

LOBBY |||

WHITEPAPER



01/2022

v1.0

LOBBYTOKEN.IO



This document is not, is not intended to be and should not be construed to be, a prospectus or offer document of any sort and is not intended to and should not be construed to constitute an offer to acquire any type of security, or a solicitation for any form of investment or regulated product in any jurisdiction. No regulatory authority has examined or approved of any of the information set out in this document. This document has not been reviewed by, approved by, or registered with any regulatory authority in any jurisdiction, nor has any regulatory authority provided approval of or endorsed this project or the activities described herein.

This document and other publicly available documents related to the project contain, and our representatives may from time to time make, forward-looking statements. Forward-looking statements can be identified by context and by words such as: "anticipate," "intend," "plan," "goal," "believe," "seek," "expect," "strategy," "future," "likely," "may," "should," "probably," "will," and similar words. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control.

Any forward-looking statement made by us in this document is based only on information currently available to us and speaks only as of the date on which it is made. We undertake no obligation to update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments, or otherwise. We would urge you to join our telegram and visit our website (<https://lobbytoken.io>) in order to be kept apprised of developments in this project.



MISSION + VISION

We aim to decentralize policymaking and give our global community a real say in the formation of sound policy when it comes to DeFi — **specifically in these three ways:**

- **LBY Foundation:** A company that manages and executes the policy advocacy efforts with input from the LBY token holders and the Lobby DAO.
- **Lobby DAO:** A global community of people engaged in and committed to voicing and funding solutions to the biggest challenges DeFi regulation faces.
- **LBY Token:** An ERC-20 governance token that lets stakeholders vote in the DAO and earn a reward.



LBY FOUNDATION

Over the past two years, crypto and blockchain communities have responded quickly to the threats posed by overzealous and uninformed regulators and legislators. Trade organizations have been created, funded and staffed. Individual companies and trade groups, with the help of outside lobbyists, are developing proposed policies and sharing them with members of Congress.

We expect The LBY Foundation to be at the center of this arena.

LBY FOUNDATION

The LBY Foundation is the operational arm of the LBY community. We believe we will be a strong, grassroots and political network that supports the adoption of sound crypto and blockchain policies and opposes policy proposals that would undermine the advancement of the industry and the full development of Web3.

LBY Foundation is built on the idea of leveraging the power, influence and treasury of committed institutions, existing crypto projects and individuals to express our informed voice to our elected representatives.

The LBY Foundation uses blockchain technology to change the way that big ideas – the kind of ideas that could change DeFi regulation– are executed and funded.

To get an idea of the difference we can make, we need only look at the size of similar markets from 2020:

- **Lobbying Industry Size 2020:** \$3.5 billion
- **Decentralized Organizations** \$100 billion
- **Cryptocurrency** \$2.22 trillion

At a glance: there's a huge opportunity to use blockchain to revolutionize how big ideas get the funding they need to change the world.

We believe the LBY Foundation will reach all crypto and Web3 enthusiasts and bring them under the policy engagement umbrella through the **LOBBY DAO PLATFORM.**

LOBBY III



LOBBY DAO

LOBBY DAO

The Lobby DAO is a global community of people engaged in and committed to voicing and funding solutions to the biggest challenges DeFi regulation faces.

Govern the subject matter you support

You can become part of a subject-specific community and have a say in choosing which projects get funded and ensuring the project is making progress.

Join the fight!

The Lobby DAO community is accessible through Twitter, Discord, Telegram and Reddit. LBY Token holders receive special access and privileges in our Discord community.

How? With **LBY TOKENS.**

What is a DAO?

A DAO (decentralized autonomous organization) is a software running on the Ethereum blockchain that offers users a built-in model for the collective management of its operations.

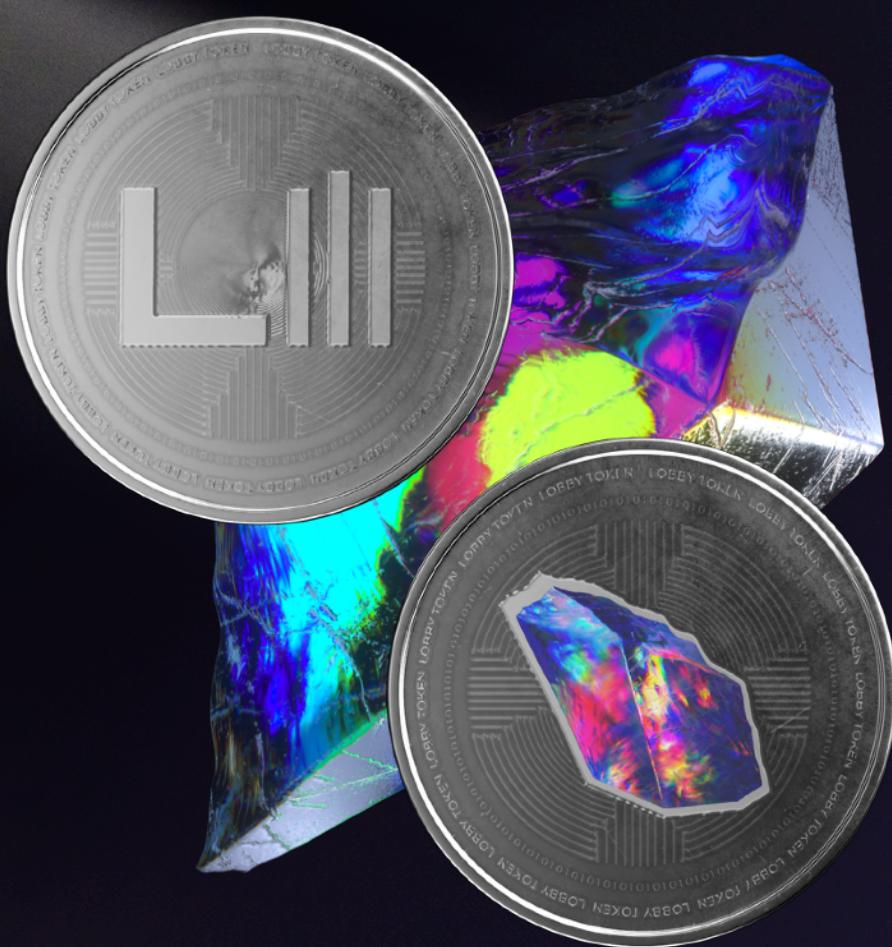
Lobby DAO differs from traditional organizations managed by boards, committees and executives. Rather than being governed by a limited group, Lobby DAO uses a set of rules written down in code and enforced by the network of computers running a shared software.

To become a member of Lobby DAO, users need to first join by buying \$LBY on Uniswap. Holding and staking the asset will give users the power to vote on proposals and updates, proportional to the amount they hold.



LOBBY |||

LBY TOKEN



WHAT IS LBY TOKEN?

The LBY token powers the entire Lobby Foundation ecosystem, from adding funds to the treasury, to giving people a voice in our DAO.

WHAT IS LBY TOKEN

LBY is an ERC-20 governance token that gives stakers a voice and a vote in the Lobby DAO.

What can I do with a LBY token?

LBY is a governance token, which means that you can stake your token to the protocol in exchange for a reward and vote in the DAO.

How does LBY Token give you access to the DAO?

When you stake LBY token, you will get a govLBY token in return to use in the DAO or to join a subject-specific community. While this token has no monetary value, it does give you a voice and a vote in the DAO. Governance tokens allow you to vote on everything from protocol changes to the policy positions the LBY Foundation adopts.

Get rewarded for helping DeFi

Every time you do anything in your subject-specific community, you are doing a little bit of good towards our goals, so it is only right that you get something back. We reward community members with ETH and LBY tokens based on their involvement and contributions.

How can you buy LBY? Check out lobbytoken.io for the latest information on how to buy in and contribute.

WHY ETH

We chose Ethereum because of three key factors:

1. The Ethereum network is a robust, secure one, as evidenced by various projects over the years. In addition, various dApps have been created to facilitate its use without compromising users, which ensures that everyone in our ecosystem is protected and can take ownership of their actions.
2. Ethereum offers us the capability to build a truly decentralized project on its blockchain. We can make changes without fear of destroying our project's integrity and nature. Since Ethereum is transparent, it ensures that our users' data is secure.
3. Ethereum has a wide adoption. As a result, we will be able to reach a wider audience and have a more open and easy to understand development ecosystem. In this way, this project can be audited freely by the community.

Furthermore, ETH 2.0 will allow for cheaper and faster transactions, which we can expect in the near future. Similarly, this update is also a sign that the network that drives our project is growing and evolving to meet the needs of users.

LBY TOKEN DETAILS

- **Stake LBY** to get a governance token and a voice in the DAO
- **Join** subject-specific communities
- Stake and **earn rewards** for participating and voting on proposals
- Earn rewards for donating to projects that **make an impact**

Total Circulating Supply

10 billion LBY

Lobby Fund Treasury

- Currently, 10% of circulating supply (1 billion LBY)
- Initially 90% of circulating supply locked for 6 Months, with option to extend time-lock.

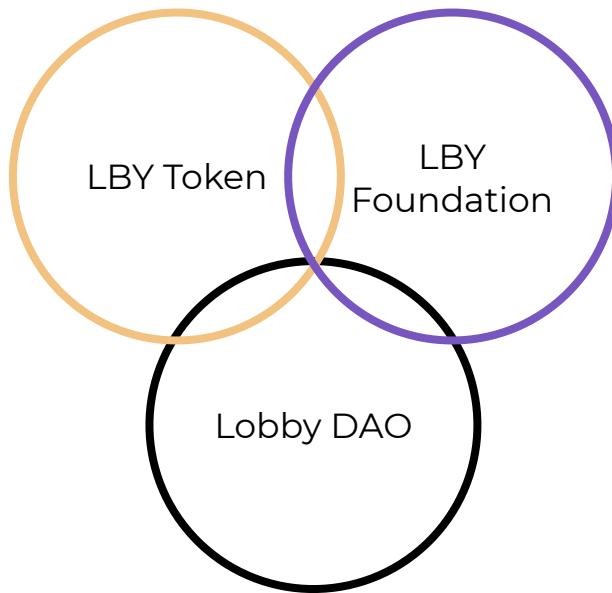
Fee

7% fee distributed to LBY Treasury each time a swap occurs or interaction is made to the ERC-20 smart contract.

Reflections

1% of each transaction is redistributed to all token holders

PUTTING IT ALL TOGETHER



Who influences how the money is spent?

The LBY Foundation will be influenced by the Lobby DAO, a collective of individuals holding and staking LBY token, regarding the causes we support and how we run.

Where does the treasury money come from?

At launch, we'll set aside 10% of all LBY tokens (1,000,000,000 tokens) to make up the treasury. On top of that, 96% of all donations to the LBY Foundation and 1% of all direct donations to causes will be added to the treasury, as well as any liquidity pool rewards we earn or profits from market making.

How will the Foundation set the policy agenda?

In setting the policy agenda, Foundation's executive committee will consult with an advisory board comprised of subject-matter experts as well as take guidance from the LBY community by way of LBY token holder voting. Ultimately, the Foundation will, in its discretion, adopt a policy agenda that it believes is in the long-term best interest of DeFi and Web3.

HOW WE FUND OPERATIONS

Every crypto contribution made to the Lobby Foundation will be subject to a 5% fee.

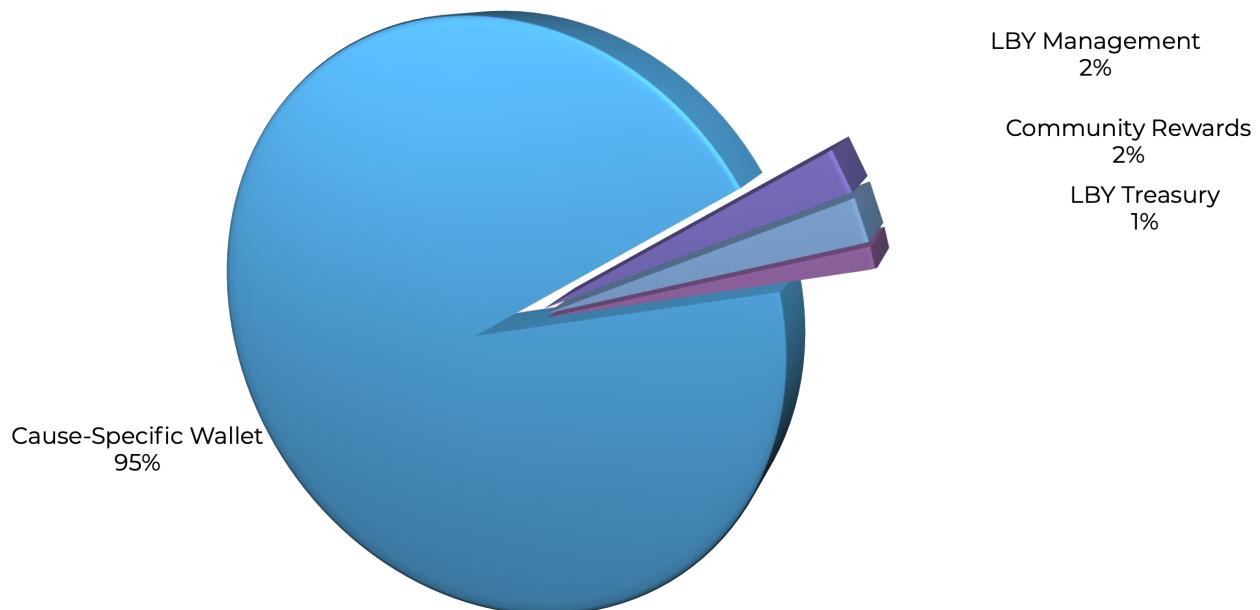
However, almost all of this fee will go back to the causes or the community in the form of funding or rewards.

Every donation is split as follows:

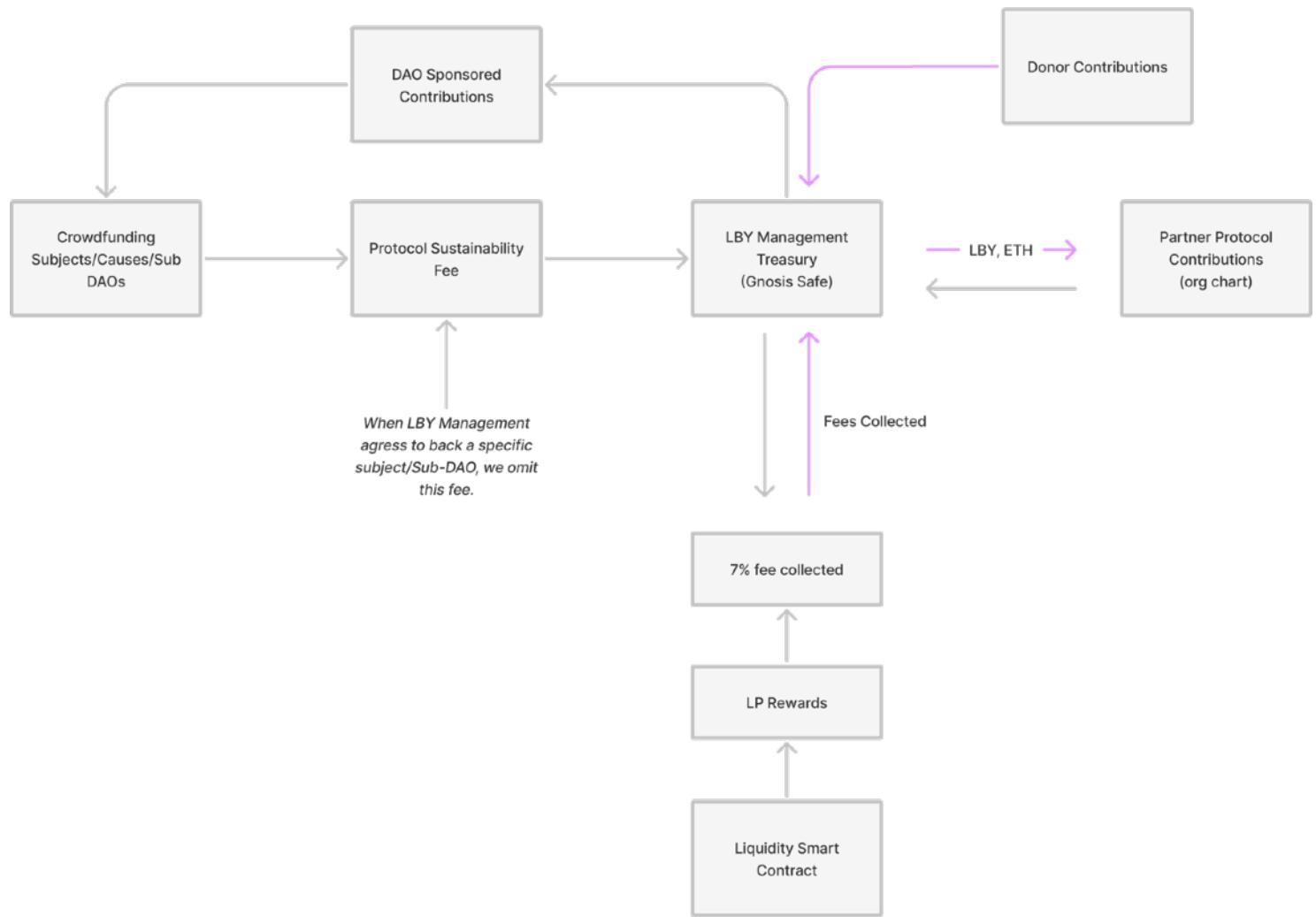
- 95% goes to a cause-specific wallet
- 2% goes to LBY Management, LLC
- 2% goes to the cause-specific community as rewards and payments
- 1% goes directly to the Lobby Foundation treasury to fund projects

Donate with any cryptocurrency

You don't have to hold LBY tokens to be able to contribute to the causes or the Lobby Foundation. You'll be able to donate with any cryptocurrency to each cause's specific multi-sig wallet. From there, the community will decide how to use it and which causes to fund with it.



LBY TREASURY



ABOUT US

PEOPLE



ELI FINKELMAN

Eli is an entrepreneur and innovator who has led the development of some of the most influential mobile apps and services in the world today. He has appeared as a technology expert on NBC Nightly News and holds several telecommunications patents.



JAYSON WINER

After managing a Wall Street fund with \$400 million in AUM, Jayson founded Pyramid Life Holdings, a privately owned investment group focused on alternative asset classes. He has a keen interest in bridging the gap between decentralized finance and government.



JAMES LENHART

James led the creative and product strategies for several early-stage startups in the US, Australia, and Dubai. In 2017, he started a company in Boulder, CO. that acquired ASIC machines to mine cryptocurrency algorithms and coins.



ABE ZEINES

Abe is an angel investor and alternative finance incubator whose extensive history within the MCA industry has made him an authority in the alternative financing space. He played a key role in launching Kings Cash Group and guiding its merger with a large SEC registered MCA provider.

BOARD OF ADVISORS



DAVID FEIT

David is the former CFO of the White House. He is a CPA and a CGMA with over 35 years of experience in public accounting firms including Ernst & Young; private industry as Controller/SVP Finance for publicly held multinational corporations reporting to the SEC; and in government.



JEFF BALLABON

Jeff Ballabon is the CEO of B2 Strategic and Ballabon Public Affairs, which he founded to assist major corporations in navigating opportunities and challenges, as well as to assist entrepreneurs and disruptive technologies in breaking into markets and overcoming entrenched interests and rivals.

With a background in government relations, communications, media, policy, law, technology, management, and entrepreneurship, and access to a global network of subject matter experts and influencers, Jeff creates and executes winning strategies and connects clients with the people and skill sets necessary to open doors, clear obstacles, and win in the marketplace. When governments, corporations, law firms, non-profits, elected officials, candidates, and political parties need a strategist and force multiplier to take advantage of opportunities, seize opportunities, and fend off crises, they turn to Jeff.

His previous experience includes leading communications and public policy departments for CBSNews, KKR's Primedia, and Time Warner and NBC's Court TV. A graduate of Yale Law School, Jeff served as counsel to the US Senate Committee on Commerce, Science, and Transportation as well as legislative counsel to Sen. John Danforth (R-MO). He has twice been a Presidential Appointee and received two Certificates of Distinguished Service from the US Senate.

BOARD OF ADVISORS



STAN GREGOR

Stan has been a leading figure in finance for 30 years. He currently is the CEO of Summit Financial LLC, one of the largest independent wealth management firms in the US with \$12 billion in assets. Stan is the former Head of Cantor Fitzgerald Wealth Partners and Wells Fargo Wealth Management where he led a 5,000 member team with \$69 billion of investment fee-based AUM.



MICHAEL OURABAH

Michael is the CEO/Founder of BSO. With 11 offices around the world BSO's clients include 600 data intensive businesses and 30+ stock exchanges making it the global leader of infrastructure and connectivity. He is also the founder of Carinae Invest and Minorus. Michael is a Board Member of the Amsterdam Internet Exchange as well as \$Bezoge.



CHARLES BEYNEY

Mr. Charles-Antoine Beyney is a leading figure in the IT and Telecom sectors having founded 5 companies. He is the Co-Founder and serves as Chairman of BSO, the worlds leading infrastructure and connectivity provider. In 2011 Charles-Antoine sold the largest data centre in France to Equinix. Following that he Co-Founded Etix Everywhere which was acquired in 2021 in a 9-figure deal by Vantage Data Centers. He serves as Board member at Upmem.

ROADMAP

Q1 2022

- Legal Entity Formation ✓
- Onboarding Advisory Team ✓
- Website Launch ✓
- Major Press Release
- Multiple CEX Listings
- Recruit Additional Devs
- Gnosis Safe Deployment
- Discourse Launch

Q2 2022

- Tier 2 CEX Listing
- Fiat Onboarding Ramp
- Funded (5) Topics
- Accept Community Tokens as Donation
- Major Media Coverage
- Polygon (MATIC) Bridge

Q3 2022

- Treasury Dashboard
- Donation Portal
- Foundation Fund Created
- Binance Smart Chain (BSC) Bridge
- Tier 1 CEX Listing

Q4 2022

- Tier 1 CEX Listing
- Arbitrum Support