

# LIGHT BODIES

LIGHTPAPER

## WEB 3.0: THE NEXT BIG THING

We are entering a new age of economy where the impossible becomes reality. The Metaverse, augmented reality and blockchain technology will create a new foundation for business.

## THE GAME CHANGERS

Founded on Innovation, creativity and contribution. The Light Bodies will forever forge the future of the new age, returning the power to the people!

## TAKING OVER THE WORLD

Within this whitepaper you will learn just how The Light Bodies plan to consume the entire market and lead the wave of mainstream trends merged with blockchain technology!

# TABLE OF CONTENTS

Introduction	3
Founding Principles	4
Team	6
Collection Overview	8
The Mercenary	10
The Diviner	13
The Monarch	15
Utility Token	17
Events	18
Training Center	19
Metaverse	20
Conclusion	21

# INTRODUCTION

Throughout this whitepaper, you will learn the details of where we are in the present moment, our plans for the future and our thesis to justify our direction.

We know that transparency is important to you as a potential investor and we will provide as much information as possible without allowing sharks to exploit our transparency.

Our whitepaper is not only for our investors and community to get an in depth look into our values and plans, but will become a relic to look back on to remind us of where we started. It will be a reminder to keep these visions and values as we become a leading company and force behind the foundations of the new age of Web 3.0. It is apparent at our current market stage that success in this industry can lead to immoral decisions and greed. With the bright future that lies ahead for this company, we want you to take our word that we will never exploit loyalty for greed and will forever hold the same vision and moral that we have founded upon.

# FOUNDING PRINCIPLES

The values and morals of a company are at the top of our priority list when it comes to investing into any project or business. It is what lays the foundations of a company's ability to maintain a good reputation within the market.

The Light Bodies founding principle is EMPOWERMENT.

With an in-depth understanding of just how much good can come from taking daily action to increase the quality of our lives, we know that by assisting others in self empowerment, we have the ability to make monumental shifts in society.

A powerful united community with the common goal of creating a better future for the coming generations is what will truly shake the world.

However in order to make this happen we must first empower ourselves. We must lead by example and embody the change before we attempt to make it. This only comes from consistent focus, action and the persistence to push through when things get rough. A compelling future and vision is the key ingredient in this recipe.

Our principles are simple. It all comes down to making an impact for the greater good. The goal of a true leader is to create leaders. When more leaders arise with a similar direction to take those they lead, the impact becomes greater and greater. This shared vision is to create a free society that empowers itself and has no need to rely on any governmental structure for livelihood or happiness.

In this new age of technology, we now have the ability to create economies based around this principle and incentivize self reliance and improvement!

When you can earn more than just the pride and confidence that comes with developing oneself on a daily basis, the hard work of consistent discipline becomes a lot more attractive.

We as a company see the ROI and potential in investing into this concept because as we are essentially investing in a far greater future for generations to come. One powerful generation has a ripple effect on the following generations after we are dead and gone.

We are trying to keep mental freedom alive by showing those who will create the next generation just how powerful our minds are, with the idea that they will pass it on to their children.

# TEAM



## STORY

**Tyler McCullough**  
Founder  
Artist  
Marketing Manager  
Team Lead

A grass roots Entrepreneur. Fully self employed since the age of 21, Tyler embarked on the journey to escape the rat race, starting multiple small businesses before opening a street vending business in his home town. Taking the business from \$13,000 to over 6 figures within a single year.

When the pandemic began, the amount of opportunity for business was almost completely dissipated. While selling hot dogs in neighborhoods to stay afloat, Tyler decided to study in a field he had always dreamt of becoming a part. The self-improvement industry.

After completing over 100 hours of training, he achieved a life coach certificate from the Tony Robbins organization. He then went on to personally impact others to make the drastic mental shift he experienced, and used to nearly 10X his business.

For Tyler, it has now turned into an obsession to implement this mindset in Web 3, where the potential is there to turn these processes into a real life game and economy!

# IDEA MARITOCRACY

We understand that you are looking for an extensive team with reputations within each of the vital sectors of this business. However, we haven't found any long term partners at this moment and are not willing to compromise our long term vision for a little extra credibility.

We have hired several developers to assist us in the building of what you see here. That does not mean that they are life long partners. We have made mistakes within hiring, have learned from those mistakes and as we go forward our team's trustworthiness, loyalty and dedication will be our main focus.

We are looking for an approach that will give the exceptional upside, without giving us the exceptional down side. To get it, we must give up the joy of being proven right and embrace the idea of what is true.

Therefore we must seek out the most thoughtful people who disagree. Seeing things through their eyes and them seeing things through my eyes, so we can together create the greatest decisions possible for our future!

We understand that because we are all wired differently, no one man or woman can do everything well. But we don't have to do them all alone! Our mission is to get help from people who are good at what we are not, who are wired to see things that we can't.

Our goal is to create an organization operating in a unique way that produces unique successes!

# COLLECTION OVERVIEW

The Light Bodies are comprised of three sub projects. This is due to the fact that personal growth can be broken into three categories.

Happiness, Health and Wealth

Each of these aspects of life is developed in separate ways, which is why we are creating projects based around each one.

This means owning a specific faction will not only give you early access to the future projects correlated with it, but you will receive perks, benefits and utility that no other user has access to within these projects.

(In depth details below)

However these projects are not currently here yet. Therefore, instead of offering nothing until then, we will be giving away thousands in rewards each week to owners who design their own challenges based around the future they want to create for themselves and stay disciplined.

As we see you on social media documenting your journey, we handpick action takers, have a meeting with you and hook you up with whatever is going to get you closer to achieving what you are striving for!

# COLLECTION OVERVIEW

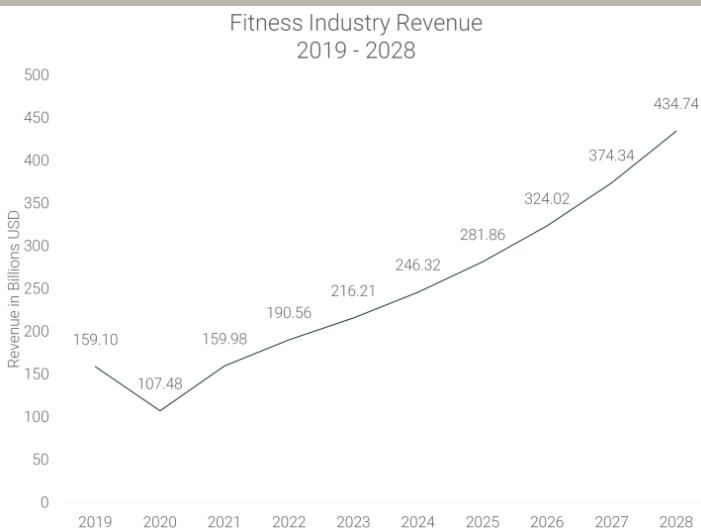
We will be building these projects one at a time, which we are starting with The Mercenary. The product associated with The Mercenary is our wearable play to earn game which will be the beginning of our economy and utility ecosystem.

The Light Bodies initial plan was to release all NFTs at once to build all projects immediately, however after a long road of preparation we decided putting our investors (You) first meant providing the most valuable products, services and experiences. Building three massive companies at once would take away from each, as our focus would be spread thin between them, so we are taking one step at a time to deliver the greatest possible outcome for our owners, users and company!

We are now treating this journey as separate phases. Mercenary being Phase 1, Diviner Phase 2 and Monarch Phase 3.

Our goal is to lead the Personal Development sector of Web 3, not to sell out our project overnight and pocket the profit.

# THE MERCENARY<sup>10</sup>



It is no question that we have seen the fitness industry explode in the last few years due to the attention it receives via social media. On track to reach 434.7 Billion dollars in annual revenue by 2028!

A truly beautiful sight to see as we watch a generation become stronger than any other before.

## WHAT IT MEANS TO US

Health and fitness is the closest physical representation of life itself. There is no visual instant gratification in working out, while in the gym you get a simple preview or pump of what you're working toward. To build muscle mass means consistently putting your body up against massive resistance to the point of complete failure. Through this process of breaking your muscles down, they then rebuild bigger and stronger due to the tremendous pressure they were put up against.

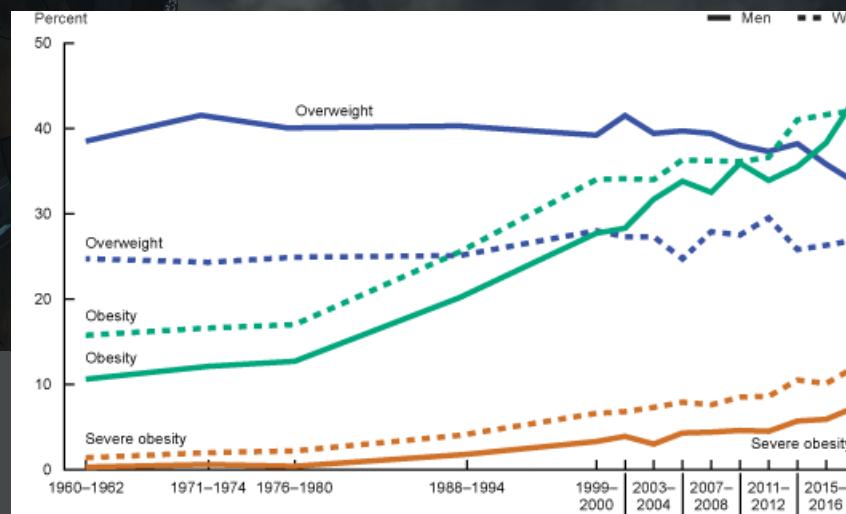
Conquering the voice in your head telling you you're too tired, the ability to own your mind and respect yourself enough to put in the work to make sure your vessel is operating at max capacity is something that deserves to be rewarded by more than just pride and confidence.

73.6% of American are overweight.

42.5% of which are obese.

The vast majority of leading causes of death can be prevented by living a healthier lifestyle.

This is a problem that The Light Bodies are truly passionate about and will be leading within our Web 3 ventures.



# THE MERCENARY

## THE PLAN

Our plan is to tap into an exploding market and merge it with play to earn mechanics. In turn we will consume the industry due to the overwhelming amount of additional value stacked on top of what the market is already spending 10 billion per year on, projected to 10X within the next 5 years!

### *The Upcoming Industry Within the Industry*

As stated previously the fitness industry as a whole is projected to hit 478 billion within the decade. This is a compilation of all sub categories within the larger industry. We are taking the most exciting, technologically innovative sub category and integrating play to earn mechanics.

One that will reach 100 Billion annually within our current decade!

This will not only attract an entire new market into the Web 3 space but it will bring our brand to the forefront of mainstream blockchain technology. Giving back to our initial investors that made our ambitious vision become a reality through earning multipliers, exclusive content only accessible to Mercenary holders and the ability to take part in the decision making process of creating mass adoption of our brand and future endeavors!

# THE MERCENARY<sup>12</sup>

## BRINGING P2E TO LIFE

By utilizing the cutting edge technology of wearable fitness tracking, we can now integrate Play to Earn mechanics to bring you the worlds first game that uses your body as the controller!

### Level Up Your Health & Earnings

The power of Web 3 and NFTs brings with it a plethora of benefits to our user experience. We are going to be releasing digital assets that multiply your utility token earnings, therefore as you accumulate our token you can then use it to purchase upgrades that will allow you to earn more for the same effort!

As an owner of the Mercenary, you will earn twice as much as the base player. If you choose to accumulate other earning multiplying NFTs, your percentages will stack and you will begin compounding.

Mercenaries also come with plenty more benefits outside of the multiplier. You will get exclusive access to our events, training facilities, all future projects and partnerships associated with The Light Bodies

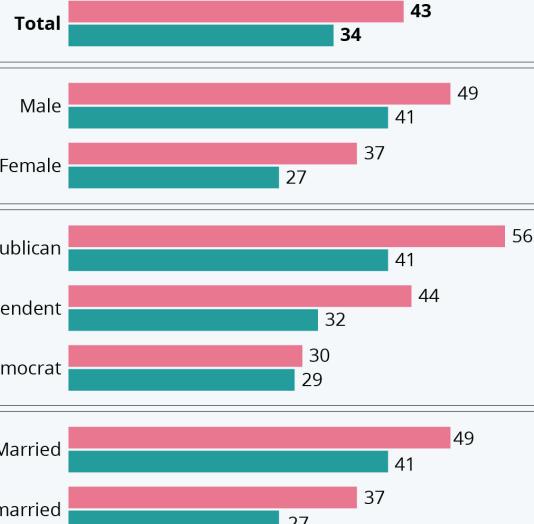
# THE DIVINER

## 2020 Takes Toll on Mental Health

Percentage of U.S. adults who describe their mental health in "excellent" condition



■ 2019 ■ 2020



Source: Gallup



statista

## The Decline of Mental Health

It is fairly easy to notice the toll these last years have had on the collective mental health. As the majority of individuals feel the seemingly drastic decrease in control over their lives and the increase of uncertainty of what the future holds, we have become victim to circumstance.

Fear and anxiety are the top two contributors to this crisis we see today.

We are set out to solve this problem by gamifying the solution!

## WHAT IS THE SOLUTION?

The solution is fairly simple, to assist people in creating experiences that prove the true power and potential they have within!

To show instead of tell. Our biggest philosophy at The Light Bodies is that the greatest way to help anyone is to motivate them to take action.

The definition of Power is - The ability to act -

The key component here is to turn your mental health journey into a game with play to earn mechanics. Increasing the motivation while supplying you with the tools to motivate yourself. Increasing the quality of your life and making the adventure along the way more fun and rewarding than ever before!

# THE DIVINER

## MASTERING YOUR MENTAL POWER

Is something that has been overlooked for decades which is why I believe that the collective consciousness is so easily controlled and manipulated.

Those with the power to control the media and what society believes to be true is what dictates what our future holds.

The problem with this is that it leaves us powerless to control our own destiny, causing fear, depression and anxiety of the external problems in which we believe dictate our lives.

If only there were something incentivizing enough to keep people engaged in strengthening their internal world to the point where this problem would begin to dissolve. Depleting the power of control through fabricated events that cause fear and reaction to lead in a negative direction. We would take the power back and as a collective, unite and decide to evolve into what could be the greatest generation to ever exist!

Before creating or implementing any ideas, we always start with our community in mind. What are the exclusive benefits that our Light Bodies will hold over any other user that comes into our ecosystem?

Well, other than being the first to test any of our projects in beta before being leaked or presented to the public, by holding a Diviner you will get a totally customized experience with the app we are creating. With earning multipliers and a completely separate user interface, your experience will be unique to Light Bodies only!

# THE MONARCH

## THE RESOURCEFUL RESOURCE

Who runs the world?

Don't worry, I'll leave my tinfoil hat in the closet. Fact of the matter, the responsibility to create a better future lies on the shoulders of entrepreneurs. The innovative creators of value are the ones with the power to make monumental shifts in the world we live in today.

However after working with and studying the hundreds of reasons entrepreneurs state that they had failed or not produced the results came down to a lack of resources.

Now the resources are here you just have to find them, they really lacked resourcefulness. But that doesn't mean that they were not incredibly difficult to find and utilize.

One goal we have for the Monarch is to create a massive network of resources for builders and entrepreneurs to have access to when embarking on the journey to create the wild ideas within their heads!

We will bring people from every piece of the puzzle when it comes to creating a business or project in this new era. Specifically focused on blockchain technology as those who build within this space as early as we are today will become the next Fortune 500.

As you can tell we are heavily building within Web 3, which means we will accumulate massive wisdom and knowledge of how to create new age value for your future owners and users! #WAGMI

# THE MONARCH

## CONSUMING A BILLION \$ PER DAY INDUSTRY

One of our biggest philosophies is that we are experiencing a new .com explosion where industries that took their products and services online became billion dollar companies.

The current internet is like the brick and mortar stores of the 90s. We are essentially taking one of the biggest industries in the world and bringing it “online” to Web 3. An industry that has taken the world by storm within the last few years and is approaching 1 Billion dollars per day in revenue!

The amount of additional value we are bringing to the user of this industry is something that was forever believed to be impossible. But with the power of digital ownership, the impossible becomes reality and we are the ones who will usher in this new age of technology.

We are creating a marketplace and platform that we need more than ever to show the true value that this cutting edge tech has to offer. A cultural revolution catching the eye and demanding mainstream attention!

Monarch owners will be given beta access to this marketplace & platform to create their projects first before anyone touches it.

Which means at first launch, strictly Monarch projects will be for sale, supplying them with funding and brand demand immediately!

# UTILITY TOKEN

The Light Bodies will launch its own utility token that coincides with every project launched within our ecosystem. This token will be accepted as payment through our marketplaces and for any digital and physical products we offer to the public.

Our token is what will be used within our play to earn model. By participating in our ecosystem you will earn this token.

Tokens will be allocated to every one of our Light Bodies holders.

This utility token will be launched near the release of our first project and will have its own white paper separate from The Light Bodies as will all future ventures.

## Creating a Habitat

As with any ecosystem, we are structuring all projects and mechanics to coexist and compliment one another so that we essentially control an entire personal growth sector of the market within our ecosystem. This will build a habitat for the fastest growing section of society to thrive in, and building an economy within it is VITAL to its success!

# EVENTS

Having been to a plethora of seminars, conventions and events, hosting our own is something that excites us more than anything!

Not only is this an opportunity to create an immersive kick ass experience with the potential to catapult those who attend to a whole new level in life, but it is what will build our community into an obsolete powerhouse!

we will come together to experience and learn from the worlds most brilliant minds as to where the future is headed, how to anticipate and take massive action in the direction that will produce the greatest results!

Physical experiences are what we cherish and appreciate most within our organization. Having the ability to create one that becomes a core memory that attendees can look back on is VITAL to increasing our impact!

Understanding how important this sector of our business is, the live events and conferences that we produce will be nothing shy of spectacular. Simultaneously increasing brand awareness!

Light Bodies holders will get very special priviledge at our events as well

# TRAINING CENTER

The Light Bodies will be opening their own gym and training center. Fitted with an entire cutting edge bio hacking lab, cafe, weight training, rock climbing and obstacle courses.

Those who own any Light Body get free membership of the highest caliber for as long as you are a holder of the NFT!

This will be the HUB of all Light Bodies operations. Hosting conferences and events in our seminar room, creating game show style challenges for our members to compete in and uploaded to social media.

Our development teams office will be located in the building or in a facility on the premises.

By creating a motivating and progress centric work environment for our team to operate in everyday, the amount of power that will be held within our organization will be unstoppable.

This facility will be a space that physically embodies everything the Light Bodies represent, eventually franchising this gym to states all over the U.S. Where our holders outside of our residing city can get access to all of what our physical facilities have to offer!

# METAVERSE

We fully embrace the power and potential of the Metaverse. However we are currently focused on bringing value to the world we currently live in.

We are years out from the adoption of a virtual world, therefore we are making our decisions accordingly. We must innovate industries that are massive and growing at a rapid pace in our physical reality to bring new value to consume current markets.

However, that does not mean we do not have a plan.

Once a leading metaverse ecosystem has shown itself to be strong enough to gain mass adoption, we will be investing in metaverse land to host virtual events and create games that align with our brand and vision.

Exclusive experiences for Light Bodies will be at the top of our priority list when building in the metaverse. Creating value in a realm of infinite possibilities becomes so much easier and fun. Even a new wave of 3D characters to play with in the Metaverse!

Our metaverse will be the development where the Light Bodies holders will have the biggest contribution and say in what it becomes. We will design it together and you will have a vote in just about every decision that goes into the development process!

# CONCLUSION

We are taking some of the largest industries in the world under the umbrella of Personal Growth and owning the markets within this new network, adding more value than ever to the user.

Said industries are currently bringing in over 800 Billion in annual revenue. We have the potential to shift power structures in this generation and The Light Bodies holders are the first and most rewarded within this ecosystem we are creating TOGETHER!

We are setting out to show just how powerful this technology can be when utilized properly. Being the pioneer to bring something brand new into Web 3 is incredibly valuable, even if these services are accessible outside of the blockchain. Which currently offers only direct transaction with nothing but a receipt. By creating entire new business models and value structures, the users will naturally be attracted to our play to earn mechanics. They will come in waves to embrace the plethora of benefits that our ecosystem has to offer!

With three sectors of Self Improvement to choose from and individual projects and perks associated with each, the decision is fully yours to make. We offer a free personality assessment on LightBodies.io to assist you in your decision making process.

Whatever you decide to do, your investment consideration is appreciated and we hope to see you in the Light Bodies community soon where #WAGMI!