock DAO members and community have to offer.

This includes but is not limited to:

- I.** Raising funds via the [Launchblock.com](https://launchblock.com) platform
- II.** Exclusive influencer campaigns
- III.** Partner CEX listing introductions
- IV.** DEX strategy and listing implementation
- V.** Direct investor introductions (Venture Capitalists & VIP tier access with Seed & Private rounds)
- VI.** Growth and marketing strategy
- VII.** Key Opinion Leader (KOLs) and influencer introductions
- VIII.** Independent NFT drops
- IX.** Post funding support; including user growth strategy, future listings support, scaling and partnership opportunities.

- X.** Technological support and introductions from relevant partners
- XI.** Access to our post-funding founders community to support and harvest partnerships and collaborative opportunities.

** The resources and energy from the team means only a select number of projects will ever make it onto the incubation service; each area is subject to change.*

LBP Token

The native digital cryptographically-secured fungible ECR-20 token of the Launchblock.com platform (ticker symbol LBP) is a transferable representation of attributed governance and utility functions specified in the protocol/code of Launchblock.com, engineered to be an interoperable utility token on the platform. LBP is a live asset dedicated to the various use cases specified in the Whitepaper.

The LBP token is a utility token that is used to provide accessibility to the family of users on the Launchblock.com platform, offering an efficient and safe process of payment and settlement to the user base within the ecosystem. LBP provides the economic incentives which will be distributed to encourage users to contribute to and participate with the use cases on the Launchblock.com platform, creating a mutually beneficial system where every participant is fairly compensated for their efforts. Given that additional LBP will be awarded to a DAO members based only on its actual usage, activity and contribution on the Launchblock.com platform and/or proportionate to the frequency and volume of transactions, users of the platform and/or holders of LBP which did not actively participate will not receive any LBP incentives.

LBP token is at the forefront of the platform, functioning as an access token which allows users to gain tiered access to exclusive privileges and preferential terms. Other financial incentives shall be built accordingly, providing opportunity for all users in the ecosystem.

LBP holders will be provided a variety of privileges and preferential terms for holding LBP tokens (these benefits will not be available to users without LBP tokens), who will be limited by the default restrictions. To allow easy access to LBP for users to access the platform functionalities, other users holding tokens would need to be incentivised to play the role of liquidity providers and stake their digital asset pairs into the decentralised market making pools to provide the necessary liquidity for transactions. To encourage this behaviour which assists in market adoption, these liquidity providers would be rewarded with LBP (i.e. "liquidity mining". The various use cases offer the users the opportunity to capitalize on the various opportunities available at Launchblock.com.

Token Metrics

Token Name - LBP

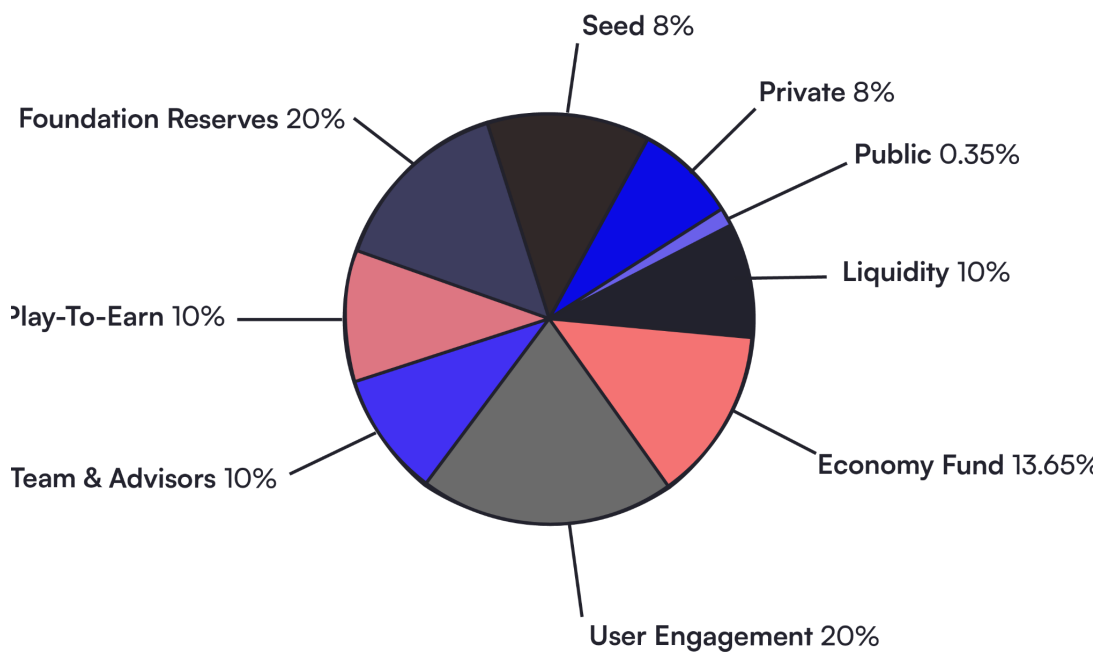
Total Supply - 10,000,000,000

Blockchain - ETH

Token Allocation	Percentage	LBP Amount
Seed	8	800,000,000
Private	8	800,000,000
Public (IEO)	0.35	35,000,000
Liquidity	10	1,500,000,000
**Economy Fund	13.65	1,365,000,000
*User Engagement	20	2,000,000,000
Team & Advisors	10	1,000,000,000
**Play-To-Earn	10	1,000,000,000
**Foundation Reserves	20	2,000,000,000
	100	10,000,000,000

* Managed under the DAO governance

** Managed under the Launchblock Foundation



Vesting Schedule

Round	Vesting Schedule
Seed	3 Month cliff from TGE 5% released after cliff Equal quarterly unlocks for 24 months
Private	3 Month cliff from TGE 10% released after cliff Equal quarterly unlocks for 18 months
Public (IEO)	100% at launch
Liquidity	Released as per market demand
Economy Fund	Locked then strategically released as per foundation approval
User Engagement Incentives	Locked then strategically released as per DAO approval
Team & Advisors	20% yearly for 5 years
Play-To-Earn	Locked then strategically released as per foundation approval
Foundation Reserves	Locked then strategically released as per foundation approval

Lock for Access

Launchblock.com Lock for Access functions as a loyalty membership point that embeds a licence granting, giving LBP holders exclusive access to selected products or services dependent on the amount of LBP held and volume of transactions.

Tier Level	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5	Premium NFT Holder
LBP Lock	1,500	15,000	150,000	1,500,000	15,000,000	1
Farm Access	No	Yes	Yes	Yes	Yes	N/A
Liquidity Mining Reward	No	No	Yes	Yes	Yes	N/A
Governance	Yes	Yes	Yes	Yes	Yes	N/A
Governance Voting Weight	1	2	3	4	5	X2 - Z5 Multiplier dependant on rarity

**All tiers are subject to change at any time; the DAO holds no obligations against any changes made within any area of the platform.*

The higher the membership tiers will provide users greater access to the platform features and increasingly preferential terms and more involvements within the DAO.

Farm

We support growth with "Farming" options, this refers to the incentive programs (often for a limited time) run by third party projects whereby these projects will distribute their native tokens in order to kickstart user adoption of products/services.

In addition, to encourage participation in these farms via Launchblock.com, the platform will also distribute additional LBP incentives for user engagement. LBP incentives will correlate to the tier level of the user; the higher their tier the larger farms to earn APY they will have access to.

Please see an example below;

Tier	APY
Tier 1	X%
Tier 2	X%
Tier 3	X%
Tier 4	XX%
Tier 5	XX%

**This is an example and APY rewards will be determined at the time of farming launch, values may change subject to market demand and conditions.*

Token farming external tokens (APY%> Variable)

Farm new tokens that come to the platform. Our community is a crucial part of this process since they help both finance and support the growth of our partner projects. Working alongside new projects that launch with us, who want to grow their token holder base in a legitimate manner, or want to offer a growth strategy to their community

Liquidity Mining

Liquidity Mining is a process in which crypto holders lend assets to a decentralized exchange in return for rewards. These rewards commonly stem from trading fees that are accrued from traders swapping tokens. Fees average at 0.3% per swap and the total reward differs based on one's proportional share in a liquidity pool.

The average earning of 0.3% per swap is distributed to all those who actively participate in providing liquidity on both sides (LBP / ETH) to the Decentralized exchange with direct access via the Launchblock.com platform.

Governance

Understanding Governance

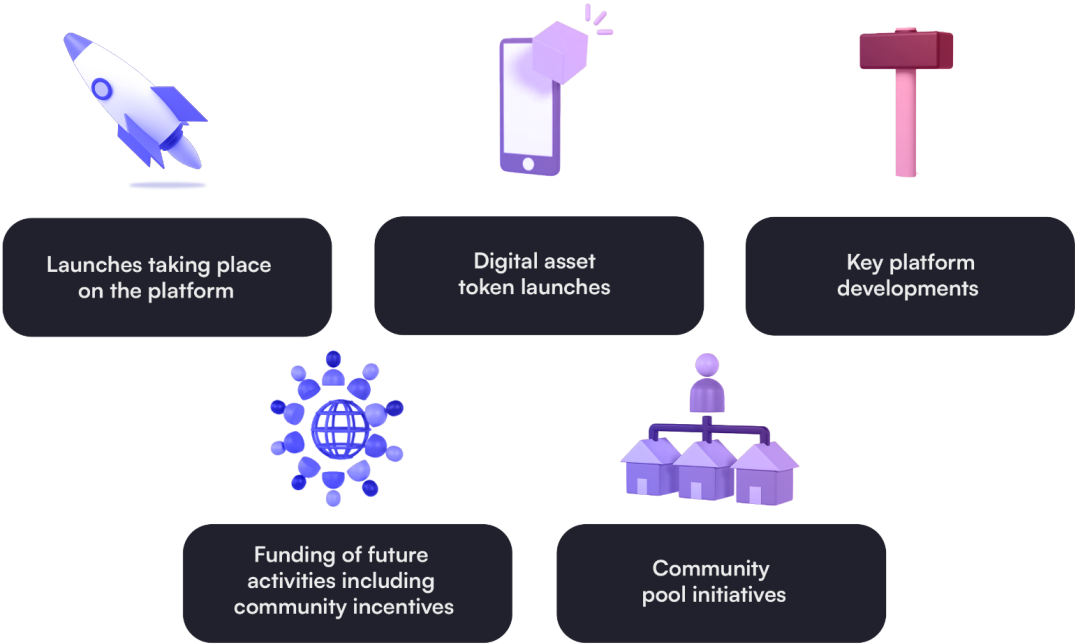
Launchblock.com DAO members will be able to vote on the governance activities within the platform, being given the operational dictation and the ability to vote on features or parameters within the Launchblock.com ecosystem (for the avoidance of doubt, the right to vote is restricted

solely to voting on features of the Launchblock.com platform; it does not entitle LBP holders to vote on the operation and management of the Company, its affiliates, or their assets or the disposition of such assets to token holders, or select the board of directors of these entities, or determine the development direction of these entities, does not constitute an equity interest in any of these entities or any collective investment scheme; the arrangement is not intended to be any form of a joint venture or partnership).

The governance framework at Launchblock.com aims to create a solid and sustainable ecosystem for development and usage.

Governance voting will be conducted and will include but shall not be limited to:

- I. Launches taking place on the platform
- II. Digital asset token launches
- III. Key platform developments
- IV. Funding of future activities including community incentives
- V. Community pool initiatives



Premium NFTs

Launchblock.com Premium NFTs (Non-fungible Tokens) are a major factor in LBP's approach to loyalty, alongside the LBP token, Launchblock.com will be introducing NFTs that offer users access to premium memberships. These NFTs boost the utility of LBP further and provide extra perks to their holders.

The general goal with the Premium NFTs is to provide greater value to Launchblock.com's earliest supporters by representing loyalty as a premium membership in the form of a scarce digital asset.

The Founders Edition of Launchblock.com's NFT collection has the following characteristics:

- I. Each NFT will be minted at XX rate in ETH
- II. There will be 3 levels of rarity:
 - A. Level 1 (75% of all cards)
 - B. Level 2 (20% of all cards)
 - C. Level 3 (5% of all cards)
- III. The rarity of each NFT will be available to see upon mint and analysed through the rarity tool.
- IV. The rewards will depend on the rarity. The rarer the card, the higher the rewards.
- V. To ensure that all cards are unique, the quantity of cards to be issued will depend on demand, which will be gauged through a whitelist via Launchblock.com official website.
- VI. LBP holders will get early access to the sale.

The primary mechanism used to achieve this goal is a boost in the following benefits of the Premium NFT (dependent on rarity):

- I. Ambassador status
- II. Enhance multiplier on;
 - A. Governance voting
 - B. Farming rewards
- III. Loyalty Rewards
- IV. Airdrops
- V. Metaverse Access
- VI. Exclusive access to events in the Metaverse and real world
- VII. Once-in-a-lifetime random drops, this could be anything from an NFT, Token airdrop or much more...

****More information will be provided in due course and volumes of rarities are subject to change***

Warning: Please be aware of any scams or fake listings. Announcements will ONLY be made via the official [Twitter](#) and [Telegram announcements channels](#)

Roadmap

Quarter	Feature
Quarter 1 - 2022	Platform Launch inc, <ul style="list-style-type: none"> ● IDO automation ● Pools (Tier Access) ● Metamask wallet connect ● ERC-20 USDT payment ● Private Sale Vesting + Tier access ● Full project description and funding success ● Smart contract fund collection and distribution ● Automation funding closure once completed ● Preparation period ● Deposit period ● Token distribution ● Sale ending ● Guaranteed allocation system
	Exchange listings <ul style="list-style-type: none"> ● Huobi Global IEO
	Team hires <ul style="list-style-type: none"> ● Head of Technology ● Head of Launches ● Marketing team ● Full stack development team
Quarter 2 - 2022	Services <ul style="list-style-type: none"> ● Digital asset token launch ● Incubation program
	Upgrade Vesting smart contracts <ul style="list-style-type: none"> ● Bug Fixing ● Reflect true balance
	Deployment of post cliff token unlock
	Lock for access - Pools upgrade lock tokens in tiers for access to Launchblock.com features
	Liquidity Mining - Earn APY on providing liquidity
	Farming - Stake and earn APY on tokens inc but not limited to LBP
	Whitepaper V2.2 release
	Influencer campaign roll out

	Multichain compatibility <ul style="list-style-type: none"> ● Binance Smart Chain ● Polygon
	Exchange listings <ul style="list-style-type: none"> ● Kucoin ● MEXC ● Uniswap
Quarter 3 - 2022	Services <ul style="list-style-type: none"> ● Marketing support + Influencer campaigns for project launches
	Multichain compatibility <ul style="list-style-type: none"> ● Nahmii ● Avalanche
	Updated UX / UI features <ul style="list-style-type: none"> ● Pagination options and access to necessary documentation directly from the platform ● Updated project launch application form ● Landing page enhancement
	Mobile UI/UX enhancement
	Lottery system
	LBP token bridge
Quarter 4 - 2022	Governance voting system
	Additional wallet compatibility
	Completion of minimum target of 12 launches during 2022
	Additional payment methods accepted for launches
Future plans	Influencer and Key Opinion Leader (KOL) Tiers for onboarding and expanding project support
	Premium NFT minting and ambassador support
	Exchange listings
	Team hires
	Further KOL and influencer onboarding

* Future developments could be added into our roadmap at an earlier stage if timing fits and we find development time to do so.

LBP DAO

The LBP DAO is formulated from a number of key individuals who initially formed the structure of the platform and its operations. Over time as governance and LBP holders become more involved in the decision making on the platform, the DAO and its members will continue to grow into a global Decentralized operation.

Core DAO Members

Core Contributors include former executives from Travalta.com, HoDooi.com, Manchester United and other members with experience and backgrounds in scaling startups into international reputable and high growth companies. Also with key advisors from high profile cryptocurrency products, protocols and more.

Core DAO Supporters

Core supporter which include investment, legal support, listing events and deal flow collaboration



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Project Purpose

You agree that you are acquiring LBP to participate in the Launch Block.com platform and to obtain services on the ecosystem thereon. The Company, the Distributor and their respective affiliates would develop and contribute to the underlying source code for the Launchblock.com platform. The Company is acting solely as an arms-length third party in relation to the LBP distribution, and not in the capacity as a financial advisor or fiduciary of any person with regard to the distribution of LBP.

Nature of Whitepaper

The Whitepaper and the Website are intended for general informational purposes only and do not constitute a prospectus, an offer document, an offer of securities, a solicitation for investment, or any offer to sell any product, item, or asset (whether digital or otherwise). The information herein may not be exhaustive and does not imply any element of a contractual relationship. There is no assurance as to the accuracy or completeness of such information and no representation, warranty or undertaking is or purported to be provided as to the accuracy or completeness of such information. Where the Whitepaper or the Website includes information that has been obtained from third party sources, the Company, the Distributor, their respective affiliates and/or the Launchblock.comteam have not independently verified the accuracy or completeness of such information. Further, you acknowledge that circumstances may change and that the Whitepaper or the Website may become outdated as a result; and neither the Company nor the Distributor is under any obligation to update or correct this document in connection therewith.

Token Documentation

Nothing in the Whitepaper or the Website constitutes any offer by the Company, the Distributor, or the Launchblock.comteam to sell any LBP (as defined herein) nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or

investment decision. Nothing contained in the Whitepaper or the Website is or may be relied upon as a promise, representation or undertaking as to the future performance of the Launchblock.com platform. The agreement between the Distributor (or any third party) and you, in relation to any distribution or transfer of LBP, is to be governed only by the separate terms and conditions of such agreement. The information set out in the Whitepaper and the Website is for community discussion only and is not legally binding. No person is bound to enter into any contract or binding legal commitment in relation to the acquisition of LBP, and no digital asset or other form of payment is to be accepted on the basis of the Whitepaper or the Website. The agreement for distribution of LBP and/or continued holding of LBP shall be governed by a separate set of Terms and Conditions or Token Distribution Agreement (as the case may be) setting out the terms of such distribution and/or continued holding of LBP (the Terms and Conditions), which shall be separately provided to you or made available on the Website. The Terms and Conditions must be read together with the Whitepaper. In the event of any inconsistencies between the Terms and Conditions and the Whitepaper or the Website, the Terms and Conditions shall prevail.

Deemed Representations and Warranties

By accessing the Whitepaper or the Website (or any part thereof), you shall be deemed to represent and warrant to the Company, the Distributor, their respective affiliates, and the Launchblock.comteam as follows:

1. in any decision to acquire any LBP, you shall not rely on any statement set out in the Whitepaper or the Website;
2. you will and shall at your own expense ensure compliance with all laws, regulatory requirements and restrictions applicable to you (as the case may be);
3. you acknowledge, understand and agree that LBP may have no value, there is no guarantee or representation of value or liquidity for LBP, and LBP is not an investment product nor is it intended for any speculative investment whatsoever;
4. none of the Company, the Distributor, their respective affiliates, and/or the Launchblock.comteam members shall be responsible for or liable for the value of LBP, the transferability and/or liquidity of LBP and/or the availability of any market for LBP through third parties or otherwise; and
5. you acknowledge, understand and agree that you are not eligible to participate in the distribution of LBP if you are a citizen, national, resident (tax or otherwise), domiciliary and/or green card holder of a geographic area or country (i) where it is likely that the distribution of LBP would be construed as the sale of a security (howsoever named), financial service or investment product and/or (ii) where participation in token distributions is prohibited by applicable law, decree, regulation, treaty, or administrative act (including without limitation the United States of America and the People's Republic of China); and to this effect you agree to provide all such identity verification document when requested in order for the relevant checks to be carried out.

The Company, the Distributor and the Launchblock.com team do not purport to make, and hereby disclaims, all representations, warranties or undertaking to any entity or person (including without limitation warranties as to the accuracy, completeness, timeliness, or reliability of the contents of the Whitepaper or the Website, or any other materials published by the Company or the Distributor). To the maximum extent permitted by law, the Company, the Distributor, their respective affiliates and service providers shall not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including, without limitation, any liability arising from default or negligence on the part of any of them, or any loss of revenue, income or profits, and loss of use or data) arising from the use of the Whitepaper or the Website, or any other materials published, or its contents (including without limitation any errors or omissions) or otherwise arising in connection with the same. Prospective acquirors of LBP should carefully consider and evaluate all risks and uncertainties (including financial and legal risks and uncertainties) associated with the distribution of LBP, the Company, the Distributor and the Launchblock.com team.

LBP Token

LBP tokens are designed to be utilised, and that is the goal of the LBP distribution. In fact, the project to develop the Launchblock.com platform would fail if all LBP holders simply held onto their LBP and did nothing with it. In particular, it is highlighted that LBP:

- 1.** does not have any tangible or physical manifestation, and does not have any intrinsic value (nor does any person make any representation or give any commitment as to its value);
- 2.** is non-refundable and cannot be exchanged for cash (or its equivalent value in any other digital asset) or any payment obligation by the Company, the Distributor or any of their respective affiliates;
- 3.** does not represent or confer on the token holder any right of any form with respect to the Company, the Distributor (or any of their respective affiliates), or its revenues or assets, including without limitation any right to receive future dividends, revenue, shares, ownership right or stake, share or security, any voting, distribution, redemption, liquidation, proprietary (including all forms of intellectual property or licence rights), right to receive accounts, financial statements or other financial data, the right to requisition or participate in shareholder meetings, the right to nominate a director, or other financial or legal rights or equivalent rights, or intellectual property rights or any other form of participation in or relating to the Launchblock.com platform, the Company, the Distributor and/or their service providers;
- 4.** is not intended to represent any rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;
- 5.** is not intended to be a representation of money (including electronic money), security, commodity, bond, debt instrument, unit in a collective investment scheme or any other kind of financial instrument or investment;

6. is not a loan to the Company, the Distributor or any of their respective affiliates, is not intended to represent a debt owed by the Company, the Distributor or any of their respective affiliates, and there is no expectation of profit; and
7. does not provide the token holder with any ownership or other interest in the Company, the Distributor or any of their respective affiliates.

Notwithstanding the LBP distribution, users have no economic or legal right over or beneficial interest in the assets of the Company, the Distributor, or any of their affiliates after the token distribution. To the extent a secondary market or exchange for trading LBP does develop, it would be run and operated wholly independently of the Company, the Distributor, the distribution of LBP and the Launchblock.com platform. Neither the Company nor the Distributor will create such secondary markets nor will either entity act as an exchange for LBP.

Informational Purpose Only

The information set out herein is only conceptual, and describes the future development goals for the Launchblock.com platform to be developed. In particular, the project roadmap in the Whitepaper is being shared in order to outline some of the plans of the Launchblock.com team, and is provided solely for INFORMATIONAL PURPOSES and does not constitute any binding commitment. Please do not rely on this information in deciding whether to participate in the token distribution because ultimately, the development, release, and timing of any product, features or functionality remains at the sole discretion of the Company, the Distributor or their respective affiliates, and is subject to change. Further, the Whitepaper or the Website may be amended or replaced from time to time. There are no obligations to update the Whitepaper or the Website, or to provide recipients with access to any information beyond what is provided herein.

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