

Lily Whitepaper



LILY

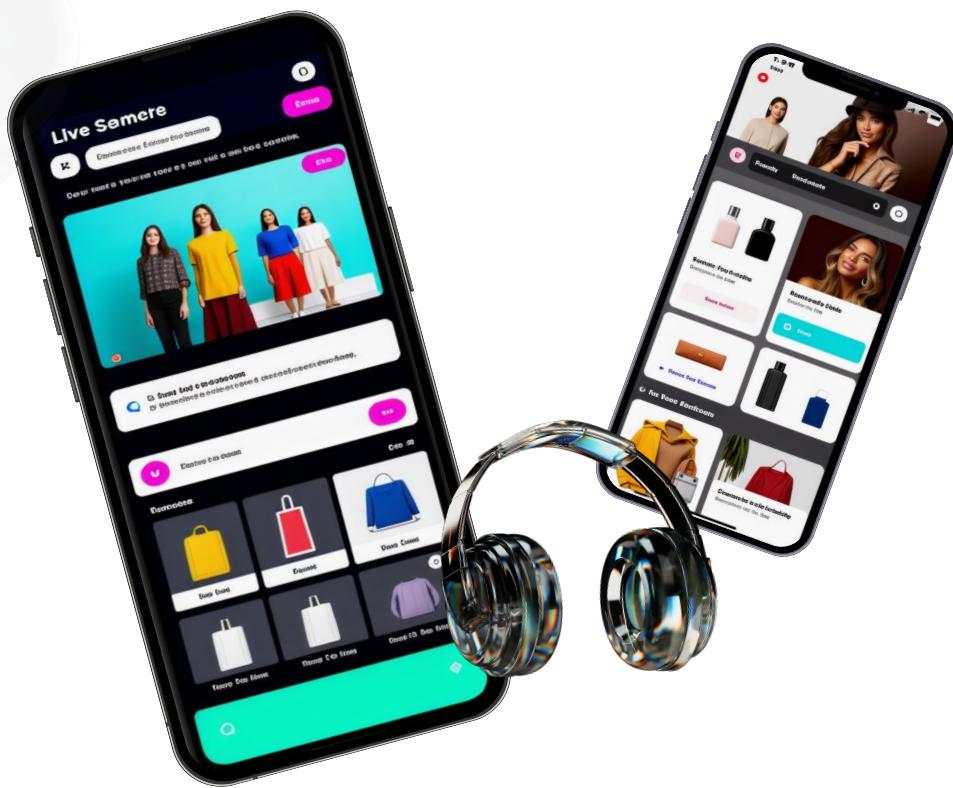
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OVERVIEW

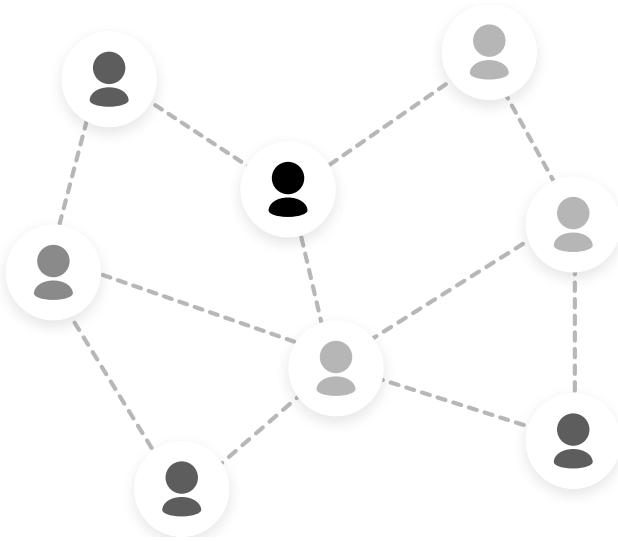
An interactive space for creators and users

On the Lily platform, creators and users will discover a new world of interactivity. This two-way communication can support many-to-one relationships with services such as live broadcasting, commerce, fan interaction, and more. By leveraging the live streaming and blockchain rewards ecosystem, the Lily platform helps users and creators reliably onboard to the Web3 ecosystem.



Live streaming and rewarded ecosystems

One of the core features of the Lily platform is creator and **user interaction through livestreaming**. Creators can interact with users through live broadcasts and use the blockchain reward ecosystem. This rewarded ecosystem fosters interaction between creators and users and provides endless possibilities to build a secondary ecosystem beyond live streaming.



| Decentralized autonomous organization (DAO) schemes

Lily operates as a decentralized autonomous organization (DAO), with some decisions made by all contributors, including project teams, creators, and users. DAO participants actively participate in service development, roadmap decisions, and governance, creating a collaborative and inclusive environment where all contributors have a stake.

Lily combines livestreaming, rewarded ecosystems, and DAOs to create a dynamic and immersive Web3 ecosystem through the metaverse. With a focus on decentralized services and elevating user and creator interaction, Lily paves the way for a new era of interactive and engaging experiences.

| MISSION

Lily strives to further develop the live commerce ecosystem to build a synergistic relationship between users and creators. Ultimately, we break down the boundaries between users and creators in the metaverse, enabling them to converge.



Lily's goal

1. Blur the lines between users and creators and create an environment for collaboration and symbiosis.
2. Provide counseling and training to users on the platform to assist users and creators in a variety of situations.
3. Support a live broadcast system that fits your individual preferences and needs.
4. Build a LILY token-based commerce ecosystem.
5. Highly engaging community building and influence through a variety of interaction rewards.
6. Create a community of users who hold LILY tokens and are active in the ecosystem and operate as a decentralized autonomous organization (DAO).
7. Facilitate the expansion of the capabilities of the Metaverse world beyond tangible commerce to include the commerce of the potential capabilities of music creation, artistic creation, and other scalable functions within the Metaverse.
8. Lily Extend AI applications beyond live commerce to metaverses, platforms, and dApps



| ROADMAP

2023 3Q4Q

- Build a data ingestion and preprocessing pipeline
- Initial model architecture design and development
- Seed and Private Rounds

2024 1Q2Q

- Developing key algorithms
- Improve and evaluate initial platform performance
- Metaverse Initial Infrastructure Configuration
- Pursuing an exchange listing

2024 3Q4Q

- Platform UI/UX improvements
- Optimize livestreaming performance
- Design and plan your metaverse environment
- Exchange listing progress

2025 1Q2Q

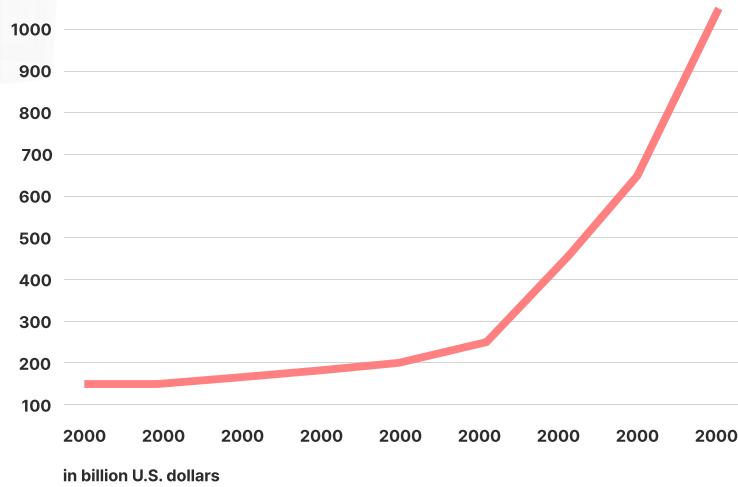
- Developing user-to-user interaction features
- Adding intangible asset live commerce functionality

2025 3Q4Q

- Additional Exchange Listings
- Started development of integration between Lily system and Metaverse service
- AIS Node System Development

I MARKET INSIGHT

The global metaverse market and the global live commerce market are two different but related segments that are expected to grow rapidly in the coming years. According to Markets and Markets, the global metaverse market size was approximately \$61.8 billion in 2023 and is expected to generate revenues of approximately \$426.9 billion by the end of 2027, representing a compound annual growth rate (CAGR) of 47.2% from 2022 to 2027. According to Yahoo Finance, the global live commerce market was valued at \$1 billion in 2023 and is expected to grow at a compound annual growth rate (CAGR) of 20.1% from 2023 to 2029, reaching \$5 billion by 2029.



The growth of these markets is driven by the increasing convergence of the physical and digital worlds, the creation of immersive social 3D virtual environments across various domains, and the rise of live broadcasting across a variety of industries. These markets also present significant opportunities for metaverse and commerce service providers, especially in emerging regions of Asia Pacific and Latin America, where demand for metaverse and commerce applications and services is growing rapidly. Moreover, these markets are witnessing changes in the technology landscape, with rewarded systems, cloud, augmented reality, and virtual reality gaining more popularity and relevance among consumers and enterprises.

I EVOLUTION OF COMMERCE

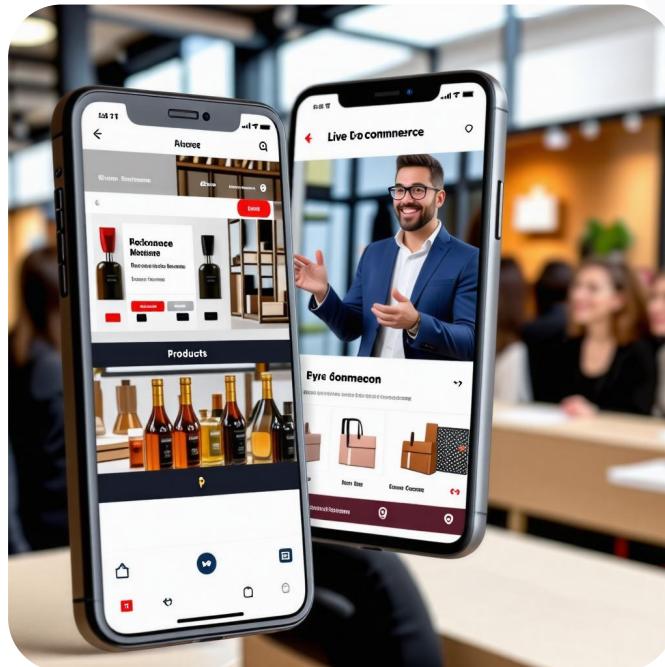
This chapter provides a historical and current overview of the commerce market, highlighting key milestones and innovations. It explores the beginnings of digital commerce, blockchain technology, and the emergence of live commerce, which has revolutionized the field. The section also discusses the impact of live commerce on various industries, showing real-world applications and its transformative impact on business and society as a whole. It also reviews ongoing research and future prospects for commerce and blockchain technology, including the potential for advancements in various areas.

The evolution of digital commerce technology

Digital commerce technology mediates sales between ordinary users and merchants. Digital commerce technology has evolved rapidly in recent years, driven by advances in internet technology, the development of high-performance computing hardware, and the popularization of communication protocols. Live commerce, in particular, is rapidly transforming the digital commerce space by opening up innovative new avenues of interaction.

The rise of live commerce

Live commerce, in particular, is rapidly transforming the digital commerce space by opening up innovative new avenues of interaction.



1. Live product demonstrations

- Demonstrate and explain your products in real time with live video streaming to give consumers a more vivid and realistic experience.

2. Interactivity

- Live chat, question and answer sessions allow consumers to directly engage with merchants or experts to answer questions about products.

3. Personalized recommendations

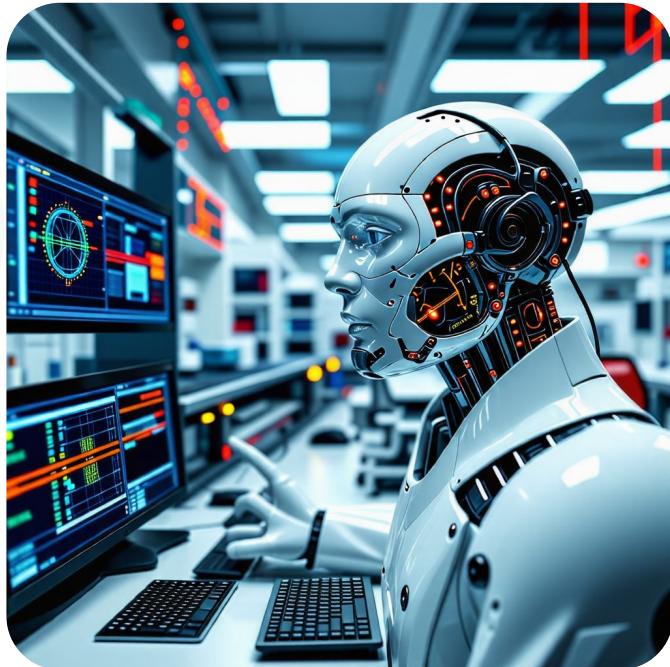
- During live streaming, you can leverage AI technology to provide a personalized shopping experience by recommending products based on your interests.

4. Buy Now

- Help consumers make purchases quickly and conveniently by providing a link or button to purchase your product directly during the live stream.

Future prospects and challenges for live commerce technology

Live commerce technology is still evolving and developing, and has the potential to achieve new levels of intelligence and capabilities. Here are some of the future prospects and challenges for live commerce technology.



1. Computer vision

- AI can improve the ability to recognize and interpret visual information using methods such as convolutional neural networks, generative adversarial networks, self-supervised learning, etc. It can also achieve multi-modal and cross-modal capabilities and perform complex and diverse processing. Visual phenomena such as occlusion, illumination, perspective, etc.

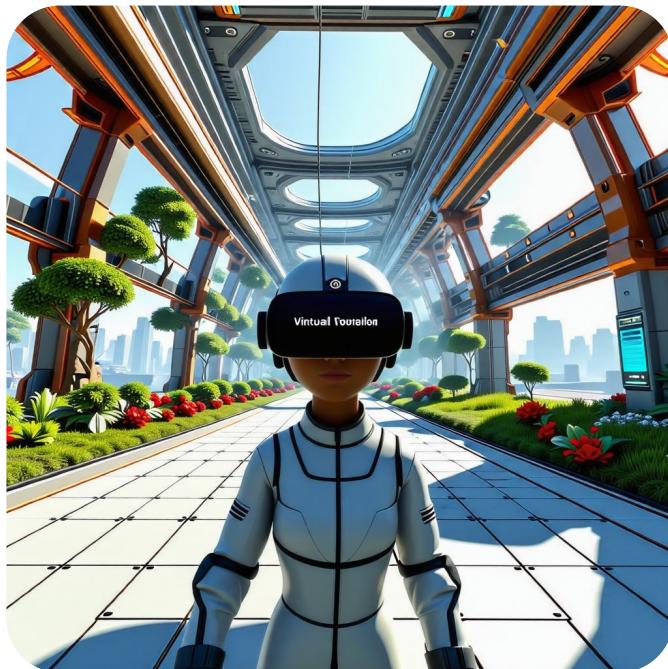
2. Artificial General Intelligence

- AI can aspire to achieve human-level or superhuman-level intelligence, capable of performing all intellectual tasks that humans can do. It can also achieve self-awareness and consciousness, and understand its own goals and values.

I GROWTH OF THE LIVE COMMERCE

Origins of the Metaverse

The term "metaverse" was coined by Neal Stephenson in his 1992 science fiction novel Snow Crash to describe a virtual reality world that people can access through avatars. The novel was inspired by earlier works of fiction that explored the idea of immersive virtual worlds, such as William Gibson's Neuromancer (1984), which introduced the term "cyberspace," and Vernor Vinge's True Names (1981), which describes a network of virtual worlds. Realities called "other dimensions."



The concept of the metaverse is also rooted in advances in virtual reality (VR), augmented reality (AR), and online gaming technologies. Metaverses are envisioned as persistent, immersive digital environments that can host millions of users who can interact, socialize, work, and consume digital content across a variety of platforms and devices. The metaverse concept has gained popularity and interest in recent years thanks to advances in technology and connectivity that have enabled its development. Moreover, metaverses are attracting the attention of major technology companies, investors, and innovators as they have the potential to reshape the future of the digital economy and society.

The meaning of metaverse



The metaverse has the power to change the way people interact, work, and play with digital content. It also brings new opportunities and challenges to a wide range of industries and domains. People can use virtual environments and avatars to connect and communicate with others across different locations and contexts in the metaverse. This enables new forms of socialization and collaboration, such as online communities, games, events, and more. People can use platforms and tools to work flexibly and remotely in the metaverse. This enhances productivity and creativity by providing access to a wealth of information and resources, as well as immersive simulations and training. Many devices and applications can be used to enjoy digital content and services in the metaverse in a more immersive and interactive way. It leads to new forms of consumption and monetization, including virtual currencies, assets, and goods.

Landscapes in the Metaverse

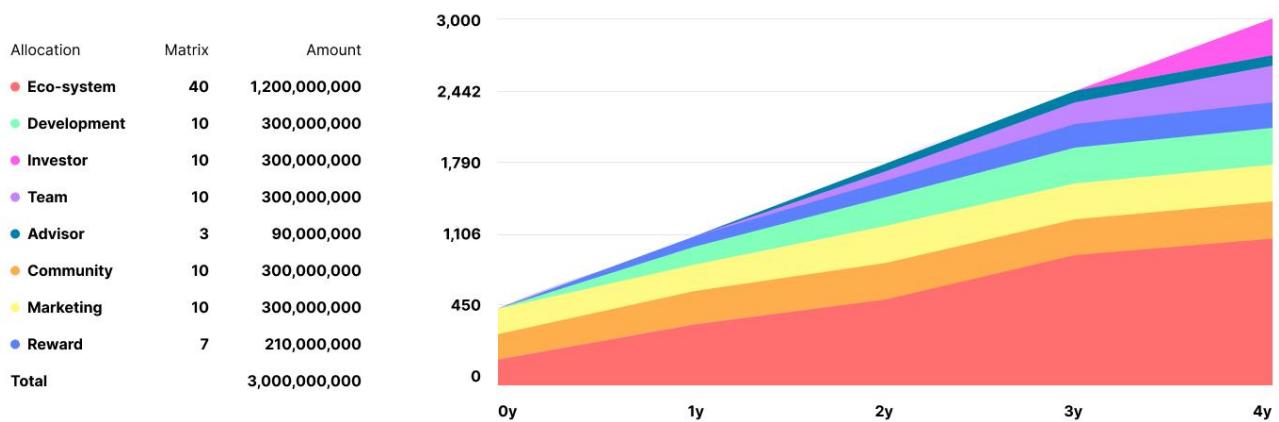
The metaverse is still an emerging and evolving concept, and there is no single or definitive definition or platform that represents it. However, there are a number of existing and emerging platforms and initiatives that aim to create and contribute to the metaverse. Token Economy

| LILY TOKEN



1. The Lily platform's native cryptocurrency token (LIY) is used for service utility functions specified on the Lily platform. It is designed as a utility token that is interchangeable by many users. By setting the LIY token as the native currency, Lily builds an efficient and integrated economic system.
2. LIY is a functional multi-utility token that serves as a medium of exchange for all economic activities and transactions within the ecosystem and for participants of the Lily platform. The goal of introducing LIY is to provide a convenient and secure means of payment and settlement between participants interacting within the ecosystem of the Lily Platform without the need for a centralized third-party institution/credit or other intermediary. LIY is not, and is not intended to be, a medium of exchange accepted by the public (or any part of the public) for payment for goods or services or for the discharge of obligations. Nor is it designed or intended to be used by any person as a means of payment for goods or services not exclusively provided by the Issuer. LIY does not in any way represent any equity, ownership, participation, right, title, or interest in the Company, the Distributor, their respective affiliates, or any other company, firm, or corporation, and LIY does not entitle the holders of the Tokens to any promise of LIY is not intended to qualify as a security in Panama, Singapore or any other applicable jurisdiction; LIY may only be utilized on the Lily Platform, and ownership of that platform carries no rights, express or implied, other than the right to use LIY as a means of enabling redemption, earning and interaction within the Lily Platform; the secondary market price of LIY is not dependent on the efforts of LIY Project contributors; and no token feature or scheme exists that is designed to control or manipulate secondary pricing.
3. Neither the Company nor the Issuer is in the business of trading or buying or selling virtual assets or digital payment utility tokens (including LIY). The sale and distribution of the tokens is for a limited period of time and solely for the purpose of securing project development funding, market/brand awareness, community building and engaging diverse constituents.
4. Users can utilize LIY to purchase tangible and intangible goods and increase communication between users, moving away from one-way communication. As a platform currency, LIY can also be used to purchase additional services to access premium content. The token will form the basis of the Metaverse economic ecosystem, creating a vibrant and dynamic marketplace...
5. LIY also provides economic incentives that are distributed to encourage users to strive to contribute and participate in the Lily Platform ecosystem, creating a mutually beneficial system where all participants are fairly compensated for their efforts. LIY is an integral part of the Lily Platform. This is because without LIY, there would be no incentive for users to expend resources to engage in activities or provide services on the Lily Platform for the benefit of the entire ecosystem. Furthermore, LIY credits users with actual usage, activity, and effort on the Lily Platform in proportion to the frequency and volume of their transactions. In light of this, LIY holders who are not active users of the Lily platform may not be eligible for LIY incentives...
6. LIY tokens are distributed to core contributors as a reward for developing and operating the service. They receive LIY tokens as a reward for developing and maintaining the LIY platform.
7. LIY token holders can stake their tokens for increased governance voting power and additional token rewards.

| TOKENOMICS



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

I CREATOR & USER

On the Lily platform, creators can monetize by hosting live broadcasts and selling various products. They can earn token rewards based on their sales volume and broadcast activity within the platform. This rewarding ecosystem allows you to earn additional income and promote interaction with your audience.

On the Lily platform, users can earn token incentives by watching live broadcasts and purchasing various goods. Users can earn token rewards for any activity within the platform, including purchases and watching broadcasts. This rewarded ecosystem creates incentives and enhanced interaction with creators.

By integrating live commerce and token reward incentives, the Lily platform aims to foster economic opportunities for creators and users, such as providing additional means of income generation, and provide a more interactive experience.

I SUSTAINABILITY OF LILY ECOSYSTEM

Reward Ratio

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

User Incentive

$$I = p * v / RR$$

Creator Incentive

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

- 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

I DAO MISSION

The Lily DAO is made up of enthusiastic supporters of the Lily platform and services. Through the DAO, we create a blockchain-based commerce platform with useful services and more features for users.

The Lily DAO aims to create a community that values diversity, is rational, and inclusive of diverse opinions. More details will be added through community consultation and voting before the DAO is established.

| 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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Cautionary Note on forward-looking statements: All statements contained herein, statements made in press releases or in any place accessible by the public and oral statements that may be made by the Company, the Distributor and/or the LILY Project Contributors, may constitute forward-looking statements (including statements regarding the intent, belief or current expectations with respect to market conditions, business strategy and plans, financial condition, specific provisions and risk management practices). You are cautioned not to place undue reliance on these forward-looking statements given that these statements involve known and unknown risks, uncertainties and other factors that may cause the actual future results to be materially different from that described by such forward-looking statements, and no independent third party has reviewed the reasonableness of any such statements or assumptions. These forward-looking statements are applicable only as of the date indicated in the Token Documentation, and the Company, the Distributor as well as the LILY Project Contributors expressly disclaim any responsibility (whether express or implied) to release any revisions to these forward-looking statements to reflect events after such date.

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