

# ABSTRACT

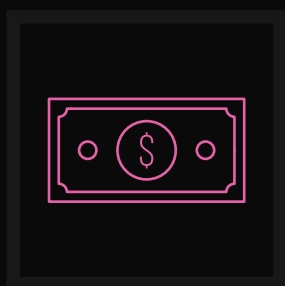
- With an aim to provide everyone with the possibility to share their sexual desires with others without shame and with full control of their identity, we are developing an adult ecosystem based on [Blockchain technology](#).
- This technology is typically managed by a peer-to-peer network collectively adhering to a protocol for validating new transaction records. Not only does this ensure anonymity and security at the highest level, it acts as an open ledger for our consumers and sellers to control their exchange without knowing each other or providing personal information such as email addresses or bank accounts. Our user-friendly platform is definitely the best solution to access the adult market from anywhere, at any time anonymously. The smart contracts provided by Ethereum have opened an opportunity to create a platform that will be the source of income for many people related to the adult industry. Also, with the creation of an adult ecosystem for the new and exciting anonymous web, consumers can now enjoy hassle free access to the sex industry inevitably.
- The best part is that everything on our website is [anonymous, secure and not prohibited by the law](#).

# INTRODUCTION

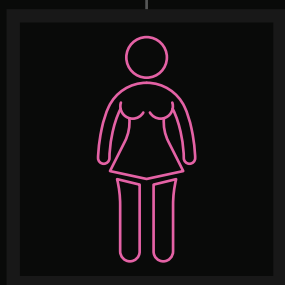
- One of the principal ideas of our project is to take out middlemen or any third party from the sex industry and ensure that control is shifted back in the hands of people who earn from and pay for it. As a decentralised marketplace, we have created our product based on complete anonymity and security. Working on a peer-to-peer principle, our portal is identified by Ethereum addresses instead of IP addresses. These are open-source, blockchain-based distributed computing platform with a smart contract functionality, that facilitates smooth and secure online contractual agreements.

- The smart contracts allow to verify, and enforce the negotiation or performance of financial procedural instructions and invariably avoid censorship, collusion, and counterparty risks. Working as autonomous scripts or stateful decentralised applications in Ethereum, these smart contracts are stored in the Ethereum blockchain for later execution by the [Ethereum Virtual Machine](#). All this together makes our product completely decentralised, [secure](#), [accurate](#), [transparent](#) and [anonymous](#) simultaneously.

## ○ According to a recent study by Havocscope



- The annual revenue generated by the sex industry worldwide is approximate [US \\$186 billion](#).



- Around [58% of American prostitutes](#) have reported a violent assault at the hands of their clients.

- This leads to undesirable effects for all the parties involved and troubled accessibility.

- To combat this, we have developed a transparent feedback system for both workers and clients. This ensures that no discrepancies are left unnoticed, and fraud and violence stay out of your path.

- Since sex is necessary for everyone and it's embarrassing to keep silent about it, we have created a vital tool for the reasonable provision of these services. This might sound complex, but as a user, it's extremely convenient to find exactly what you're looking for on our portal.

- With accurate filters ranging from eye colour to desired body figures, you get a large variety of workers to choose from according to your needs.

- [We have maintained complete transparency to ensure customer](#) as well as seller satisfaction with updated ratings, turnaround time and detailed parameters. Also, both seller and buyer are given a choice of whether they want to disclose any personal details to each other or not till the completion of the transaction. This makes it extremely easy for both the parties to join and cultivate funds from our portal securely. In simpler words, if a client is interested in a worker on our portal, he will send her a request with the preferred time. If the request is accepted, a client will be able to access private information of that worker, like more photos, name or something worker decides, and vice versa. After double confirmation, this money will be held by smart contract and his wallet would generate an access key.

- This key has to be scanned later if they make an agreement and meet otherwise the contract gets automatically closed in [48 hours](#), and the client gets his Ethereum tokens back in the wallet. The client can start with another try if she disagrees. Also, once the service is completed, both parties have [24 hours](#) to leave a feedback to each other and gain reputation. [Completely anonymous, transparent, secure and impossible to shut down](#), this decentralised marketplace is the new revolution of the sex industry.

# TECHNICAL DETAILS

- Ensuring a decentralised setup for the adult industry that must not be banned requires technical proficiency and extensive team work.
- Thus, to maintain consistency and free access, without troubling the user interface we have inculcated techniques inspired from [Zeronet](#) and [Blockchain](#). Also, since low skill labour jobs are becoming scarcer, people too are readily looking for additional sources of income that might be easier. Banks and companies have stringent policies, so to avoid those, we use Ethereum tokens instead of a particular fiat currency. Like bitcoins, these tokens let users transact without revealing their identity or whereabouts.
- For us, every party involved on our website is important, be it the buyer or the seller. We maintain buyer and seller standards by constantly updating their respective ratings based on certain key factors. The seller's rating is decided by general satisfaction, photo matching parameters, skills, and other elaborate factors. On the other hand, a buyer's rating is decided by the absence of complaints. These ratings help maintain trust among buyers and sellers and supervise their quality, [making our ecosystem transparent](#).

## ○ Easy Setup

- Lust provides an uncomplicated user interface, that makes it easier to set up anonymous accounts both as a buyer and a seller. The consumers as well as the providers, do not require any personal details to register and gain access to our portal. With no additional costs, apart from a system and a working connection, you require nothing at all to start earning with us anonymously. Similarly, consumers can simply buy our services [from anywhere at any time promptly and anonymously](#).



## Escrow deals based on Smart Contracts

- Escrow deals based on smart contracts enable us to develop contractual arrangements in which the money is stored in a wallet temporarily, before the completion of the contract.
- This money is stored in the form of [Ethereum](#) tokens and is [imbursed](#) depending on the conditions agreed to by the transacting parties.
- If at any point both the parties in the transaction disagree, the resolution is provided according to the contract. Smart contracts used prominently with [Ethereum](#) cryptocurrency ensures [better security](#) and inviolable workflow.

## Decentralised System

- Working as a decentralised marketplace, we aim to develop an open source peer-to-peer functionality for our users. This implies that our sites are identified by a public key, in place of an IP address. This ensures [maximum security](#) and allows sites to be accessed through an ordinary web browser with the application acting as a local webhost.
- Anonymity is established with the built in Tor-functionality, where the BitTorrent website Play hosts a magnet link repository on the peer-to-peer application, which links to our exclusive portal.

## Accuracy settings:

- [Our platform](#) enables you to find your ideal partner with just a few clicks. Equipped with elaborate filters based on [skill ratings](#), [age](#), [eyes](#), [hair colour](#) and [other body parameters](#), the user-friendly and interactive buyer interface is the ultimate place to fulfil all your fantasies.

# ROADMAP

AUGUST 2017

the LUST  
**PRE-sale**  
campaign

SEPTEMBER 2017

- Starting to Development of beta version of the platform
- Preparation of legal documents
- Active marketing company for ICO

OCTOBER 2017

- ICO-round
- Deployment of marketing company

IN 2018

- Conduct large-scale marketing campaigns
- To enter and conquer a big part of the European market
- To debug and improve system performance
- Launch 2 progressive Asian countries (Japan, Thailand)

FEBRUARY 2018

- Official opening of the platform
- Working with media and active promotion of platform
- Join more than 8000 partners
- Announcement and launch of premium accounts;
- 10,000 satisfied customer in first month

DECEMBER 2017

- Announcing beta version of the product and closed beta testing
- Join first 500 partners;
- Creation of press releases and contracts with media resources

IN 2019

- Conquer a big part of the Asian sex-market
- Launch in Australia and Canada
- Starting an massive expansion on the USA market

IN 2020

- Get more than 5 millions of active users
- Conquer a big part of the US market
- Becoming #1 brand in the sex market

# FUNDRAISING AND THE ISSUING OF LUST TOKENS

- Fundraising and the issuing of LUST tokens are aimed at developing the platform, financing the marketing and advertising of the LUST project.

A total of 314 million LUST tokens will be released.

## ICO will be launched by next steps:

### Pre-sale (18 August 2017):

- On Pre-sale round would be sold 2 million LUST.
- Cap - \$200,000.
- Min. Goal 1000000\$
- Price of 1 LST = \$0.10

The money will go to developing the Beta-version of the platform and to marketing and preparation of ICO seed-round.

For the trust and loyalty of our platform pre-sale, investors will get x7 LUST bonus.

### ICO (18 October 2017):

- On ICO will be released 300 million LUST.
- Min. Goal - \$1,000,000.
- Price 1 of LST = \$0,10

The money will go to the preparation of the public launch of LUST platform, global marketing, the mass connection of workers to the system.

## Token allocation

### PRE-ICO allocation structure:



## ICO allocation structure





# THE MARKET AND FINANCIAL MODEL

- One of the most prominent things in the IT and financial services industry today, [Blockchain technology](#) is being used by many small as well as large scale industries creatively. We plan to use the same technology with the oldest profession in the world.

## ○ The sex industry



- Supports around 40-42 million sex workers



- Has an annual turnover of more than \$150 billion

\*\$150 billion forms a significant part of the global economy.

- Hence, to shift such a huge industry on the web within a few days is impossible.

- So, at first, we will start by providing our services to narrowly segmented markets like the European markets, and then expand the business across the globe. Europe is our first choice, as the markets here are progressive and [around 15%](#) of the sex industry is located here itself with the average salary of a sex worker being around [5 thousand euros per month](#).

- It is similar to the strategies adopted by [Amazon and eBay](#) which ultimately helped them become global players. For instance, Amazon started their operations by selling books online in the USA. After, tasting the success in American markets, they gradually expanded their footprints to the major world economies.

## There are two secure ways of monetization in our service.

### 1 Internal escrow system with 4 % commission:

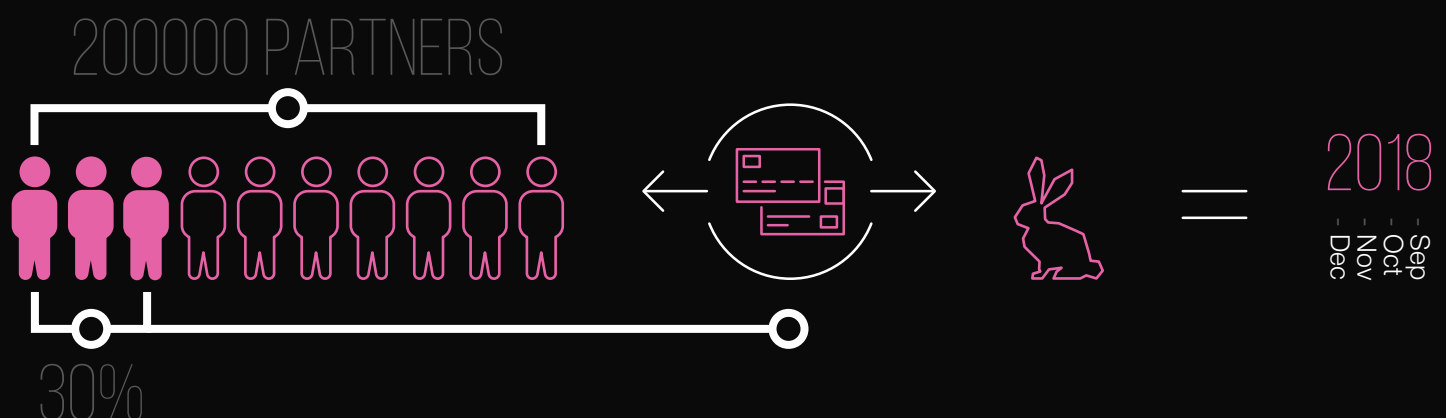
- We charge just 4% for escrow payment system. It means clients, incur an insignificant amount of money to get best in class services and protect your hard-earned wealth. According to research, around 15% clients end up getting robbed or threatened by a worker at least once. On the other hand, female sex workers regularly face severe public opinion and aggressive behaviour of clients. To avoid this, while maintaining trust and transparency, we ensure that most transactions go through the escrow system with regular feedback.

- This helps to create a trustworthy relationship between verified clients and workers leading to a continuous flow in the market. Only a small commission of 4% is charged for the escrow. Since feedback is completely transparent for escrow, the buyer and the seller will be confident in making transactions inside this system.

### 2 Premium account:

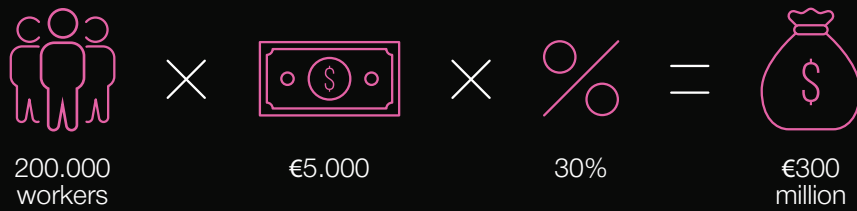
- Developed for our exclusive buyers and sellers, the premium account comes with a meagre monthly fee of \$ 30. As the name indicates, this account lets you reach higher positions in the search matrix and establishes a trust for your account among other partners. Workers will get more search results, additional search filters, saved and referenced searches, higher profile efficiency, higher client/worker authenticity.

With a plan to connect 200000 partners, we want that at least 30% of the transactions are completed using our system by the end of 2018.



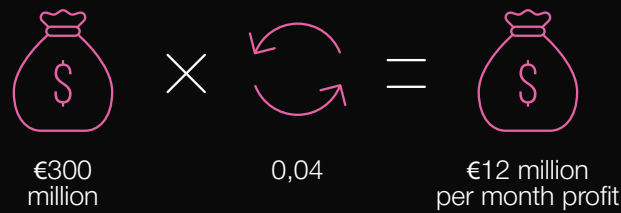
This implies that our approximate profits, every month will be:

$$200000 \text{ workers} \times €5000 \times 30\% = €300 \text{ million}$$



And after 4% charged through escrow system, this becomes:

$$€300 \text{ million} \times 0.04 = €12 \text{ million per month profit}$$



Assuming that out of the 30%, if at least 10% buy the premium account, then:

$$\text{Profit} = 20000 \text{ workers} \times €30 = €600000$$



This means that in a year's time, the profit can reach to:

$$(\text{€12} + \text{€0.6}) \text{ million} \times 12 = \text{€151.2 million}$$



## Token holders benefits:

There are attractive bonuses for token holders depending upon the number of tokens that they possess respectively. These are:

- 12% discount for holders tokens over \$300
- 18% discount for holders tokens over \$1000
- 23% discount for holders tokens over \$3000
- 27% discount for holders tokens over \$8000

# TERMS OF SERVICE FOR LUST PRE-ICO

- Lust Coin (hereinafter referred to as 'lust coins', or 'lust tokens', or 'lust digital tokens', or 'the lust.agency', or 'LUST') Initial Coin Offering (ICO) of lust tokens on our website i.e. [www.lust.agency](http://www.lust.agency).

- The following terminology applies to these Terms and Conditions of Use (our "Terms"), the Privacy and Transparency Statement, and any and all other agreements between you and us:

- "Client," or "Customer," or "User," or "You," or "Your" refer to the person accessing our website i.e. [www.lust.agency](http://www.lust.agency), and accepting our Terms.

- "We", or "Our", or "Ourselves", or "Us" or "[lust.agency](http://lust.agency)," or "[www.lust.agency](http://www.lust.agency)," refer to the internet website [lust.agency](http://lust.agency), and to its owners, operators, employees, agents, insurers, suppliers, and attorneys.

- "Party" refers to either you or us. In these Terms, unless the context otherwise provide, words indicating the singular shall be understood to include the plural and vice versa and words indicating gender include all genders. "Digital asset," "asset," "coin," "digital currency," "good," "ledger entry," and "token" refer to blockchain-based software ledger data entries.

- Lust tokens do not grant the right of control. Owning Lust tokens does not give their holder the right of ownership or the right to property in Lust. While the community's opinion and feedback can be taken into account, Lust tokens do not give their holders any right to participate in decision making concerning the development of the Lust system.

- Acquiring lust tokens carry financial and legal risk. You are only allowed to purchase lust tokens if you are neither a citizen of United States of America (USA) or permanent resident of the USA, nor have a primary residence or domicile in USA, including Puerto Rico, the U.S. Virgin Islands, and any other territories of the USA.

- We shall not be liable or responsible for any damages, or claims, or losses, or injuries, or delays, or accidents, or costs, or business interruption costs, or any other expenses (including, without limitation, attorneys' fees or the costs of any claim or suit), or for any incidental, or direct, or indirect, or general, or special, or punitive, or exemplary, or consequential damages, or loss of goodwill or business profits, or loss of digital currency or digital assets, or work stoppage, or data loss, or computer failure or malfunction, or any other commercial or other losses directly or indirectly arising out of or related to our Terms; the Privacy and Transparency Statement; any service of lust.agency; the use of lust.agency; the use of lust tokens; any use of your digital assets or digital currency on lust.agency by any other party not authorized by you (all of the foregoing items shall be referred to herein as " Losses"). We are hereby released by you from any liability for any and / or all Losses.

- We disclaim any and / or all warranties or guarantees, including any warranty of merchantability and / or warranty of fitness for any particular purpose.

- The foregoing limitations of liability shall apply whether the alleged liability or Losses are based on contract, or negligence, or tort, or strict liability, or any other basis, even if we have been advised of or should have known of the possibility of such losses and / or damages, and without regard to the success or effectiveness of other remedies.

# REFERENCES

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