LOOKREV

A Winning Solution For Creativity

Grace Tang

grace@lookrev.com

LOOKREV OVERVIEW

An Open Network

LookRev provides an open network in a space traditionally impassable, builds a gateway for product creators, designers, distributors and consumers. Discover new creative products, collaborate on creating new products or verify attribution of a product through a truly transparent blockchain system.

Own Your Design Idea

Using LookRev, you can create immutable and timestamped digital signatures for your creative works, watermarked onto the product images and register your creative assets to the LookRev network. Because the network is decentralized and secured by the blockchain, the data remains safe, verifiable and immutable.

Blockchain Network

LookRev network is build on top of Ethereum, a decentralized platform that runs smart contracts: applications that run exactly as programmed without any possibility of downtime, fraud or third-party interference. Transactions are recorded on blockchain, an enormously powerful shared global infrastructure that records the ownership of your digital assets.

Smart Contract Registration

LookRev uses cryptography to give product creators, designers and contributors the toolset to automate the registration process of creativity assets without relying on third party. Choose from a preexisting smart contract template or create your own terms, automate the registration, distribution and payment process for creative assets.

Established Products

LookRev is visual product design, virtual outfit and shopping network built on modern technologies. It already has more than a dozen launched applications, paying customers and millions of shopper usages. The network primarily concentrates on creating a winning business solution for creative product makers, designers, distributors and customers.

Interactive Tool

LookRev uses interactive visual outfit tool, clarifying the communication between product creators, designers and consumers. Helping makers customize products based on consumers' feedback, finding product-market-fit.

Automated Payment Distribution

Secured by the blockchain, the origin and attribution of a product remains safe, verifiable and immutable, encrypted and watermarked onto the product images. Upon receiving payment of a product, all parties contribute to the making, distribution and selling of the product are instantly paid at the same time, according to the terms of the smart contract.

Standard Token

LooksCoin is the digital token that are used as cryptocurrency, a representation of digital assets, perform transactions on LookRev platform. It is a Ethereum ERC20 token so the contracts are automatically compatible with any wallet, other contract or exchange also using this standard.

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1. Our Mission

We believe that each person has his/her own unique talent and can contribute to our world in his/her own unique way.

Human asset, is the most precious asset in this world. It takes generations of human beings to build our knowledge base, giving birth to individual people who each has his/her unique talent. It takes years for each individual to find and discover his/her unique talent, master the skillset and art of expressing his/her talent, making and instilling his/her talent and know-hows into tangible, sellable goods. Human asset is far more precious and expense than any gold, diamond, money or other physical assets in this world.

The purpose of LookRev is to build a supporting system and community for individuals and businesses to discover talents, express ideas, instill them into tangible, sellable custom products, helping them find product-market-fit and customers.
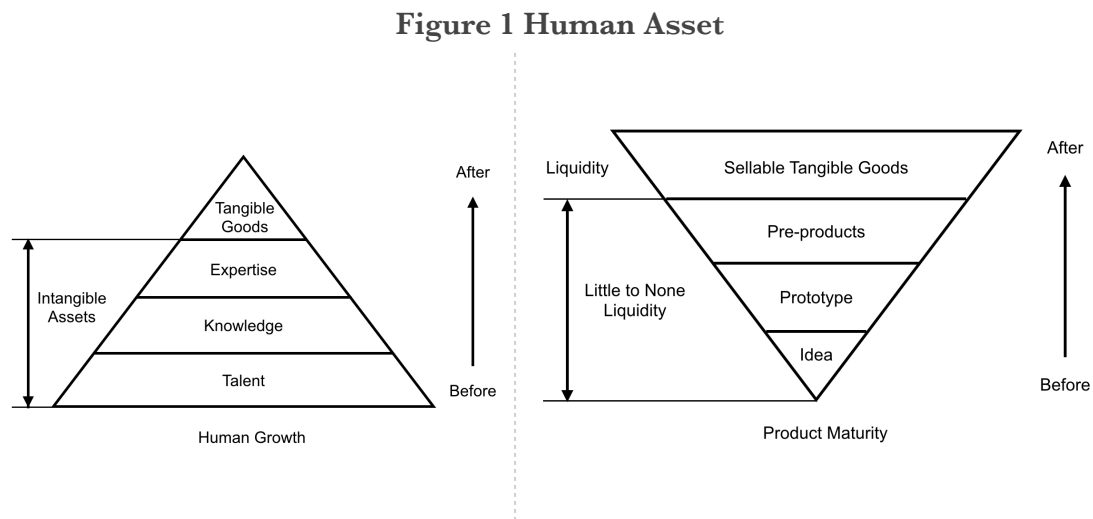
In essence, our mission is to help individuals discover and find their unique talents, contribute to our society with their ideas, skills, know-hows and creative products. It is a platform for people to find their person-society-fit, discover their unique place in our society, and contribute to our society.

2. Comparing Digital Asset and Human Asset

Digital asset, in its form of cryptocurrency and smart token, is quantifiable, has high liquidity, immutable and publicly visible on the blockchain.

Human asset, human creativity, innovation, know-how, expertise, idea, exists in an intangible way, and can only become visible, tangible and transferable when these intangible

assets are instilled and transformed into tangible goods. For example, an talented artist spends years learning and practicing art. His/her creativity, know-how and expertise can only become tangible and sellable when he/she completes an artwork, and make it and/or its copies sellable on the commerce market [Figure 1].

Figure 1 Human Asset

As shown in Figure 1, before a person accumulate enough knowledge and skills, before his/her product find its product-market-fit, there is little-to-none liquidity of his/her tangible and intangible assets.

A human being can build up and accumulate his/her knowledge. As long as he/she keep on trying and improving his/her product and service, eventually, he/she will be able to find his/her unique way to contribute to our society. It is often a difficult journey for most people.

3. LookRev Key Contribution

LookRev offers two key supports in this process.

LookRev virtual outfitting system has the capability of visually configuring and integrating components of a product, and virtually outfitting the product into a person's personal

environment. It helps the product maker quickly find the matching elements and best design configuration for a custom product, discovering its product-market-fit.

It helps consumers visualize how a product looks in their personal environment, offers the novice experience of personalized shopping, discover and buy custom products.

LookRev platform offers the solution for speeding up the product maturing process of custom product, discovering its product-market-fit, reducing the production risk, enabling the production of high quality custom goods based on consumer demand.

Figure 2 LookRev Products

The other key support of LookRev platform is solving the liquidity issue during product maturing phase.

Digital assets has high liquidity, the transfer record is immutable and publicly visible on blockchain. Comparing to digital assets, human assets are mostly intangible, and has little-to-none liquidity before it matures. Using LooksCoin token as the vehicle, we offers a solution for product makers to find customers, presell products, gain access to liquidity before their product

find its product-market-fit. It helps them get the resource and support to improve their products, build high quality custom products that meet market demand.

4. Smart Contract Registration

Using LookRev, you can create immutable and timestamped digital signatures for your creative works, watermarked onto the product images and register your creative assets to the LookRev network. Because the network is decentralized and secured by the blockchain, the data remains safe, verifiable and immutable.

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5. Advantages of LookRev Solution

Using digital asset to fund the growth of human asset has multiple advantages.

A.   The record of the transfer of presell token is immutable, and is included in the smart contract. An customer preorder the product, fund a product maker before his/her product become mature sellable goods. As part of the deal, the customer get to buy the mature products at a discounted price.

B.   A creative product maker can receive preorders with cryptocurrency, and get the resource that he/she needs to produce the future products. This helps the product maker to obtain the resources to support the making and improvement of his/her custom products. Essentially, this offers early liquidity for his/her intangible assets before his/her products mature. Because the

prepayment with digital currency are recorded on blockchain, the records are immutable and visible to each party, the transaction is secure.

C.   A creative product maker can repay the preorder tokens he/she receives by selling the completed products to the customer. Or he/she can repay the preorder tokens with the tokens he/she earns on LookRev platform, added with fees according to the agreed upon terms in the smart contract.

6. Background on Retail Market

The retail market is declining at an alarming speed.

Years of severe price competition leads to a languishing and deteriorating market congested with mass produced generic products, leaving little room for higher quality custom products to reach the consumer mass. As a result, 80% of small businesses fail within 18 months [1].

Consumers are fed up with low quality generic products, but at the same time, find it is extremely difficult to find and purchase high quality custom products that fit into their personal styles and preferences.

There are many layers in the product distribution process. Each layer creates additional difficulty for custom products to reach consumer mass, each layer maximizes its profit margin by either increase the selling price of the product; and/or minimizing the cost by selling mass produced generic products, reducing the service and distribution cost, and selling products online.

E-commerce is facing an increasingly severe competition. Many generic products are selling on multiple e-commerce sites, competing on pricing with each other. The profit margin is

very low, and the conversion rate is very low. Many e-commerce vendors could not sustain their businesses.

Brick and mortar retailers are also in a desperate situation. Customer become increasing reluctant to visit the stores for shopping, especially when the store could not provide novice shopping experience, nor high quality custom products that fits into customers' styles and preferences. Retailers are using their expensive store space selling low quality generic products, and finding a hard time to get rid of the overstock. As a result, many retail stores are closing. [2]

The dealer, designer and affiliate programs offer ways for individuals such as sales representatives, designers, stylists, resellers, marketers and etc to bring customers to the products and facilitate in the selling process. However, current affiliate programs are segregated, offering little to none compensation. Affiliates have little incentive nor trust in promoting products, bringing customers to the vendors and being rewarded for their work.

In summary, the current retail market is in turmoil of segregation, adverse competition, distrust and greed. This results in the overall languishing and deteriorating market condition, leading many retailers and service providers going out of business, and compromising the health of the entire retail industry.

This is a puzzle that is very hard to solve. To solve this puzzle, parties in the product making and distribution chain need to agree to work with each other, forming mutually beneficial business partnerships, building trust and compensating the parties that do contribute to the sell of products.

With so many parties and conflicts of interest, there seems to be no service nor business model that can work in a fashion satisfying the needs of all parties involved in the retail business.

How do one build trust among people that don't trust each other, who are competing with each other on a daily basis?

We will have to use a trustless system, that don't require people to trust each other, but have the trust that they will be rewarded by playing fair with each other, and contribute to the community. Blockchain technology is a perfect framework for this.

And strange enough, this solution will not come from retailers themselves, because they are inclined to protect their own interest, have bias.

This solution will not come from established technology companies, because businesses rely on advance technology to out-compete their competitors, they need to protect their existing interest too.

Therefore, it is now clear why this solution comes from a startup - LookRev.

7. LookRev Solution

This idea of LookRev came up seven years ago during the Great Recession, when founder watched many businesses suffered greatly during that period. [7]

LookRev uses block chain technology to create a revolutionary peer-to-peer decentralized marketplace for creative product makers. Using smart contract as the infrastructure, it enable ordinary people to form distribution channels for their own custom products, and earn money. It dynamically generates an ongoing chain of smart contract based proof-of-work, creating a trust-worthy, mutually beneficial chain of services for product creation, customization and distribution.

Using smart contract as the infrastructure, we create a circular economy, where product makers can sell products and make money using blockchain, spend and consume money to exchanges for resources and services.

By offering product customization based on real-time market feedback, it accelerates the process of finding product-market-fit, build the framework for sustainable chains of businesses for custom products creators, distributors, retailers, and affiliates community.

This enables a new way of on-demand peer-to-peer product customization and distribution services. Consumers select, customize and buy products of their choice using LookRev platform. Upon the sell of a product, product creators and the people who participate in the distribution chain of this product are immediately rewarded for their contribution, according to the terms recorded in the smart contract.

This marketplace will greatly reduce the complexity of, and reduce barriers for selling creative products. It enables ordinary people to form and join distribution chains for their own creative products — and earn money.

This brings diversity, creativity and innovation to the retail industry, helping established retailers, brands, distribution channels to discover, select and add new products that have already established product-market-fit into their portfolio. Helping retailers diversifying their inventory, attracting new customers to their store.

Using blockchain technology, each party in the product creation, customization and distribution chain is instantly rewarded for their contribution upon the sell of the product, removing their concern that other party might steal the deal, or cheat on the compensation. Each party benefits by playing fair in the product distribution chain, getting rewarded by contributing to the overall performance of the chain, and the sell of the products.

8. BlockChain Technology

LookRev is build on top of Ethereum blockchain technology, using smart contracts. A smart contract can define a digital asset that includes functions to trade and check the balances of its holders. Because the code is public and its state is stored on the blockchain, holders of a digital asset can trust that their ownership is verifiable and under their control.

At its core, the blockchain is a distributed ledger that can validate and register transactions without the need for a central authority. No one owns the ledger — it's spread across the nodes that constitute its network and is publicly available to everyone.

Information stored on the ledger is interrelated through cryptographic hashes, which make it virtually irreversible and tamper proof. In a nutshell, it means that parties can make peer-to-peer exchanges of data, money or anything else of value in any amount and in a secure manner.

Blockchain Capabilities = Technical + Business + Legal [3]

Using blockchain and smart contract as the infrastructure, LookRev transforms the process of product creation, customization, distribution and sales by installing the contribution and share of interest of each party into the ledger, and make it immutable and tamper proof in the network.
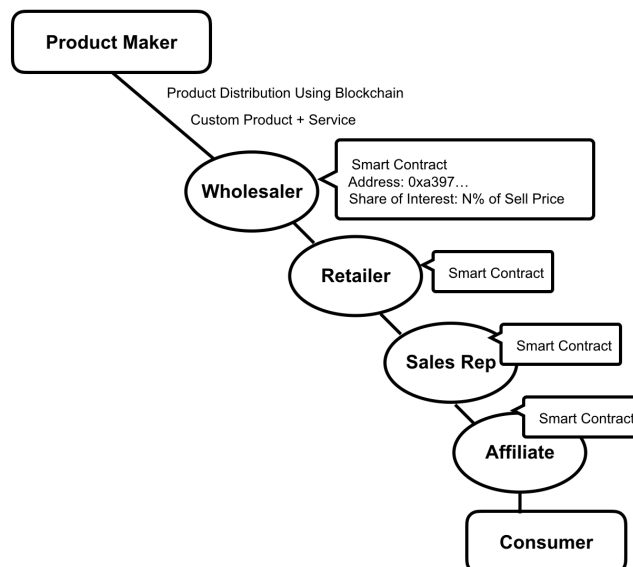
9. LookRev Product Distribution Chain

Each member has a node in LookRev system, it can be an individual or a business. The person and/or business at each node can have one or more roles, including product maker, distributor, retailer, designer, marketer, sale representative, customer and etc. The transactions are conducted and recorded on the ledgers on LookRev blockchain.

A product maker can initiate and start a distribution chain for his/her custom product. Other nodes can join this distribution chain, as product distributor, retailer, designer, marketer, sale representative, customer and etc. Smart contract is used for each node to join the distribution chain. It contains the agreement between the nodes, the terms including the revenue distribution, contributor information and etc. Upon the sale of each custom product, all nodes participated in the distribution chain are instantly rewarded with LooksCoin tokens, according to the terms set in the smart contracts.

A product from the same creator can have multiple distribution chains, formed by different sets of contributors. The chain starts at the product creator, and increases in length when new contributor append his/her node to the product distribution chain using smart contract. The chain ends when consumer purchases the product. Upon which, each party included in that chain is instantly rewarded for his/her contribution with LooksCoin token in a secure manner [Figure 3].

Figure 3 Product Distribution Chain

Using smart contracts, each party define their information, add-on cost, criteria and etc and include it in the ledger. Each party may further customize the product or provide custom services

for the product, and also include the information on the blockchain. A new hash signature is created for the custom product at each layer, creating an unique digital signature for the customized product at each stage.

Using smart contract, product maker initiates a new distribution chain for his/her product, creating the root node. The smart contract includes the product cost that the product maker would like to receive, criteria and revenue share for the following nodes and etc. This smart contract may also include parameters such as whether succeeding nodes need root node's permission to add on to the chain. The product maker may define the scope and criteria of distributors, retailers and sales representatives that can attach to the chain, or who has the right to sell their products. Such scope may include geographic location, license, rights and etc that defines the legitimate and feasibility of said distributors, retailers and sales reps to sell said products for said product maker. Said smart contract may also include parameters such as how many layers of nodes can attach to the same chain, or the maximum add-up total selling price that can be implemented for said chain.
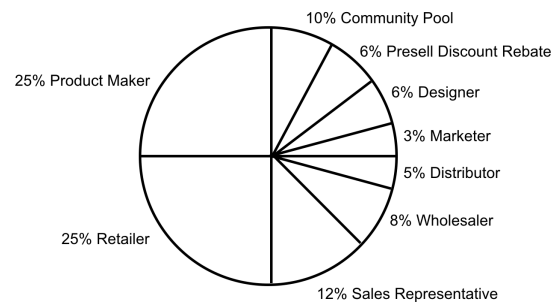
This root node is broadcast to the system, any product distributor who fits the criteria can use smart contract to attached to the root node. This smart contract includes that add-on cost (and/or the compensation) that the distributors, retailers, sales reps and/or affiliates would like to receive upon the sell of said products. Said add-on cost could be in a format of percentage of final selling price, or a fixed amount.

A distribution chain includes all parties involved in the sell of a specific product. Where everyone participants in a sell (including the product maker, distributor, retailer, sales rep, service provider and etc) can append their own smart contract to the chain, creating a rich, transparent, trustworthy and constantly updating distribution chain. Parties participate in the distribution chain, from product makers to distributors and services providers, will know exactly which and how much to pay each party by using the open data contained within the chain.

Because once deployed, the smart contracts are virtually irreversible and tamper proof. It offers the assurance that parties involved in the distribution of said products can have the assurance that their will be compensated upon the sell of said products, based on the rules that are incorporated in the smart contracts.

Each product and its distributed content is uniquely identified, and its creator and distribution partners are credited and identified. This will ensure that the correct people will get paid for assisting and facilitating the sell.

Figure 4 Example of Fund Distribution Upon Sell of Product

- 10% Community Pool
- 6% Presell Discount Rebate
- 6% Designer
- 3% Marketer
- 5% Distributor
- 8% Wholesaler
- 12% Sales Representative
- 25% Retailer
- 25% Product Maker

10. Registering Creative Assets on Blockchain Using Smart Contracts

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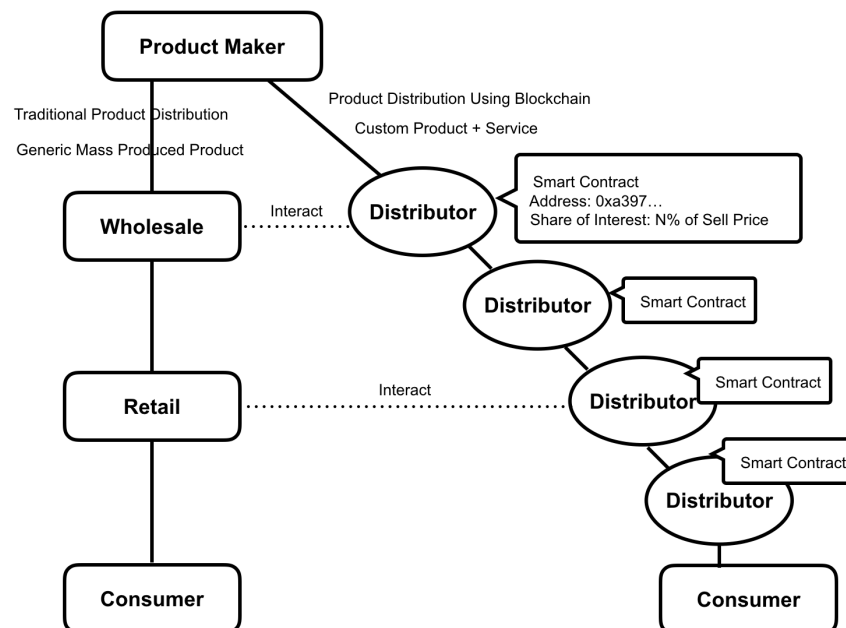
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Secured by the blockchain, the origin and attribution of a product remains safe, verifiable and immutable, encrypted and watermarked onto the product images. Upon receiving payment of a product, all parties contribute to the making, distribution and selling of the product are instantly paid at the same time, according to the terms of the smart contract.

11. Integrating with Traditional Business

Figure 5   Integrating With Traditional System

Traditional brick & mortar stores, showrooms and sales reps benefits from LookRev chain by tapping to the chain. The LookRev chain will help product creators adjust their custom products based on consumer feedback, helping new products find their product-market-fit,

accumulating market demand for the custom product, assuring successful bulk sell of said products.

For traditional retailers, selling novice products that have high market demand will help them reduce business risk, increase sale revenues, reduce inventory, and speed up the turnover rate of their products. It also helps retailers attract new customers with interesting new products that have high market demand, bring foot-traffic to the store, rejuvenate brand, and increase revenue.

For sales representatives and service providers such as designers and stylists, LookRev increase their opportunities to make sales, and get compensated for their work. Their unique id, contribution of work, amount to be paid and etc are recorded on the ledger using smart contract, the records are immutable, and distributed on the chain. Sales representatives and services providers can have the assurance that they will be automatically instantly rewarded for their work, upon the sale of the product.

For sales representatives and service providers such as designers and stylists, most of their services are geographically limited, LookRev chain helps them attract local customers, and retain customers by offering product and services in that region. It will also help them to diversify their product and service portfolio, attract new customers by offering them attractive novice custom products and services.

For distributors, they can benefit from LookRev chain by distributing the custom products that have established product-market-fit, and increase product distribution efficiency by distributing products on-demand.

For product makers and manufactures, LookRev chain help them identify what are the products have established good product-market-fit, increase the efficiency of their production line and ROI.

10. Supporting Innovation and Creativity

One of the advantages of a blockchain ledger is that it can establish a more direct relationship between creators and consumers.

Historically, parties involved in the sales channel are segregated, they are not directly linked to the sell of the products, not informed when the product is sold. Unless they are in a direct agreement with the parties, mostly likely they will be not rewarded upon the sell of the product. As a result, parties involved in the sales channel are not motivated to promote high quality, creative products. But they are more likely to promote standard products that has established market presence, with boiler-plate compensation package, so that they can receive compensation for the sell of the goods.

One of the advantages of a blockchain ledger is that it can establish a more direct relationship between product makers, distributors and consumers. Product creators and distributors can dynamically form product distribution chain, and receive instant compensation every time the product gets sold. This remove the concerns on compensation, creating the foundation for these new, innovative product creators to form distribution and sales channels for their new products, and sell their custom products to end consumers.

Using smart contracts, each party define their information, add-on cost, criteria and etc and record it on the blockchain. Each party may further customize the product or provide custom services for the product, and include the information on the ledger. A new signature is created for the custom product at each stage, creating an unique digital signature for the customized product.

This dramatically ease up the process of a novice creative product finding its distribution channel and sales support to reach consumer mass. It helps creative product makers focus on

finding product-market-fit for their creative products, improving the products, and getting the support for building a sustainable and successful business.

11. Payment Distribution

Blockchain technology can also revolutionize the monetization of creative products. The infrastructure is based on smart contracts, programs run on the blockchain along with the payment transactions, using cryptocurrency of LooksCoin token. This support a new way of compensating services providers including designers, stylists, product reviewers, bloggers and etc for their contribution in the distribution and selling of the products.

Secured by the blockchain, the origin and attribution of a product remains safe, verifiable and immutable, encrypted and watermarked onto the product images. Upon receiving payment of a product, all parties contribute to the making, distribution and selling of the product are instantly paid at the same time, according to the terms of the smart contract.

LookRev also offers on-demand product ordering and customization services. Users can select, order and buy customized products of their choice and immediately reward the contributors upon buying the customized products.

12. LooksCoin Token

LooksCoin (LOOKS) token is the cryptocurrency used on LookRev platform, allows its owners to receive LOOK tokens, which can be spent on the LookRev platform to purchase creative goods and services. LooksCoin token is a ERC20 compliant smart token. It can be purchased or liquidated (sold) at anytime, directly through the smart contract, with or without using an exchange.

LooksCoin token has multiple utilities, and can be used in several ways.

A. Utility token for purchasing custom products on LookRev platform. Consumers can use LooksCoin token to order and buy custom products from product makers. For example, a consumer likes a carpet design he finds on LookRev, he uses LookRev's visualization tool and creates an image of how he would like to use that carpet in his living room, finds out that he needs a lighter color one. He uses LookRev and lightens up the color of the carpet, measured the dimensions that he needs, and send the inquiry to the carpet maker. The carpet maker receives the inquiry, replies to the customer with increased pricing for the custom made carpet. Customer accepts the new pricing, puts in the order using LookRev. Carpet maker produces the custom made carpet, and ships it to the customer. ***Benefits: liquidity, trustless, easy to use.***

B. Utility token for receiving and exchanging services. LooksCoin tokens are used to exchange for custom services, and/or custom products on the platform. For example, a consumer asks a stylist to create a new fashion style look for her. The stylist uses the customer's picture, creates several looks. The customer picks out a look. The stylist sends the customer a summary of the expense. The customer makes the payment. The stylist orders the clothing, accessories based on customer's dimensions and have the new fashion set shipped to customer's home. ***Benefits: liquidity, immutable record, trustless, instant reward.***

C. Preorder token. Preorder tokens are used to pre-purchase custom products before they are completed by the product maker. Product maker can repay these token by either selling the completed custom products to preorder token holders at discounted price, or prepay these tokens with tokens they earn on LookRev platform. ***Benefits: liquidity, immutable record, trustless.***

D. Utility token that exchange one type of usage to another one. For example, a product maker receives preorder token from customers. However, due to various reasons, he could not complete the products. He offers design services to other product makers on LookRev platform, earn tokens, and repay these presell tokens with the earned tokens based on terms in the smart contract. ***Benefits: liquidity, immutable record, trustless, flexible.***

E.   Participation token to receive continuous prorated rewards from the LookRev community pool. For example, a blogger contributes to LookRev community by publishing blogs about the novice custom products he discovers on the LookRev platform. He helps building the community with his work, and receives rewards based on the percentage of LooksCoin tokens that he owns from the LookRev community pool. *Benefits: immutable record, trustless, instant and continuous reward, community driven.*

13. LookRev Community Pool

LookRev community pool is a community fund created for building LookRev community, where members have incentives to contribute and foster the community. LookRev collects 10% of the sales revenue from each sell in cryptocurrency, and directly contribute it to the community pool. Members receive his/her percentage of the share in cryptocurrency, from the community pool based on the percentage of his/her tokens to the total amount of tokens in the circulation. This way, each member directly benefits from the overall performance of the LookRev community. This creates incentives for them to contribute to the community, helping each other build successful businesses on LookRev platform.

14. Community Governance

Peer review, rating and scoring system are used in the LookRev blockchain to dynamically adjust the formation of the distribution chains. Nodes has established higher ratings and scores will have higher priority in resource allocation, gain support, visibility and other benefits on the platform.

A node (person/business) can increase its scores by allowing more nodes (persons/ businesses) to attach to its distribution chain. Upon the sale of the product, nodes are rewarded from the sale, according to its contribution and agreed-upon terms in the smart contract. When

more nodes are rewarded upon the sell, the leading node will receive higher score from the system.

Ratings and scores are use to measure and compare a node among its peers, that are similar type of nodes (persons/businesses). These are public attributes visible to all nodes in the LookRev blockchain. Contributors will evaluate these attributes as well as other attributes such as the quality of the product, product-market-fit, profit margin from the sell and etc, before joining the distribution chain at their own will.

LookRev collects activity fee, similar to Ethereum's gas fee for providing services on LookRev platform. This fund is allocated to support the development, maintenance and management of the LookRev platform.

15. Member Responsibility

Using LooksCoin token as the cryptocurrency, LookRev builds a circular economy. Members can earn and spend token on LookRev platform at will.

Each member is responsible for his/her own transaction of converting LooksCoin token into other types of cryptocurrency or currencies such as US dollar. Members hold the the responsibility of conducing their own accounting, filing and reporting their own tax returns and perform other business responsibilities and activities. Members take sole responsibility of their regulatory compliance to their governing rules and laws.
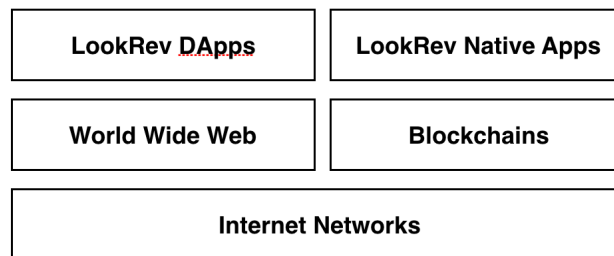
Members are free to join distribution chains at will. They are responsible to follow the rules set in the LookRev Terms & Conditions document. Members should perform best conduct, facilitate in building a trust-worthy, mutually beneficial chain of services for product creation, customization and distribution on LookRev platform.

16. LookRev Products

With six years development, LookRev has more than a dozen Android, Apple and web apps launched in the market, has more than 400,000+ organic downloads, 2 million+ usages, bringing many benefits to consumers and product makers.
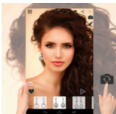
Figure 6 LookRev Framework

LookRev Blockchain Applications

LookRev DApps	LookRev Native Apps
World Wide Web	Blockchains

Internet Networks

A few of the LookRev apps released in Apple store and Android App Store are listed here:

Figure 7 LookRev Apps

	LookRev App	Native App	100,000 downloads
	LookRevPro App	Native App	In production
	Virtual Interior Design Home Decoration	Native App	300,000 downloads
	Selfie Dress-up App	Native App	10,000 downloads
	Event Decoration App	Native App	In production

LookRev DApps using blockchain technology:

Figure 8 LookRev DApps

MagicDressup.com   Web DApp

Customademe.com   Web DApp

LookRev is a spin-off from an existing business TryOnApps, Inc, which is registered in United States, the team is based in Silicon Valley, California.

17. LooksCoinCrowdSale

As an utility token, LooksCoin token (LOOKS) is involved in every process in the ecosystem. LOOKS can be acquired through LookRev's mobile native apps, web DApps, from another party via exchange of services, selling custom products, getting community rewards and etc. Users have the ability to acquire LOOKS by sending Ether ("ETH") to the LooksCoinCrowdSale contract.

We are launching an open Ether (ETH) capped token sale to raise funds for LookRev to enable us to further build the platform and community. We will be raising minimum 100 million LOOKS during the crowdsale & pre-sale. The number of tokens issued per Ether is 2,400 LOOKS tokens per ETH (Ether).

VIP rank is automatically granted when people purchase more than 10 ETH worth of LooksCoin using LooksCoinCrowdSale contract. VIPs enjoy premium features. Earlier VIP has higher rank, may outbid others when competing for the same product or service on LookRev platform. LooksCoinCrowdSale offers up to 20% bonus tokens for the first 100 VIPs.

Figure 10 Token Sale Plan

Token Sale Start Date & Time	Feb 26, 2018, 10AM PDT (17:00 UTC)
Token Sale End Date & Time	March 31, 2018, 10AM PDT (17:00 UTC)
Token Sale Duration in Days	32 Days
Token Price	2,400 LooksCoin (LOOKS) per Ether
Token Supply	100,000,000 LOOKS
Token Purchase	Receive LOOKS tokens by sending ETH to LooksCoinCrowdSale Contract
Token Transfer	Ethereum ERC20 token, compatible with any wallet, other contract or exchange also using this standard.

Figure 11 LOK Token Technical Details

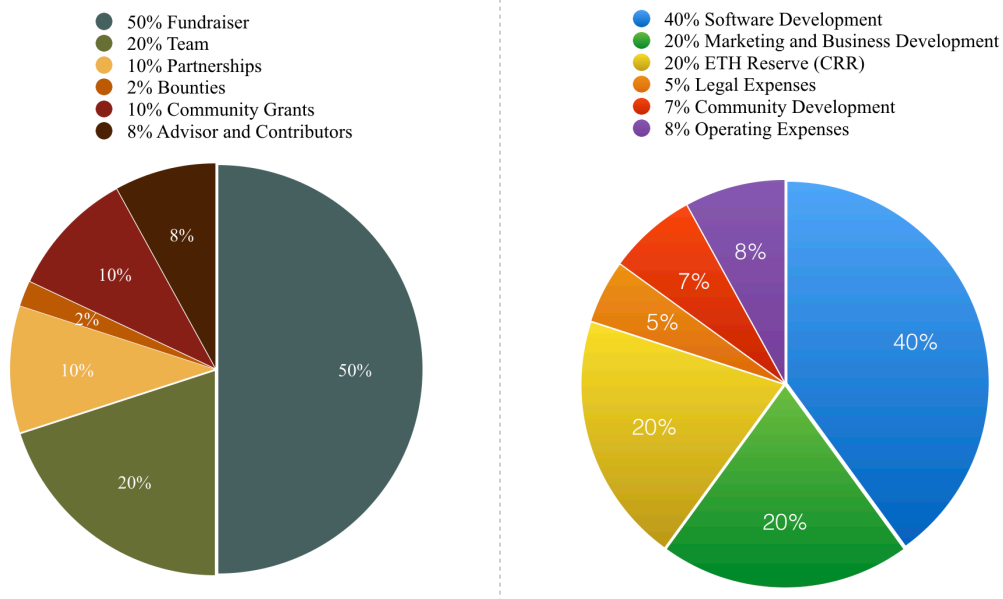|	
Token Name	LooksCoin
Token Symbol	LOOKS
Token Sale Smart Contract Name	LooksCoinCrowdSale
Token Compliant	ERC20
Token Technology Platform	Ethereum
Token Decimal Points	18

18. Project Fund Usage

The proceeds of the funds raised will be used to deliver on our goal of creating a peer-to-peer decentralized marketplace, building the framework for sustainable chains of businesses for custom products creators, distributors, retailers, and affiliates community.

This will entail additional human resources within and beyond the our team to deliver on our development roadmap. A portion of the funds raised will be allocated to expanding the team, and deliver this development task.

We also intend to allocate a portion of the raise to marketing in order to build LookRev community and grow our community user base. This budget will go towards the creation of marketing resources, ensuring we have the appropriate human resources to expand LookRev community via the appropriate channels.

Over and above development and marketing expenditure, LookRev will incur some administration, legal and other operating expenses which will form part of the usage budget.

Figure 12 Token Allocation & Use of Proceeds

- 50% Fundraiser
- 20% Team
- 10% Partnerships
- 2% Bounties
- 10% Community Grants
- 8% Advisor and Contributors

- 40% Software Development
- 20% Marketing and Business Development
- 20% ETH Reserve (CRR)
- 5% Legal Expenses
- 7% Community Development
- 8% Operating Expenses

19. Conclusion

There is no single perfect answer to solve all the problems that the retail industry is facing. LookRev will effectively solve some of the problems. Creative product makers, distributors, retailers, sales reps, service providers and affiliates community — the real owners and contributors of the industry — will be the main benefactors of this solution.

LookRev offers the framework for parties to work with each other, forming mutually beneficial business partnerships, build trust and get instant compensation for their contribution in the product distribution chain. This marketplace will greatly reduce the complexity of, and remove barriers for, selling creative products. It enables ordinary people to build a distribution channel for their own creative products — and earn money.

This brings diversity, creativity and innovation to the retail industry, helping retailers, brands, distribution channels to find and select new products that already established good

product-market-fit, and add them into their portfolio. It helps retailers to diversity their inventory, and attract new customers to their store.

LookRev provides an open network in a space traditionally impassable, builds a gateway for product creators, designers, distributors and consumers. Discover new creative products, collaborate on creating new products or verify attribution of a product through a truly transparent blockchain system.

Overall, LookRev peer-to-peer marketplace will bring many opportunities and energy to the retail market, discovering product-market-fit, rejuvenate retail market with novice custom products, speed up product distribution and selling process. This system would generate much more revenue and opportunities than it would actually replace.

20. References

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