Libertum Project:

Bridge and tool between the traditional economy and Web3.0

Libertum Project by Luis Leon

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Abstract

Libertum Project is the intermediate bridge between traditional economics and Web3.0 economics. Each LBM can be used in one every BEP20 to access a decentralized financial service. Libertum's smart contracts and libraries make it easy to publish P2P lending services (lending and borrowing LBM and other cryptocurrencies) and using DeFi-specific services such as Liquidity Pools and Swap. Libertum contracts are executed on the main network of Binance SmartChain to start and in the future it is expected to have its own blockchain that allows us to have even more decentralization. The Roadmap that Libertum plans in the future is not only limited to providing DeFi financial services and loans with crypto collateral, but also seeks to broaden the horizons of the credit market, connecting the real estate market along with decentralized finance. That means that we will be a Marketplace for the real estate market (purchase-sale-investment) and a secondary market for all projects and platforms that ally with the Libertum launchpad which seek to incur cryptographic loans with real collateral.

Content

1. Analysis of the environment

1.2. Customer Categories

Primary

Our main customer focus at Libertum is to provide innovative lending solutions such as what we propose, crypto mortgages; to this we add the Libertum launchpad which will be responsible for supporting other crypto projects.

Real Estate inverters

Libertum al create crypto mortgages gives birth to the Marketplace of real estate where we will have 2 types of clients, the institutional investor (investment funds and construction companies) and the regular investor; within the category of investments of real estate and real estate.

Cryptocurrency Investors

The adoption of cryptocurrencies in the market has expanded at an increasing rate since the summer of 2020. The appreciation of cryptocurrency assets in recent years has resulted in investors gaining a significant amount of value, and they see this increase continuing over the next 10 years. As a result, cryptocurrency investors are unwilling to spend or sell their cryptocurrency positions. This attitude in the market creates the need for investors to unlock some of the value of their investments without triggering a tax event or liquidating their positions. Cryptocurrency-based loans and lines of credit are a more efficient and cost-effective way to realize your earnings on Fiat so you can use them in events in your everyday life.

Liquidity miners

Cryptocurrency miners are a key player in the Libertum cryptocurrency ecosystem in helping to incentivize the injection of liquidity into the protocol in exchange for distributing among users, with a number of tokens that give access to the governance of the project and that can also be exchanged for better rewards or for other cryptocurrencies.

Businesses that dabble in crypto assets

Crypto businesses need fiat capital to be able to operate and handle day-to-day expenses. These companies usually have large balances which will gradually become crypto balances, and Libertum provides a bridge to make this switch from Fiat to crypto without affecting your profits, expenses or investments.

Cryptocurrency Exchanges

Currently there are multiple cryptocurrency exchange options which do not become intuitive or fast and for that Libertum offers a simple and fast interface to be able to change Fiat to crypto and from crypto to crypto.

Secondary

Institutional Investors for DeFi 1.0

An institutional investor is an entity that pools money from clients, or partners, to buy investment assets or originate loans. Institutional investors include banks, credit syndicates, insurance companies, REITs, investment advisors, endowments and mutual funds. These

include operating companies that invest excess capital in these types of assets. Libertum can offer these investors greater capital efficiency and attractive interest returns from fiat liquidity, providing a solution for excess capital.

Banking of the unbanked

One of the reasons we are building the Libertum protocol is to expand our market to a population that currently does not have access to cryptocurrency-backed loans. This population is the "unbanked" and comprises approximately 2 billion people. The "unbanked" is a term that describes those who do not have access to a bank account. In addition, this population may not have access to other financial services such as credit cards or loans. According to a World Bank report in Latin America in recent years approximately 60% of the population is still unbanked, yielding alarming data that speak a lot about the low quality of life and its percentage to improve it.

1. 2. Customer Acquisition

Libertum will not only recruit customers from existing crypto holders, but will also take an active role in acquiring new players to the crypto/blockchain ecosystem by giving them an outlet for their financial concerns. Our strategy consists of 4 main components:

Building a strong community

Building a strong community will be paramount to creating the first layer of ready-to-use customers at Libertum once it is operable and, secondly, as ambassadors and cheerleaders in spreading the word of freedom. Community building will be spearheaded by us from the (ICO) stage.

Strategic Partners

Expanding the growth of Libertum will require partnerships with both decentralized and centralized companies. A partnership with Visa will allow Libertum to be able to grant its customers debit cards instantly and improve access to liquidity. On the other hand, Binance is a long-term strategic partner to which being able to work together will allow us to grow and expand the voice of Libertum without counting advice.

Influencer and Content Marketing

We will use both Influencer and Content Marketing to first create attention about the ICO, build the community and acquire more customers. Our Influencer Marketing approach will cover both the use of Crypto Influencers and ensure Crypto Thought leaders and Celebrity Endorsements. This includes sponsorships of podcasts and YouTube channels and cooperations with Twitter, YouTube and TikTok influencers. In addition, we will focus on the line of influence with personal finance operating outside the crypto sphere. Our Content Marketing will also focus on both specialized Crypto Media and the conventional press. It will also be boosted through SEO linking to our own domain, ensuring that we attract customers who actively search the network for crypto loans.

Democratization of financial tools

As part of our mission to turn the general public into cryptocurrency holders, we will conduct more traditional marketing campaigns to educate them about the benefits of blockchain for

their financial situation. In the way mass adoption of the internet came about when people understood, not how it worked, but why it was a benefit to them, we will highlight how blockchain and its financial benefits can change people's lives.

2. Objectives of the plan

The time of realization will have· at least 6 (six) months and 12 (twelve) months maximum and certain characteristics must be met.

Within the different objectives that are possible to define through a digital marketing plan , the objectives to be taken into account will be:

- Retention and Loyalty <with customers through exclusive promotions for different segments of potential customers.
- Increase in traffic of visits both in the networks and on the web.
- Decrease the percentage of rejection.

2. Strategic plan.

2. 1. Definition of the strategy.

Main Objective:

Retention and loyalty with customers through exclusive promotions for the different segments of potential customers.

The specific objectives:

Objective 1: Increase visitor traffic in 6 (six) months.

- Strategy: Create Telegram page, Instagram, LinkedIn, Twitter, TikTok, Discord and YouTube channel.

- Tactic: Create audiovisual content in order to:

- Share the vision of the company.
- Achieve personalization of the message and direct interaction with potential customers.
- Enable the segmentation of the audience in such a way that content can be achieved according to the characteristics of the audience.
- Have a greater knowledge about customers and potential customers.

Objective 2: Reduce the percentage of rejection in 6 (six) months.

Strategy: Improve the user experience in each of the digital means of connection through the creation of friendly content with the public.

Tactic:

- Analyze each order form on the official website.
- Create content that teaches about the subject and make tutorial videos that facilitate friendship between the platform and users.
- Deliver free Webinar.
- Achieve important information instantly by updating old content.

Goal 3: Brand personification
Having a vision of marketing to more than 6 months, you have to dedicate at least one day a week in creating specific content that is in order to create networking of an organizational nature or with certain political accents given where the trajectory of Libertum is going, we will have to have good contacts for the legal implementation of the evolution of Libertum to incur towards Real Estate.

2. 1. Tools.
Google Trends:
Our mission is to organize the world's information and make it "such and accessible to all." Google Trends, also called Google Search Trends, is a tool from Google Labs that displays the most popular search terms from the recent past.

Mention:
It is a social media and web monitoring tool. The media monitoring tool provides real-time alerts for a company's keywords and allows users to monitor millions of sources in real time and in 42 languages.

Followerwonk:
What can FollowerWonk do?
Find: Search Twitter bios to connect with anyone. Share Twitter accounts to find matches and target new influencers. Analyze: Break down your followers by location, bio, who they follow, and more. Contrast your relationships with your competitors and friends. Optimize: Match activities to follower gains and losses to give your followers what they love. Follow and unfollow in the app to perfect your social graph like a razor's edge.

2. 3. Strategy development
- Monday: Give information about the services of the company.
- Wednesday: Share market news and updates.
- Friday: Videos, reels, carousel and other visual content (photos, videos and infographics) Short texts with photos or videos of high quality.

- Saturday: Surveys and questions from readers and readers using #Hashtags. Encourage the sense of participation and dialogue.
- Sunday: Expert Tips tutorial videos. Provide valuable content that helps and brings potential customers closer, create consultation sessions indicating date, time and in charge of the "live video and AMA" is very important to take into account the questions asked by customers and potential customers the previous day.
- 1 time a month: Create contests and course raffles that allow them to know the different tools of the website.

2. 4. Monitoring and supervision

Consumption:

How many people consume the content, by page views, downloads, views among others? "metrics"

Share:

How often do consumers of content share it with others?

Generation of opportunities:

How often do consumers of the content become leads?

Provision of services:

How often do consumers of content become customers?

The 4 areas must make known the business and the way of working. Vary the content without losing the structure chosen by us, achieving balance in publications: alternate between informing, teaching, entertaining, participating, selling. It is important to share and listen to social media users. Adjust to each social network so that the presence of the company is noticed without disturbing or tiring the followers.

It is important to know each social network in depth to exploit them efficiently and be able to publish content according to the segment.