loom

THE LOOM TOKEN

The Loom Token will act as a software license, and will be required to access our network and interact with other apps & APIs. It will exist as a fixed supply, so the value of a token will be strongly correlated to the number of apps running on the network. As the utility of the network increases and it grows in popularity, the value of the token will rise accordingly.

MONETIZATION

Token owners will have reseller rights — they can stake their tokens to offer a "done for you" app-hosting service at a fixed monthly cost to developers who wish to rent instead of buy. This way, token owners can earn recurring income on their tokens. Loom will keep a percentage of the total token supply, and earn recurring income through these hosting services to fund further development of the network.

COMMUNITY TRACTION

- **EthFiddle.com** - #1 Solidity code sharing site
- **EthDeploy.com** - Easily deploy Ethereum DApps
- **EthAcademy.io** - Interactive Solidity academy
- **SolidityX.org** - A secure-by-default superset of Solidity

FINANCIAL INFO

- Company stage: Product in closed beta
- Funding to date: $50,000
- Monthly burn: $5,100
- Current raise amount: $500,000

USE OF FUNDS

- $270,000 - product development
- $105,000 - content & guerilla marketing
- $85,000 - advertising
- $40,000 - business expenses

CONTACT INFO

- https://loomx.io
- satoshi@loomx.io

WHO **WE ARE**

Loom Network is a Platform as a Service built on top of Ethereum that allows developers to run large-scale decentralized applications. Loom offers developers an ecosystem to build DApps with the trust and security of the world's most secure public blockchain, all while providing the computing resources needed to run commercial-scale services. Loom aims to be the tokenized application protocol of the new decentralized web.

THE **PROBLEM**

Developers are unable to build the applications that will bring about the "Web 3.0" revolution due to the lack of a scalable decentralized application platform.

→ **Speed:** Ethereum can only handle 20 tx/sec. Twitter: 7,000 tweets per second.

→ **Cost:** EtherTweet (a decentralized Twitter clone on Ethereum) costs $1.30 per tweet

→ **Security:** In-house developed blockchains lack the trust & decentralization of Ethereum

THE **SOLUTION**

Loom provides an application-specific sidechain for Ethereum where developers can run their decentralized apps at scale, combining the trust & security of Ethereum with the costs & speeds of traditional web hosting.

→ **Applications run on Loom's sidechains**, offloading heavy computation and storage

→ **Loom's developer tools** simplify complications with building and deploying decentralized apps

→ **No walled gardens** – a network of microservices and open data APIs all sharing a common protocol lay the foundations for a distributed Web 3.0

THE **OPPORTUNITY**

Blockchain technology is the disruptor that will turn monolithic apps like Twitter into a mesh of interdependent components tied together by Blockchain protocols. The decentralized application market will continue to grow rapidly in the coming years, taking market share from traditional cloud-computing.
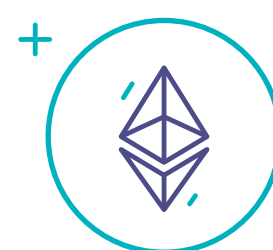
$99B
Current cloud-computing market size, led by Amazon's AWS
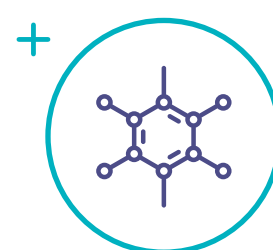
$19.9B
Predicted size of enterprise blockchain market by 2025

700%
YOY growth in the number of smart contracts on Ethereum

COMPETITIVE **ADVANTAGE**

While this market is rapidly growing, today there is no platform where developers can launch that "killer app" everyone is waiting for to showcase blockchain's true capabilities.

Loom's ability to quickly get a product to market is supported by:

- Loom builds on top of Ethereum, while most competitors are attempting to build their own blockchains
- Loom focuses exclusively on decentralized applications and not financial transactions, so we're optimized for large-scale apps
- Loom utilizes Ethereum for parts of the application that require maximum security, thereby optimizing our networks for speed and cost

	LISK	COSMOS	QTUM	Polkadot	HYPERLEDGER	loom
Sufficiently decentralized				✓	✓	✓
Uses Ethereum as a state machine						✓
Focused on non-financial applications	✓				✓	✓
Can host large apps	✓	✓			✓	✓

OUR **TEAM**

MATT CAMPBELL
Matt was a systems scalability expert at Digital Ocean, Thomson Reuters, and Bloomberg, and has spoken at 20+ developer conferences.

LUKE ZHANG
Luke was lead developer at Blockmason (which ICO'd for $15M), and previously built a global supply-chain network.

JAMES DUFFY
James is a marketer/entrepreneur who built a 7-figure ecommerce company, and was lead developer at a Korean ecommerce startup.