



# LOTTO 3 WHITEPAPER

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# Introduction

## OVERVIEW

2022 has been a tremendous year for innovation, adoption, and awareness for blockchain, cryptocurrency, NFTs, and the general digital asset market. The global market has grown to 425 million holders of digital assets and cryptocurrencies, the first Blockchain OS was released, Zero Knowledge Proofs and ZK moved to Mainnet, and institutional investors are taking notice of the potential for blockchain technology in the private sector.

2022 has also been full of hard lessons for project developers, digital asset holders, Web3 advocates, and crypto degens. The team at 3OH continued to grind throughout the year, working hard with numerous stakeholders and organizations.

Policy and regulation have moved to the forefront of the conversation in DC with the SEC and CFTC, and many of the global governments around the world. Due in part to multiple black-swan events in a single year, FTX and SBF's corruption, but also due to the pending ruling on Ripple and XRP vs the SEC, rapid inflation, and the tumultuous impacts of the centralized financial regime.

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## RIGHT SIZED ADVOCACY

DeFi Advocacy requires expertise, but more so than anything it requires a bankroll that ThreeOh DAO has been unable to sustain. In order to raise the kind of money necessary to support a grassroots policy and advocacy DAO, star power and institutional money is necessary. With our best efforts, sleepless nights, deals with the devil, ThreeOh DAO was simply unable to raise the money and sustain the organization in DC.

What we learned is that the Web3 community is not yet ready to support DeFi Advocacy, at least not fully. That doesn't mean we stop, it just means we right size our efforts, scale our engagement, and that we work from within and provide grants, time, and energy to support organizations that advocate on behalf of the grassroots community.

## REBRAND

ThreeOh DAO will officially rebrand, new name, additional utility, with a new contract. A snapshot was taken on 01/27/2023 at 15:45 EST, that included wallets and staking vaults.

The ThreeOh DAO team spent weeks debating the merits of a v2 contract, but at the end of the day it is necessary to automate many of the features needed for utility. As part of the project rebrand, the team will be adding new leadership, full-time moderators and admins, and will go through VC incubation and IDO launchpad.

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## WHAT DOES IT MEAN

The team is a passionate group, community oriented, and it means that we will focus our efforts on community and outreach, building a sustainable community, and returning real value to the \$30H Holders who have been with us for over a year.

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## WHEN

The launch will take place after incubation and IDO launchpad. Target is late February 2023.

# CeFi Jackpots

## GEOGRAPHIC PREVALENCE

In North America every Canadian province, 45 U.S. states, the District of Columbia, Mexico, Puerto Rico, and the U.S. Virgin Islands all offer government-operated lotteries. Elsewhere in the world government-operated lotteries exist in at least 100 countries on every inhabited continent.

|          |              |
|----------|--------------|
| Africa   | 14 lotteries |
| Americas | 77 lotteries |
| Asia     | 29 lotteries |
| Europe   | 82 lotteries |
| Oceania  | 9 lotteries  |

## LOTTERY PARTICIPANTS

### Who buys lottery tickets?

People from all walks of life and all income levels like to play lottery games. Across the United States, players bought more than \$107.9 billion in lottery products in fiscal year 2022. Lotteries market games to society as a whole, just like any other business selling a product in a competitive marketplace. The result is that players come from across the income spectrum. A recent Virginia study found 55% of those who play lottery games at least once month have incomes of \$55,000 or more. A third of those who play at least once a month have incomes of \$85,000 or more. In Michigan, 43% of players have incomes of \$50,000 or more and 75% have incomes of \$25,000 or more. A national study (by Vision Critical) found 44% of lottery players have incomes of \$55,000 or more and 77% have incomes of \$25,000 or more.

Some lottery critics that want to “prove” otherwise often rely on “zip code studies.” That’s when you take a certain zip code, look at total lottery sales within that area, and then assume that everyone in it has the same income and refuses to play the lottery anywhere else. Of course, the reality is people don’t always buy their lottery tickets in the neighborhoods where they live. They purchase them on their way to or from work, while shopping or running other errands, or even at the airport. Zip code studies fail to take that into account. It’s like saying that gasoline purchases are made mostly by poor people, because there are few gas stations in wealthy neighborhoods.

**But not all of these people play the same amount. Don't most lottery sales come from a relatively small number of people?**

As with any product or service, some people are more enthusiastic consumers than others. Business schools teach marketing students the “pareto principle”: the idea that no matter what the product, 80% of the sales will come from 20% of the customers. Lotteries are no different. A Minnesota study, for example, found that 20% of the lottery players account for 71% of lottery income. In Arizona, 24% of lottery players accounted for 70% of lottery spending, and in Pennsylvania 29% of the players accounted for 79% of the spending on the lottery.

**What about the heaviest lottery players? Aren't they poor, undereducated, and desperate?**

Again, no. Numerous studies conducted in a wide range of jurisdictions show that frequent or “heavy” lottery players closely resemble the overall population of that state or province. They are no more likely to be poor or have little formal education than a citizen selected at random.

## REVENUE

During fiscal year 2022, U.S. lottery sales totaled over \$107.9 billion. Canadian sales reached nearly C\$8.9 billion (this number excludes Loto-Québec, which reports gross gaming revenue).

Florida led the U.S. (and North America) with fiscal 2022 sales of \$9.3 billion, followed by California with sales of \$8.9 billion. The Canadian leader was Ontario, with fiscal 2022 sales of more than C\$4.6 billion.

## PRIZES

A single ticket sold in California won a Powerball jackpot worth \$2.04 billion after matching all six numbers in the Nov. 7, 2022, drawing. The Powerball jackpot that had eluded players for three months was finally hit on the 41st draw of the run. Final ticket sales had pushed the jackpot beyond its earlier estimate, making it the world's largest lottery prize ever won.

## FUNDRAISING

Lotteries have raised more than \$585.5 billion for government programs in the United States, and more than C\$81 billion in Canada. In fiscal year 2022 U.S. lotteries transferred \$28.6 billion to their beneficiaries, while Canadian lotteries turned over C\$3.5 billion to theirs.

The Texas Lottery Supports Texas Education. Since 1997, the Texas Lottery has contributed \$30.3 billion to the Foundation School Fund, which supports public education in Texas. In FY 2022, the Texas Lottery transferred \$1.972 billion to the Foundation School Fund.

The Lottery has given California public schools more than \$39 billion since it began in 1985. It gave more than \$1.8 billion to public schools in Fiscal Year 2020-21, which is about 1% of the state's annual budget for public schools.

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## REGULATION AND TAXES

Lotteries are regulated by their state or provincial governments. Federal regulation in the U.S. is limited to interstate distribution of tickets and interstate advertising.

Taxation varies by geography, but lottery winners can expect the local, state, and federal governments to take anywhere from 35% - 60% off the top before award. Winners are then taxed on their quarterly or annual returns based on their tax bracket.

# DeFi Jackpots

## ERC-1155

Introduced in 2018, ERC-1155 is a multi-token standard that provides a standard interface for smart contracts managing multiple types of tokens. The original intention behind the creation of ERC-1155 involved addressing the challenges experienced by developers in the world of blockchain-based gaming.

ERC-1155 can facilitate batch transfers, reducing network congestion and lowering gas costs by up to 90%. ERC-721's need for transactions to be created for individual NFTs leads to slow, inefficient transactions and higher gas fees.

## DECENTRALIZED

Community rewards jackpots are decentralized. The daily and monthly jackpot winners will be selected using Chainlink VRF (Verifiable Random Function), and distribution to winners is done using Chainlink Automation.

The process will be managed on chain, fully transparent, and utilize DeFi tools and smart contracts to select winners and distribute winnings.

## GLOBAL ACCESS

DeFi knows no borders. Self-custody wallets are the only requirement to access and participate in Lotto3.

## PRIVACY AND ANONYMITY

Privacy is a human right. Cryptographic guarantees and Confidentiality Preservation through trust minimized applications DeFine the Lotto3 ethos.

## REGULATION AND TAX

Winners are responsible for personal tax liabilities. Lotto3 will follow standard accepted accounting practices for managing project business liabilities.



# Lotto3

## OVERVIEW

Welcome to DeFi's only daily and monthly mega jackpots!

Lotto3 Jackpots are the only DeFi Community Rewards Program designed to give back directly to the community, and reward members for actively buying and selling project tokens and NFTs.

**Strategic Vision:** By developing and sustaining an ethos that makes DeFi fun, creates a blended family of token and NFT frens, Lotto3 is poised to become a Top 50 project by the end of 2023.

**Ethos:** Lotto3 is a fun community driven project, with daily and monthly jackpots, nightly community spaces and giveaways, that actively fosters a community that is inclusive to both NFT and token focused Web3-ites.

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## PROGRAM ELEMENTS

Lotto3 will utilize the following programmatic elements to community build and to promote innovation and DeFi advocacy.

### DeFi Monthly Mega Jackpot

Lotto3 will award a monthly mega jackpot each month to a single community member. The monthly jackpot award will be selected using Chainlink Verifiable Random Function (VRF), and distribution is done using Chainlink Automation.

All wallets that have been white and blacklisted are ineligible to receive daily jackpot distribution.

### Mega Jackpot Prize Pool

The Lotto3 Monthly Mega Jackpot will build its rewards pool from two sources. One percent of daily token volume will be distributed into the monthly jackpot pool. Additionally, 75% of Mega Monthly Mint will be distributed into the monthly jackpot pool.

Lotto3 expects to award monthly jackpots to single winners in excess of 1,000 ETH.

### Daily DeFi Jackpot

Community members must purchase and hold project tokens during the period between Daily DeFi Jackpot drawings. Two wallets that purchased and held \$LOTTO prior to the Daily Jackpot drawing will each receive 1% of total volume.

One winner will be chosen from the buys at random, no minimum purchase required.

To incentivize whale buys, the second winner will be chosen from the pool of buys of 0.5 ETH or greater.

The daily jackpot winners will be selected using Chainlink Verifiable Random Function (VRF). Distribution to winners will be done using Chainlink Automation.

All wallets that have been white and blacklisted are ineligible to receive daily jackpot distribution.

### Project Buy And Burn

Buy and burn allocations will be used to purchase select project tokens off the open market. Proposals must be submitted by community members to determine which project's tokens will be purchased and burned. Projects will be selected by through community engagement measures.

Lotto3 will burn 50% of the tokens and retain 50% of the tokens in the community treasury.

Lotto3 community can choose to "buy and burn" \$LOTTO tokens. If \$LOTTO tokens are selected and purchased, 100% of \$LOTTO purchased off the open market will be locked in one and two year staking pools. This will serve to remove \$LOTTO from the DEX float and incentivize long-term staking pools with higher APYs.

The project buys will be unannounced and done with multiple buys to protect the charts of the projects chosen for buy and burn.

Example: Community proposal to use 1% allocation to buy \$CULT. If 50B \$CULT are purchased, 25B \$CULT will be burned and 25B \$CULT will be held in the community treasury.

## Community Proposals

Community proposal for grants and investments are limited to organizations, individuals, and content creators that promote innovation and adoption of Web3, support sensible regulation and policy, decentralization, and are aligned with the values and mission of the community.

Proposals will be submitted through a link on the Lotto3 Dapp.

Example: Protocol A is building a decentralized ride sharing app. Protocol A would submit their team info, pitch deck, and funding request for community consideration.

## Second Chance Drawings

Second chance eligibility is limited to Lotto3 NFT holders. Lotto3 second chance drawings will leverage operations and marketing funds, partnerships, collaborations, and project buy and burn allocations to create worthwhile prize pools, whitelist spots, and unique utility for monthly NFT mints after the monthly draw closes.

### Planned Second Chance Drawings:

**Mutant March:** March 2023, Mutant Ape giveaway in April

**BAYC-ril:** April 2023, BAYC giveaway in May

**TBD:** May 2023

## TOKEN UTILITY

Lotto3 tokens are high utility and provide holders with access and opportunities within the Lotto3 ecosystem, with additional utility to be added as the community and ecosystem, our partners, and global footprint grows.

1. Native tokens can be staked in variable periods for variable APYs.
2. Entries for Special Lotto3 prizes can only be minted using native tokens.
3. \$LOTTO is a Governance token for voting on community grants, proposals, and Lotto3 community business.

## Staking Rewards

Lotto3 has allocated 5%, 50 million prelaunch \$LOTTO tokens for staking rewards. Native tokens can be staked in variable periods for variable APYs.

Lotto3 community can choose to “buy and burn” \$LOTTO tokens. If \$LOTTO tokens are selected and purchased, 100% of \$LOTTO purchased off the open market will be locked in one and two year staking pools. This will serve to remove \$LOTTO from the DEX float and incentivize long-term staking pools with higher APYs.

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## NFT UTILITY

Lotto3 NFTs act as a community membership card, and monthly mega jackpot entries are the potential door prize. Beyond the monthly drawings, NFTs grant exclusive eligibility for second chance drawings, partner whitelist spots, and community governance voting. Additional utility will be added as the community and ecosystem, our partners, and global footprint grows.

1. Community governance voting for community grants, proposals, and Lotto3 community business
2. Entry into monthly mega jackpot drawings
3. Exclusive eligibility for second chance drawings
4. Exclusive eligibility for partner whitelist spots

# Go To Market

## NIGHTLY ENGAGEMENT

Content creators, degens, and beloved influencers AshleyDCan and D Hype will join Lotto3 and host Lotto3 community spaces Monday – Friday. Spaces will take place before, during, and after Daily Lotto3 drawings, run time of 60 – 90 minutes.

Spaces will host a regular panel that includes previous winners, project devs, collaboration partners, and fun conversations about anything and everything going on in the world of DeFi and Web3.

## COLLABORATIONS

Lotto3 and its community will actively work to collaborate with the top Web3 communities and provide select NFT, PTE, MTE, DeFi, and Token communities with limited whitelist spots for special prize mints.

## CENTRALIZED EXCHANGES

Lotto3 will work with Gotbit Venture team to develop a right-sized strategy for Centralized Exchanges engagement. Centralized Exchanges offer advantages for marketing, community growth, market making, payment aggregation, and liquidation.

## INFLUENCERS

Lotto3 will work with two top influencers as Ambassadors, and three mid-tier influencers to conduct AMAs prior to launch. Influencer marketing will be a central tenet of Lotto3's early marketing strategy.

## ROADMAP FOR GROWTH

Lotto3 has a detailed road map for growth and market penetration throughout the US, EU, and Asia. The initial focus is on the US and EU, but Q2 – Q4 will be primarily focused on penetration and rapid expansion throughout Asia, starting with South Korea in April, followed by China and Japan.

Southeast Asia has also quickly become a global hotspot for digital assets, NFTs, and metaverse. To support Asian marketing, Lotto3 has started interface with three different media and marketing companies with regional specialization, including turnkey services for local community moderation for Telegram, WeChat, and Weibo, Press Releases, translations, and dubbing.

# Token Economy

## TRANSACTION FEE

Each transaction will be taxed 5% and distributed as outlined below.

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## \$LOTTO TOKENOMICS

The Lotto3 token symbol is \$LOTTO. \$LOTTO is an ERC20 token-based governance instrument for the Lotto3 Community, with economic utility within the Lotto3 ecosystem.

### Daily DeFi Jackpot

2% of daily volume will be distributed in jackpot fashion. Two wallets that purchased and held \$LOTTO prior to the Daily Jackpot drawing will each receive 1% of total volume

### DeFi Monthly Mega (M2) Jackpot

1% of daily volume will be distributed to a prize pool and awarded monthly to a single winner jackpot.

### Operations

2% of volume will be allocated for marketing, including paid community moderators and admins, influencer marketing, AMAs, and opportunities to promote the mission and the community.

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## NFT TOKENOMICS

Lotto3 Mega Monthly Mint will mint monthly using ERC 1155 contract.

### DeFi Monthly Mega Jackpot

75% of mint will be distributed to a prize pool and awarded monthly to a single winner jackpot.

### Project Buy And Burn

10% of mint will be allocated to buy and burn selected project tokens off the open market. Proposals must be submitted by community members to determine which project's tokens will be purchased and burned.

The community will burn 50% of the tokens and retain 50% of the tokens in the DAO's treasury.

Lotto3 community can choose to "buy and burn" \$LOTTO tokens. If \$LOTTO tokens are selected and purchased, 100% of \$LOTTO purchased off the open market will be locked in one and two year staking pools. This will serve to remove \$LOTTO from the DEX float and incentivize long-term staking pools with higher APYs.

### Community Proposals

5% of mint will be allocated to community proposals for grants and investments. Proposal awards are limited to organizations, individuals, and content creators that promote innovation and adoption of Web3, support sensible regulation and policy, decentralization, and are aligned with the values and mission of the DAO.

### Operations

10% of mint will be allocated for operations, including paid community moderators and admins, influencer marketing, AMAs, second chance drawings, and opportunities to promote the mission and the community.

| Tokenomics                | \$LOTTO Token | M2 NFTs |
|---------------------------|---------------|---------|
| Daily DeFi Jackpot        | 2%            |         |
| Monthly Mega (M2) Jackpot | 1%            | 75%     |
| Operations                | 2%            | 10%     |
| Buy and Burn              |               | 10%     |
| Community Proposals       |               | 5%      |



# Distribution

**Total Supply:** 1,000,000,000; 1B

| Pool            | %   | \$Token     | Vesting |
|-----------------|-----|-------------|---------|
| Private sale    | 15% | 150,000,000 | 6       |
| Presale         | 15% | 150,000,000 | 6       |
| Rewards         | 10% | 100,000,000 | 24      |
| Liquidity       | 20% | 200,000,000 | 12      |
| Staking         | 5%  | 50,000,000  | 24      |
| Marketing       | 5%  | 50,000,000  | 12      |
| Ecosystem       | 20% | 200,000,000 | 12      |
| Team & Advisors | 10% | 100,000,000 | 12      |

|                  |                    |
|------------------|--------------------|
| <b>FDV</b>       | <b>\$2,000,000</b> |
| <b>Liquidity</b> | <b>\$100,000</b>   |
| <b>IMC</b>       | <b>\$64,000</b>    |
| <b>Hard Cap</b>  | <b>\$440,000</b>   |

# Governance

## OVERVIEW

The DAO is governed by the \$LOTTO Token. The DAO will manage a treasury and portfolio that enables the DAO's mission to promote innovation and adoption, effectively support and influence sensible policy and regulation, and to foster DeFi education around the world.

## PRIORITIZATION COUNCIL

The Prioritization Council is a group of seven and meets on a weekly basis to review DAO proposals, opportunities, and community concerns. The Prioritization Council is responsible for identifying proposals consistent with the values and mission of the DAO, and for managing the day-to-day DAO community.

The Prioritization Council serves as a screening and endorsement mechanism for proposal votes to the DAO community. In order for a proposal to not receive a community vote, the Prioritization Council must reject the proposal with a five vote majority.

## PROPOSALS AND VOTING

The Prioritization Council will screen and endorse proposals submitted through the DAO proposal process that are consistent with the values and mission of the DAO, business and treasury objectives, and long-term roadmap for the Lotto3 community.

## PROPOSERS

Proposals can be put to the Prioritization Council by DAO members under the following circumstances:

- Top 25 \$LOTTO Holder, or
- Workshop an idea with the community in Discord, endorsed and co-signed by 10 other \$LOTTO Holders
- Request agenda spot at Weekly Prioritization Council Meeting, provide pre-read of proposal 7 days in advance

**Note:** Prioritization Council members can submit proposals for treasury funding only with unanimous approval from the Prioritization Council membership.

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## ACTION CHOICES

### Voting Mechanism

Lotto3 community will oversee voting for proposals as appropriate and endorsed by the Prioritization Council based on tabled proposals and available treasury funds. Funding will be allocated to approved proposals based on the amount of funding available in the DAO.

### Opportunities

Lotto3 anticipates a wide range of initiatives and proposals to accomplish the goals and mission of the community and to foster international growth, partnerships, and value-added collaborations with Web3 stakeholders. The types of activities include, not intended to be exhaustive or limited to:

- Web3 advocacy and policy support
- Gig opportunities to support DAO services and the DAO ecosystem
- Collaborations and partnerships
- New international and regional opportunities
- Real estate opportunities
- Venture capital opportunities

# Project Roadmap And Milestones

## PHASE 1: EARLY INVESTMENT

- ⇒ Entity Formation and Registration
- ⇒ Tokenomics, Distribution, and Whitepaper
- ⇒ Social Presence: ENS, Web2 and Web3 Domains, Twitter and Telegram
- ⇒ Branding Framework and Company Website

## PHASE 2: FUNDAMENTALS

- ⇒ Smart Contract Development
- ⇒ Press Release: CoinTelegraph, Yahoo! Finance
- ⇒ Asia Socials and Community: Telegram, Twitter, WeChat, and Weibo Community Start-Up and Moderation
- ⇒ Token Launch
- ⇒ Daily DeFi Drawings Commence
- ⇒ Initial Monthly NFT Mint
- ⇒ Monthly Mega Jackpot Commences
- ⇒ Complete Techrate Audit
- ⇒ CoinMarketCap and CoinGecko

## PHASE 3: GROW AND EVOLVE

- ⇒ Formalize Partnerships and Collaborations Plan
- ⇒ Successfully list \$LOTTO on MEXC centralized exchange
- ⇒ Organizational Grants Commence
- ⇒ Project Buy and Burns Commence
- ⇒ Second Chance Drawings Commence
- ⇒ Community Engagement and Growth Strategy
- ⇒ Formal Asian Market Strategy Execution

# Addendum A: References

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<https://www.naspl.org/faq#:~:text=Lottery%20Sales&text=In%20North%20America%20every%20Canadian,countries%20on%20every%20inhabited%20continent.>

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