

Lily Whitepaper



LILY

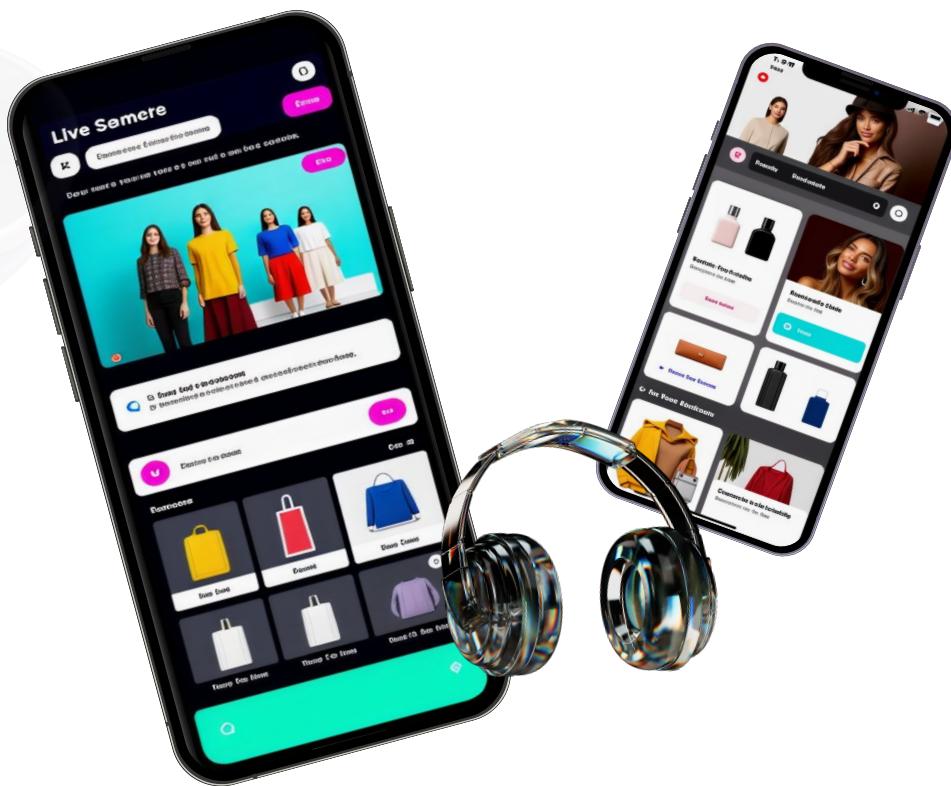
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OVERVIEW

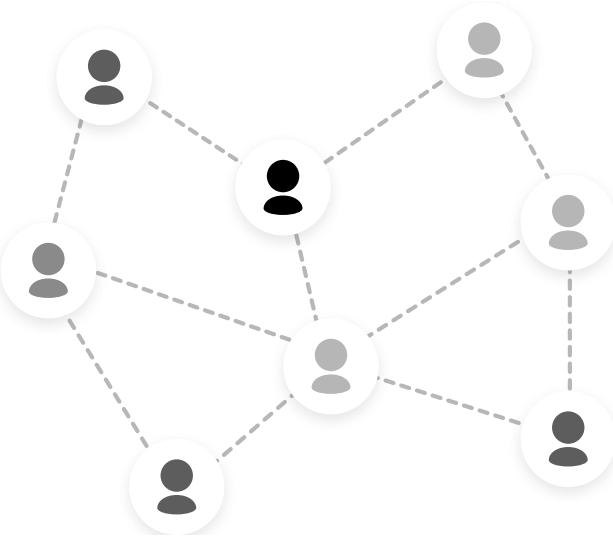
创作者和用户的互动空间

在 Lily 平台上，创作者和用户将发现一个全新的互动世界。这种双向交流可以通过直播、商务和粉丝互动等服务支持多对一的关系。通过利用直播和区块链打赏生态系统，Lily 平台以可靠的方式帮助用户和创作者加入 Web3 生态系统。



直播和打赏生态系统

Lily 平台的核心功能之一是通过直播实现创作者与用户的互动。创作者可以通过直播与用户互动，并使用区块链打赏生态系统。这种打赏生态系统促进了创作者和用户之间的互动，为建立直播之外的二级生态系统提供了无限可能。



| 分散自治组织（DAO）计划

Lily 以去中心化自治组织（DAO）的形式运营，部分决策由所有贡献者完成，包括项目团队、创建者和用户。DAO 参与者积极参与服务开发、路线图决策和管理，创造了一个所有贡献者都能参与其中的协作性和包容性环境。

Lily 将直播、奖励生态系统和 DAOs 结合在一起，通过元宇宙创建了一个动态的、身临其境的 Web3 生态系统。Lily 专注于去中心化服务，提升用户与创造者的互动，为互动和参与式体验的新时代铺平了道路。

| MISSION

Lily 致力于进一步发展直播商业生态系统，在用户和创作者之间建立协同关系。最终，我们将打破元宇宙中用户和创作者之间的界限，使他们能够融合在一起。



Lily 的目标

1. 模糊用户与创作者之间的界限，营造合作共生的环境。
2. 在各种情况下协助用户和创作者，为平台用户提供咨询和培训。
3. 我们支持符合您个人喜好和要求的现场直播系统。
4. 构建基于 Lily 令牌的商业生态系统。
5. 通过各种互动奖励，高度建立社区和影响力。
6. 创建一个由持有 Lily 代币并活跃在生态系统中的用户组成的社区，并以去中心化自治组织（DAO）的形式运营。
7. 促进 Metaverse 世界功能的扩展，使其超越有形商业，包括音乐创作、艺术创作和 Metaverse 中其他可扩展功能的潜在能力。
8. Lily 将人工智能应用扩展到元宝、平台和 dApp 以外的领域



| ROADMAP

2023年下半年

- 建立数据摄取和预处理管道
- 初始模型架构设计与开发
- 种子基金和私募基金

2024年上半年

- 开发关键算法
- 改进和评估初始平台性能
- 配置初始 Metaverse 基础设施
- 争取在交易所上市

2024年下半年

- 改进平台用户界面/用户体验
- 优化直播性能
- 设计和规划元宇宙环境
- 交易所上市进展

2025年上半年

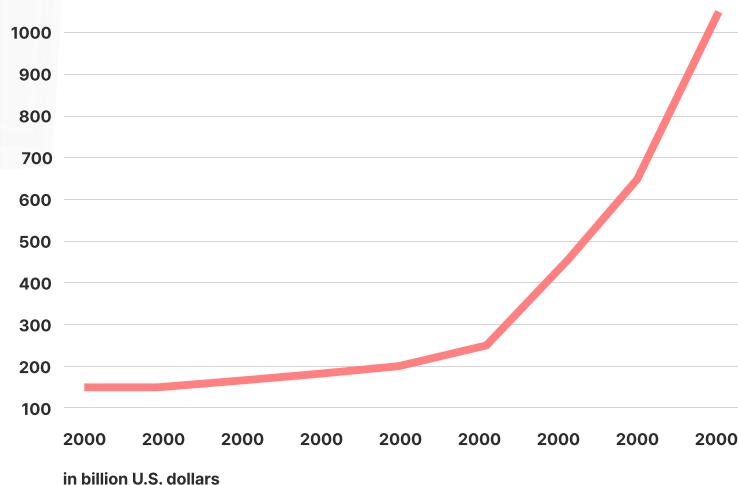
- 开发用户交互功能
- 增加无形资产实时商务功能

2025年下半年

- 其他交易所列表
- 开始开发 Lily 系统与 Metaverse 服务之间的集成
- Lily 节点系统开发

| MARKET INSIGHT

全球元海外市场和全球即时商务市场是两个不同但相关的细分市场，预计在未来几年将迅速增长。根据 Markets and Markets 的数据，2023 年全球元海外市场规模约为 618 亿美元，预计到 2027 年底将产生约 4269 亿美元的收入，从 2022 年到 2027 年的复合年增长率（CAGR）为 47.2%。据雅虎财经报道，2023 年全球即时商务市场价值为 10 亿美元，预计 2023 年至 2029 年的复合年增长率为 20.1%，到 2029 年将达到 50 亿美元。



这些市场的增长得益于物理世界和数字世界的日益融合、各领域身临其境的社交 3D 虚拟环境的创建以及各行业直播的兴起。这些市场也为元数据和商务服务提供商带来了巨大商机，尤其是在亚太和拉美等新兴地区，这些地区对元数据和商务应用及服务的需求正在快速增长。此外，这些市场的技术格局也在发生变化，有偿系统、云、增强现实和虚拟现实消费者和企业中越来越受欢迎，相关性也越来越高。

| EVOLUTION OF COMMERCE

本章概述了商务市场的历史和现状，重点介绍了重要的里程碑和创新。本章探讨了数字商务的起源、区块链技术以及为该行业带来革命性变化的即时商务的出现。本章还讨论了即时商务对各行业的影响，展示了其在现实世界中的应用及其对商业和整个社会的变革性影响。本章还回顾了正在进行的研究以及商务和区块链技术的未来前景，包括各领域可能的发展。

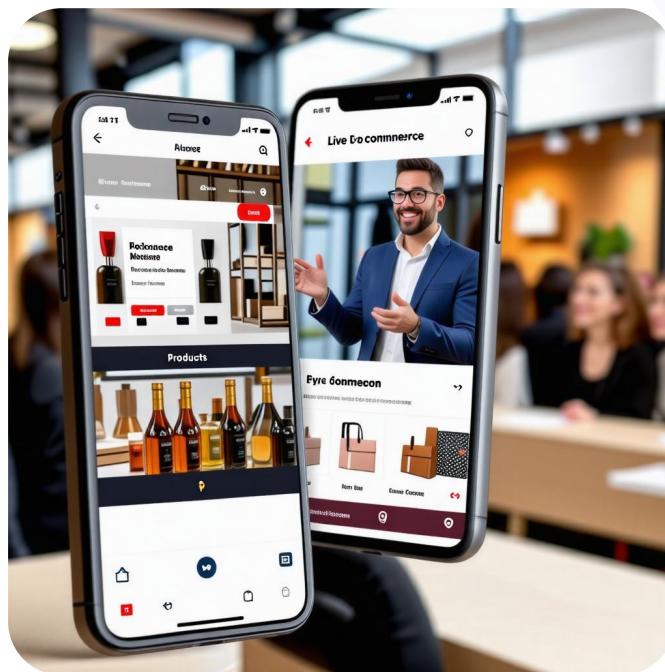
数字商务技术的发展

数字商务技术是普通用户和商家之间的销售中介。近年来，在互联网技术进步、高性能计算硬件发展和通信协议普及的推动下，数字商务技术发展迅速。尤其是即时商务，通过开辟创新的互动途径，正在迅速改变数字商务领域。

实时商务的兴起

实时商务是数字商务的一个子领域，它超越了传统商务市场买卖各种商品的功能，实现了商家和消费者之间的互动。互联网技术的进步、高性能计算硬件的发展以及通信协议的民主化，使实时商务成为可能。

实时商务的融合结合了不同的技术和趋势，创造出更强大的商务体验。



1. 实时产品演示

- 通过实时视频流实时演示和解释您的产品，给消费者带来更生动逼真的体验。

2. 互动性

- 即时聊天、问答环节可让消费者直接与卖家或专家互动，并获得产品问题的解答。

3. 个性化推荐

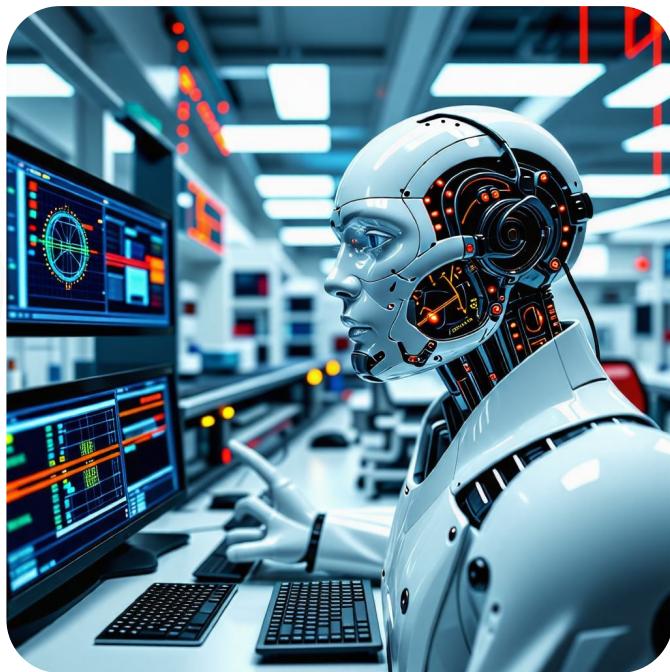
- 在直播过程中，您可以利用人工智能技术，通过推荐符合您兴趣的产品来提供个性化的购物体验。

4. 立即购买

- 在直播过程中提供直接购买商品的链接或按钮，帮助消费者快速方便地购买商品。

实时商务技术的未来前景和挑战

即时商务技术仍在不断演变和发展，并有可能达到新的智能和能力水平。以下是即时商务技术的一些未来前景和挑战。



1. 计算机视觉

- 人工智能可以利用卷积神经网络、生成对抗网络、自监督学习等方法提高识别和解读视觉信息的能力，还可以实现多模态和跨模态能力，并进行复杂多样的处理。遮挡、光照、透视等视觉现象

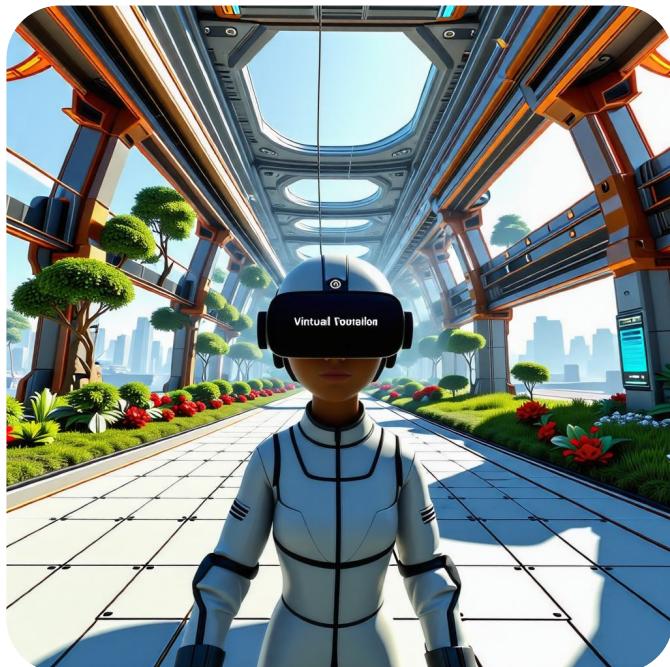
2. 人工通用智能

- 人工智能可能渴望达到人类或超人的智能水平，能够完成人类能够完成的所有智力任务。它还可能实现自我认知和意识，了解自己的目标和价值观。

| GROWTH OF THE LIVE COMMERCE

元宇宙的起源

“元宇宙”（metaverse）一词是由尼尔·史蒂芬森（Neal Stephenson）在其 1992 年的科幻小说《雪崩》（Snow Crash）中提出的，用来描述一个人们可以通过虚拟化身进入的虚拟现实世界。这部小说的灵感来源于早期探讨沉浸式虚拟世界概念的小说作品，如威廉·吉布森（William Gibson）的《神经漫游者》（Neuromancer，1984 年），其中提出了“网络空间”一词，以及弗农·文格（Vernor Vinge）的《真名》（True Names，1981 年），其中描述了一个虚拟世界网络。现实世界被称为“其他维度”。



元宇宙的概念也源于虚拟现实（VR）、增强现实（AR）和在线游戏技术的进步。根据设想，元宇宙是一种持久的、身临其境的数字环境，可以容纳数百万用户，这些用户可以通过各种平台和设备进行互动、社交、工作和消费数字内容。近年来，由于技术和连接性的进步，元宇宙的概念越来越受到人们的欢迎和关注。此外，元宇宙还吸引了大型科技公司、投资者和创新者的关注，因为它们有可能重塑数字经济和社会的未来。

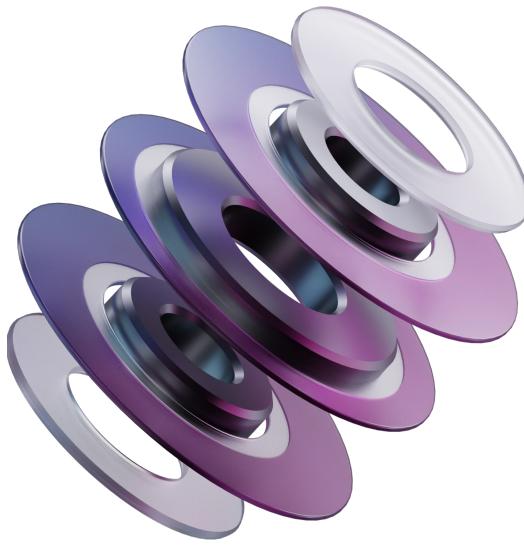
| 元宇宙的含义

元宇宙有能力改变人们与数字内容互动、工作和娱乐的方式，也为众多行业和领域带来了新的机遇和挑战。人们可以使用虚拟环境和化身，在元宇宙中跨越不同地点和环境与他人联系和交流。人们可以使用平台和工具在元世界中灵活地远程工作。许多设备和应用程序都可以用来以更加身临其境和互动的方式享受元世界中的数字内容和服务。它带来了新的消费和货币化形式，包括虚拟货币、资产和商品。



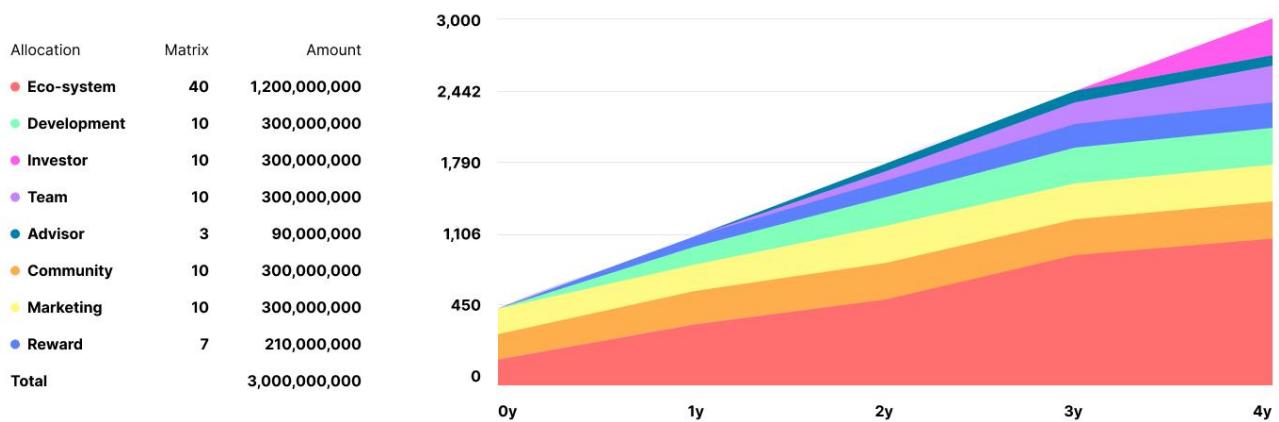
| 元宇宙中的风景

元宇宙仍是一个新兴的、不断演变的概念，没有一个单一或明确的定义或平台能代表它。不过，有一些现有的和新兴的平台和倡议旨在创建和促进元宇宙。



- Lily 平台的原生加密货币代币（LIY）用于 Lily 平台指定的服务实用功能。它被设计成可供许多用户互换的实用代币。通过将LIY代币设置为原生货币，Lily构建了一个高效的一体化经济体系。
- LIY 是一种功能性多功能代币，作为百合平台生态系统内和参与者所有经济活动和交易的交换媒介。引入LIY的目的是为在Lily平台生态系统内互动的参与者之间提供一种便捷、安全的支付和结算方式，而无需中央第三方机构/信贷或其他中介机构。 LIY不是，也无意成为公众（或任何部分公众）接受的用于支付商品或服务或清偿债务的交换媒介。 LIY 並不代表公司、分銷商、他們各自的聯屬公司或任何其他公司、商號或法團的任何股權、所有權、參與權、權利、所有權或權益， LIY 並不賦予代幣持有人任何承諾或權利， LIY 並不代表公司、分銷商、他們各自的聯屬公司或任何其他公司、商號或法團的任何股權、所有權、參與權、權利、所有權或權益， LIY 並不賦予代幣持有人任何承諾或權利。 LIY无意在巴拿马、新加坡或任何其他适用的司法管辖区作为证券； LIY只能在Lily平台上使用， Lily平台的所有权不附带任何明示或暗示的权利，除了使用LIY作为在Lily平台内实现赎回、收益和互动的手段的权利； LIY的二级市场价格不依赖于LIY项目贡献者的努力；没有任何代币功能或方案旨在控制或操纵二级市场定价。
- 公司和发行人均不从事虚拟资产或数字支付工具代币（包括 LIY）的交易或买卖业务。 代币的销售和分发仅限于在有限的时间内进行，并且仅用于确保项目开发资金、市场/品牌知名度、社区建设和吸引不同的支持者。
- 用户可以使用 "LIY "购买有形和无形商品，并在单向交流之外增加用户之间的交流。作为一种平台货币， LIY 还可以用来购买附加服务，获取优质内容。该代币将成为 Metaverse 经济生态系统的基础，创造一个充满生机和活力的市场...
- 同时， LIY 还提供经济激励措施，通过分配激励措施鼓励用户努力为 Lily 平台生态系统做出贡献并参与其中，从而创建一个互惠互利的系统，让所有参与者的努力都能得到公平的回报。 LIY 是 Lily 平台不可或缺的一部分。此外， LIY 将用户在百合平台上的实际使用率、活跃度和努力程度按交易频率和交易量的比例分配给用户。有鉴于此， LIY 持有者如果不是 Lily 平台的活跃用户，则可能无法享受 LIY 奖励...
- LIY代币分配给核心贡献者，作为开发和运营服务的奖励。他们获得LIY代币，作为开发和维护LIY平台的奖励。
- LIY 代币持有者可以用代币换取更多的治理投票权和额外的代币奖励。

| TOKENOMICS



- Token name : Lily
- Token Symbol : LIY
- Total Supply : 3,000,000,000
- Network : Polygon
- Contract : Released

| CREATOR & USER

在 Lily 平台上，创作者可以通过举办直播和销售各种商品赚钱。他们可以根据自己在平台上的销售量和直播活动赚取代币奖励。这种奖励生态系统可以让您获得额外收入，并促进与受众的互动。

在 Lily 平台上，用户可以通过观看直播和购买各种产品获得代币奖励。用户在平台上的任何活动，包括购买和观看直播，都可以获得代币奖励。这种奖励生态系统可以让用户与创作者进行更多互动，同时获得更多奖励。

通过整合直播商务和代币奖励激励机制，Lily 平台旨在为创作者和用户培育经济机会，如提供额外的创收手段，并提供更具互动性的体验。

| SUSTAINABILITY OF LILY ECOSYSTEM

Reward Ratio

User Incentive

Creator Incentive

$$RR = (mr/lr * e)^2$$

$$I = p * v / RR$$

$$I = \sum_{n=1}^q qr + tp * pr$$

- RR = Reward Ratio
- mr = Daily Max Reward Quantity
- lr = Daily Left Reward Quantity
- e = event variable

- I = Incentive
- p = Payment
- v = Item Incentive Ratio

- I = Incentive
- q = Sold Item Quantity
- qr = Sold Qty Based Reward Ratio
- tp = Total Paid Amount
- pr = Paid Amount based Reward Ratio

| DAO MISSION

Lily DAO 由 Lily 平台和服务的热心支持者组成。通过 DAO，我们创建了一个基于区块链的商务平台，为用户提供实用的服务和更多功能。

Lily DAO 的目标是创建一个重视多样性、理性、包容不同意见的社区。在 DAO 成立之前，我们将通过社区咨询和投票来增加更多细节。

| DISCLAIMER

PLEASE READ THE ENTIRETY OF THIS "LEGAL DISCLAIMER" SECTION CAREFULLY. NOTHING HEREIN CONSTITUTES LEGAL, FINANCIAL, BUSINESS OR TAX ADVICE AND YOU ARE STRONGLY ADVISED TO CONSULT YOUR OWN LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S) BEFORE ENGAGING IN ANY ACTIVITY IN CONNECTION HEREWITH. NEITHER LILYANDHAPER PTE. LTD. (THE COMPANY), ANY OF THE PROJECT CONTRIBUTORS (THE LILY PROJECT CONTRIBUTORS) WHO HAVE WORKED ON THE LILY PLATFORM (AS DEFINED HEREIN) OR PROJECT TO DEVELOP THE LILY PLATFORM IN ANY WAY WHATSOEVER, ANY DISTRIBUTOR AND/OR VENDOR OF LILY TOKENS (OR SUCH OTHER RE-NAMED OR SUCCESSOR TICKER CODE OR NAME OF SUCH TOKENS) (THE DISTRIBUTOR), NOR ANY SERVICE PROVIDER SHALL BE LIABLE FOR ANY KIND OF DIRECT OR INDIRECT DAMAGE OR LOSS WHATSOEVER WHICH YOU MAY SUFFER IN CONNECTION WITH ACCESSING THE PAPER, DECK OR MATERIAL RELATING TO LILY (THE TOKEN DOCUMENTATION) AVAILABLE ON THE WEBSITE AT [HTTPS://LILYNHAPER.WORLD](https://LILYNHAPER.WORLD) (THE WEBSITE, INCLUDING ANY SUB-DOMAINS THEREON) OR ANY OTHER WEBSITES OR MATERIALS PUBLISHED OR COMMUNICATED BY THE COMPANY OR ITS REPRESENTATIVES FROM TIME TO TIME.

Project purpose: You agree that you are acquiring LILY to participate in the Lily 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 Lily platform. The Company is acting solely as an arms' length third party in relation to the LILY distribution, and not in the capacity as a financial advisor or fiduciary of any person with regard to the distribution of LILY.

Nature of the Token Documentation: The Token Documentation is a conceptual paper that articulates some of the main design principles and ideas for the creation of a digital token to be known as LILY. The Token Documentation 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, any offer to sell any product, item, or asset (whether digital or otherwise), or any offer to engage in business with any external individual or entity provided in said documentation. The information herein may not be exhaustive and does not imply any element of, or solicit in any way, a legally-binding or 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 Token Documentation or the Website includes information that has been obtained from third party sources, the Company, the Distributor, their respective affiliates and/or the LILY Project Contributors have not independently verified the accuracy or completeness of such information. Further, you acknowledge that the project development roadmap, platform/network functionality are subject to change and that the Token Documentation 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.

Validity of Token Documentation and Website: Nothing in the Token Documentation or the Website constitutes any offer by the Company, the Distributor, or the LILY Project Contributors to sell any LILY (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 Token Documentation or the Website is or may be relied upon as a promise, representation or undertaking as to the future performance of the Lily platform. The agreement between the Distributor (or any third party) and you, in relation to any distribution or transfer of LILY, is to be governed only by the separate terms and conditions of such agreement.

The information set out in the Token Documentation 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 LILY, and no digital asset or other form of payment is to be accepted on the basis of the Token Documentation or the Website. The agreement for distribution of LILY and/or continued holding of LILY 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 LILY (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 Token Documentation. In the event of any inconsistencies between the Terms and Conditions and the Token Documentation or the Website, the Terms and Conditions shall prevail.

Deemed Representations and Warranties: By accessing the Token Documentation 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 LILY Project Contributors as follows:

- (a) in any decision to acquire any LILY, you have not relied and shall not rely on any statement set out in the Token Documentation or the Website;
- (b) you shall at your own expense ensure compliance with all laws, regulatory requirements and restrictions applicable to you (as the case may be);
- (c) you acknowledge, understand and agree that LILY may have no value, there is no guarantee or representation of value or liquidity for LILY, and LILY is not an investment product nor is it intended for any speculative investment whatsoever;
- (d) none of the Company, the Distributor, their respective affiliates, and/or the LILY Project Contributors shall be responsible for or liable for the value of LILY, the transferability and/or liquidity of LILY and/or the availability of any market for LILY through third parties or otherwise; and
- (e) you acknowledge, understand and agree that you are not eligible to participate in the distribution of LILY if you are a citizen, national, resident (tax or otherwise), domiciliary and/or green card or permanent visa holder of a geographic area or country (i) where it is likely that the distribution of LILY 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, Canada, 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 LILY Project Contributors do not and 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 Token Documentation 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 Token Documentation 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 LILY should carefully consider and evaluate all risks and uncertainties (including financial and legal risks and uncertainties) associated with the distribution of LILY, the Company, the Distributor and the LILY Project Contributors.

LILY Token: LILY are designed to be utilised, and that is the goal of the LILY distribution. In particular, it is highlighted that LILY:

- (a) 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);
- (b) 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;
- (c) 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 their 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 Lily platform, the Company, the Distributor and/or their service providers;
- (d) is not intended to represent any rights under a contract for differences or under any other contract the purpose or intended purpose of which is to secure a profit or avoid a loss;
- (e) is not intended to be a representation of money (including electronic money), payment instrument, security, commodity, bond, debt instrument, unit in a collective investment or managed investment scheme or any other kind of financial instrument or investment;
- (f) 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 nor interest payment; and
- (g) 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 LILY 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.

For the avoidance of doubt, neither the Company nor the Distributor deals in, or is in the business of buying or selling any virtual asset or digital payment token (including LILY). Any sale or distribution of tokens would be performed during a restricted initial period solely for the purpose of obtaining project development funds, raising market/brand awareness, as well as community building and social engagement; this is not conducted with any element of repetitiveness or regularity which would constitute a business.

To the extent a secondary market or exchange for trading LILY does develop, it would be run and operated wholly independently of the Company, the Distributor, the distribution of LILY and the Lily platform. Neither the Company nor the Distributor will create such secondary markets nor will either entity act as an exchange for LILY.

Informational purposes only: The information set out herein is only conceptual, and describes the future development goals for the Lily platform to be developed. In particular, the project roadmap in the Token Documentation is being shared in order to outline some of the plans of the LILY Project Contributors, 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 products, features or functionality remains at the sole discretion of the Company, the Distributor or their respective affiliates, and is subject to change. Further, the Token Documentation or the Website may be amended or replaced from time to time. There are no obligations to update the Token Documentation or the Website, or to provide recipients with access to any information beyond what is provided herein.

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