LOOBr™

create - trade - connect

CERTIK ✔KYC ✔AUDIT ✔SKYNET

Smart Contract: 0x2d537cc7a9aA092ca3dD1Ee542c0B73560cB14f0

Whitepaper V1 - 2022

POWERED BY METARUFFY

LOOBr™

… a meeting place for creators, traders, and social media users.

About LooBr™

LooBr.com is a revolutionary all-in-one cross-chain social media integrated NFT marketplace for players, creators, and traders. We offer state-of-the-art and custom-designed social media features for all users.

LooBr.com is the second product of **MetaRuffy International FZCO** based in Dubai; the first product was **RuffyWorld**, our part of the **Metaverse**, with a focus on the entertainment sector.
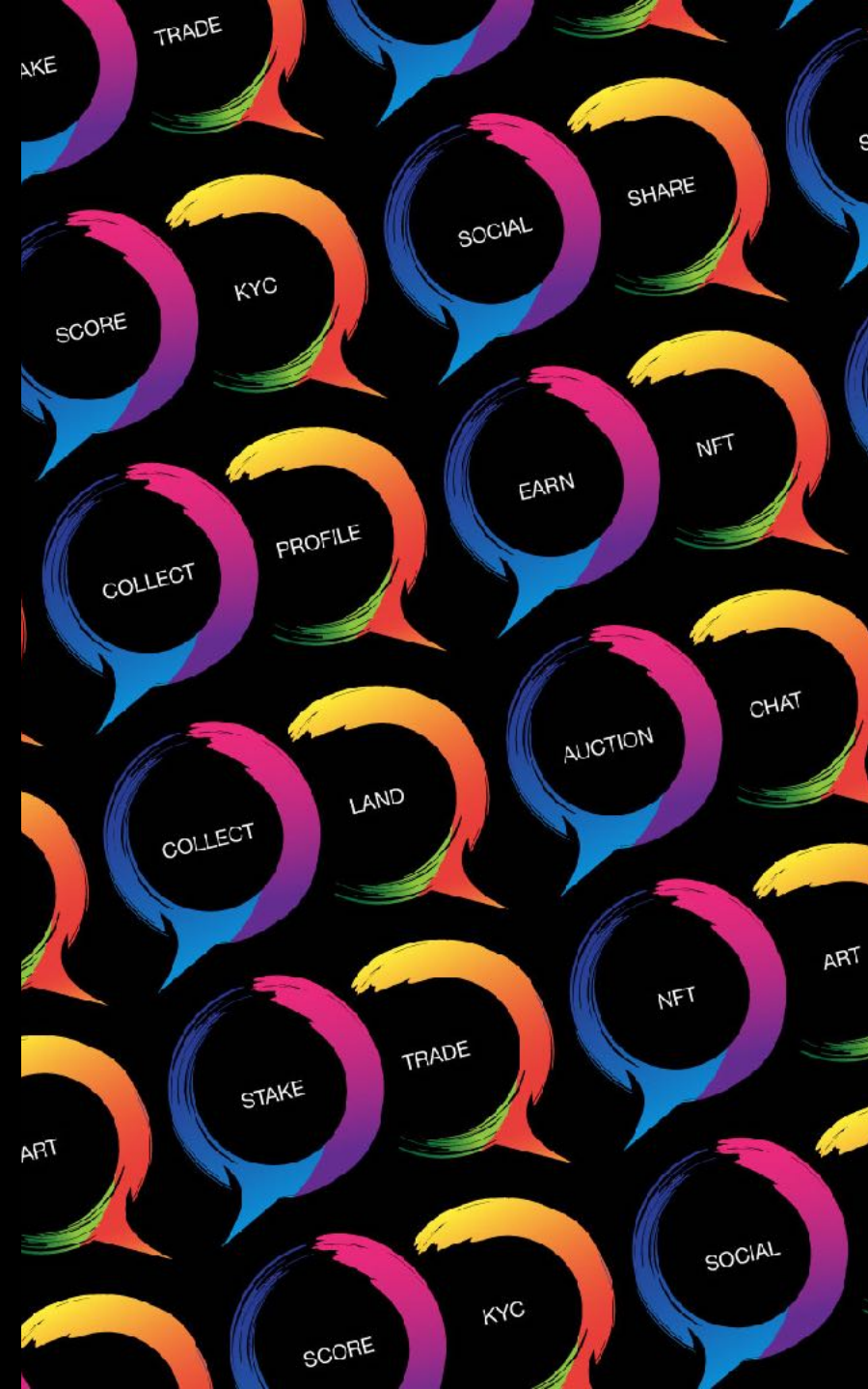
What is LooBr

LooBr brings together **players**, **creators**, and **traders** under one roof and adds a custom-designed social media interactive feature.

Players can trade **RuffyWorld** assets such as **wearable NFTs**, **skins**, and **tickets** for live events.

Creators have a place to gain visibility and sell their art in the form of NFTs.

Traders can trade verified NFTs from verified creators (**KYC by Veriff**).

Social media users can post, chat, like, comment, and socialize to share information, ideas, personal messages, and other content with family, friends, or favorite creators. We are also proud to offer **end-to-end encrypted** chat to ensure every participant's privacy.

LooBr Score

We set a new standard.

With **LooBr**, you do **not** simply buy an NFT; you **purchase its entire history**.

A unique **LooBr** feature transfers **all** the statistical data collected, such as trade history, likes, comments, replies, and social media interactions from the initial NFT minting. Each aspect is given a value, which along with the owner's score, composes each NFT's unique **LooBr Score**.

After purchase, you can re-list or exhibit your NFT, knowing that the **LooBr score** does not only remain with it but continues collecting and adding data for as long as you own it.

• LooBr points for users (owner)

- KYC = 1000 points
- Bio completed = 5 points
- Social links, each field = 5 points
- Profile pic = 5 points
- Profile banner = 5 points
- Sold NFT = 25 points
- Purchased NFT = 25 points

• LooBr points for NFTs (NFT+owner)

- 1 view = 1 point
- 1 like = 2 points
- 1 comment = 3 points
- 1 share = 1 point

Our Vision

Creating a one-stop shop for creators, traders, and players.

LooBr is the next-generation custom-designed marketplace with integrated social media network tools and functions.

We provide services in:

- Virtual Land   - Physical Artwork   - Digital Art

- Music   - Domains   - In-Game Assets

01 Enabling cross-chain transactions for NFTs from verified users (KYC by Veriff) all in one place.

02 Providing a safe and secure platform for creative and business-minded individuals to chat, negotiate, and finalize a deal.

Our Mission

Design a marketplace that we would use every day.

Create a brand that acknowledges the freedom of expression through digital art and beyond.

Bring together novice and established creators and traders worldwide, offering a secure platform for peace of mind.

01   Launch a social marketplace with an intuitive design and complete control of your data.

02   Facilitate accessibility on as many devices as possible such as desktops, iOS, and Android, encouraging easy, worldwide usage.

LOOBr

What fuels LooBr

MetaRuffy International FZCO powers **LooBr** in its entirety.

A platform by:

- **Creators** for **Creators**

- **Traders** for **Traders**

- **Players** for **Players**

We love to create. We love to trade. We love to play.

Are you searching for a USP? Gotcha!

- Integrated social network (open feed)
- No advertisements
- We don't sell your data
- Post, like, comment, share, and reply
- Post NFTs for sale (user can buy NFTs from your feed)
- Real-time notifications (dApp and E-Mail)
- Messenger: direct chat, group chat, and voice chat
- Interact with other collectors, artists, gamers, and investors
- Use #hashtags
- Use @mentioning
- Search function for NFTs, collections, or users
- User profile
- Upload profile picture
- Upload background image/banner
- Get your short URL @username
- Bio
- Social links
- KYC (Veriff)
- Follow
- Followed
- Ability to connect multiple wallets to your user account (E-Mail, password)

- Social NFTs (like, comment, reply, and share NFTs)
- Proof of authenticity
- Buy and sell NFTs, including their social interaction history
- End-to-end encrypted chat

LOOBR SCORE
- LooBr point system for NFTs (NFT + owner points)
- 1 view = 1 point
- 1 like = 2 points
- 1 comment = 3 points
- 1 share = 1 point
- LooBr point system for owner profile
- KYC = 1000 points
- Bio filled = 5 points
- Social links 1 field = 5 points (35 possible)
- Profile pic = 5 points
- Background image/banner = 5 points
- Sold NFT = 25 points each
- Purchased NFT = 25 points each

Create an account with E-Mail & password
- Home page "Top Users," "Featured NFTs" and "Featured Collections" (trending)
- Sell NFT for a fixed price
- Sell NFT for auction (with date)
- Cross-chain capabilities: (BSC, Ethereum, Avalanche, Polygon, Solana, Cardano)
- Mint single NFTs
- Mint Multi NFTs (collection) 2-100
- Mint Mystery NFTs
- Add Creator Royalties 0%-10%
- Collection page with promo video
- Add properties (metadata) to your NFTs
- Select categories
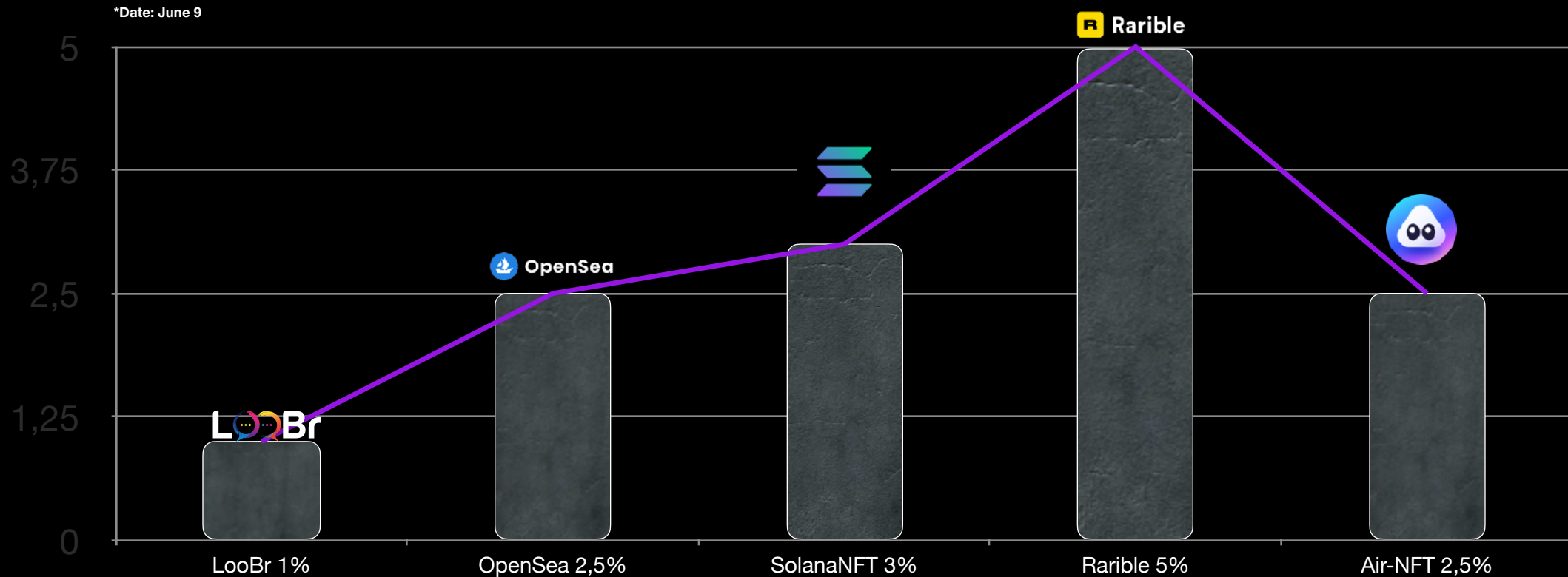- Buy MR with VISA, MASTERCARD, and Apple Pay directly from your dashboard

LOOBr Compared to other platforms.

	LOOBr	OpenSea	SolanaNFT	Rarible	AirNFT
Mystery Drop for Artists	✓	✗	✗	✗	✗
E-Mail to register (Wallet not required)	✓	✗	✗	✗	✗
Low 1% Platform fees	✓	✗	✗	✗	✗
LooBr Score	✓	✗	✗	✗	✗
Real KYC badge (KYC by Veriff)	✓	✗	✗	✗	✗
DM / Chat (End-to-End encrypted)	✓	✗	✗	✗	✗
"Like" NFTs	✓	✗	✗	✗	✗
Comment on NFTs	✓	✗	✗	✗	✗
Buy NFTs with all their social history	✓	✗	✗	✗	✗

NFT Marketplace Fees:

*Date: June 9

5

3,75

2,5

1,25

0

LooBr 1%   OpenSea 2,5%   SolanaNFT 3%   Rarible 5%   Air-NFT 2,5%

How can LooBr.com have such low fees?
= Other Marketplaces use BNB, ETH, MATIC, or SOL as a utility token, while we use our own token, $LooBr.

$LooBr Token

Metrics

Total Supply: 100,000,000,000

Seed Sale: 0 (0%)

Private sale: 0 (0%)

Presale Details:
Date: 15th July 2022 / 20 UTC
Whitelist only
1 BNB = 30,000,000 $LooBr
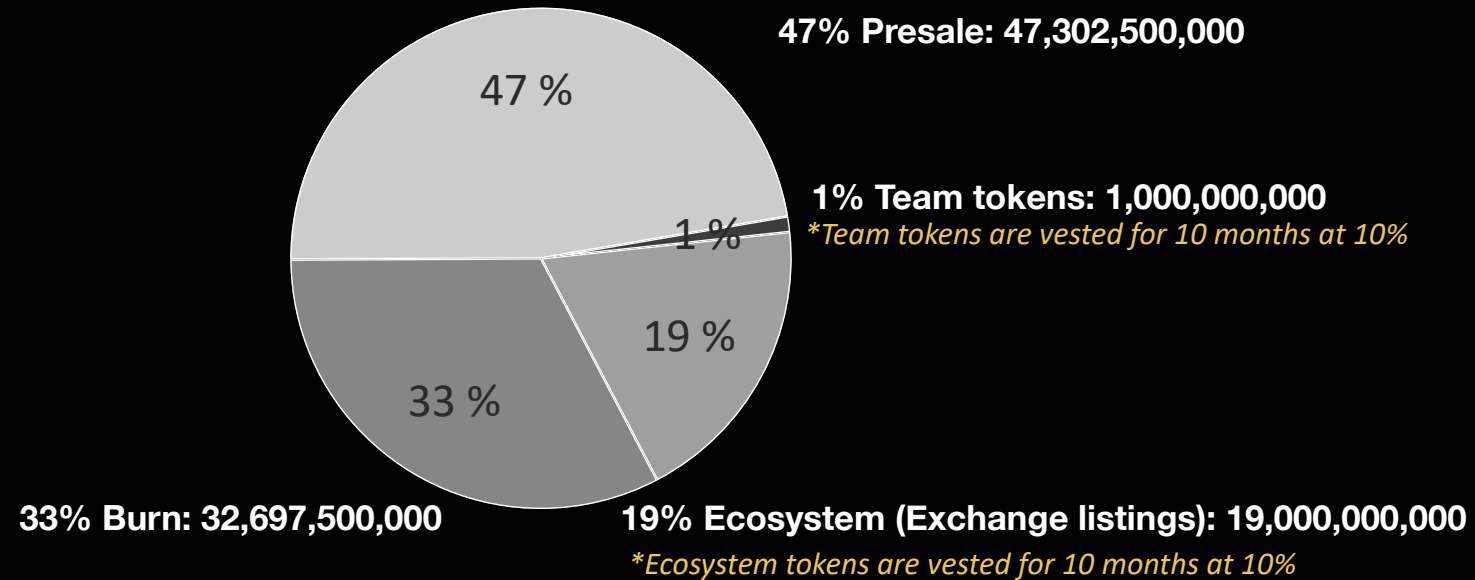Soft Cap: 500 BNB
Hard Cap: 850 BNB
Min. Contribution: 0,1 BNB
Max. Contribution: 3,5 BNB

Liquidity: 100%
Liquidity lock: 365 Days (1 Year)
Unsold tokens: Burned
Listing on Pancakeswap
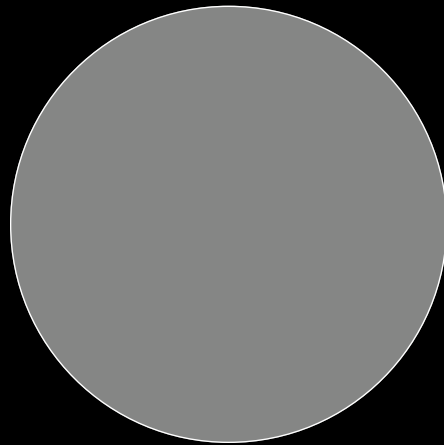
47% Presale: 47,302,500,000

1% Team tokens: 1,000,000,000
*Team tokens are vested for 10 months at 10%

19% Ecosystem (Exchange listings): 19,000,000,000
*Ecosystem tokens are vested for 10 months at 10%

33% Burn: 32,697,500,000

47 %

1 %

19 %

33 %

Tokenomics

0% Token transfer tax	10% Buy tax	10% Sell tax

2% Marketing

8% Rewards $MR

2% Marketing

8% Rewards $MR

Rewards with potential!
We are rewarding every $LooBr holder with our parent company token, $MR.
Every $LooBr buy or sell will generate a new buy on $MR and distribute $MR tokens to $LooBr holders.

Utility

We gave $LooBr **3** powerful utilities.

Utility Token, DAO, Rewards

- **$LooBr** token will be the primary **utility token** on the **LooBr.com** platform. Digital assets such as NFTs will list, be purchased, sold, and display their price in **$LooBr**.

- **$LooBr** is also our (**DAO**) governance token. It gives holders voting rights at a rate of **"1 $LooBr token"** per **"1 Voting Right"** towards the platform's future development.

- Lastly, **$LooBr** token holders receive **$MR** tokens directly in their wallet as a reward for holding **$LooBr**, no staking required.

Roadmap

☐ *Grow to be the biggest Marketplace in the World!*

"Not the bigger one eats the smaller one, the faster one eats the slower one"
- Cihan Sasmaz

LOOBr

CIHAN
CEO / FOUNDER

Cihan is a successful self-made entrepreneur with years of experience in project development, team building, and creating innovative real-world functionalities. He assembled a team of subject matter experts for the development and realization of MetaRuffy as the most innovative company within the Web3 movement.

Anna Maria
CCO Creative

Ashraf
COO Operating

Rameen
CFO

Faruk
Business Development & Innovation

Aldo
Creative Director

Andre
Head of Social Media Marketing

Pete
Communication Strategist

Daniel
Strategic Advisor

LOQBr

LOOBr™
Thank you!

We look forward to seeing you on LooBr and offering everyone the best experience possible.

Every measure of success has a starting point.
We have envisioned, conceived, and created a platform that does just that.
Join us and start your journey on LooBr.com

LooBr.com

twitter.com/loobr_com

Discord.gg/metaruffy

instagram.com/loobr_com/

telegram.me/loobr_com