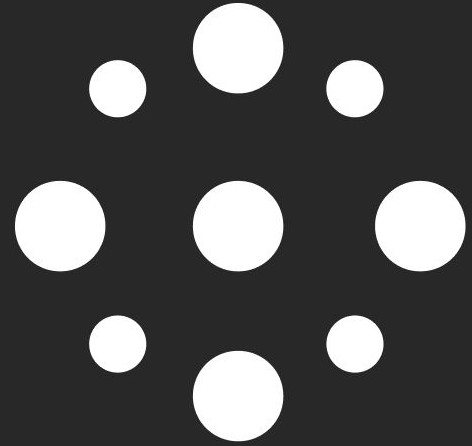# lum·network

The Trust Layer for Companies of the Future

Introduction

About Lum Network

- Fast, secure and **sustainable** open source blockchain protocol.

- New standard to foster **trust** between businesses and customers while **rewarding** them.

- Powered by its native **crypto-asset**: **LUM**

Mission

- People have become increasingly demanding when it comes to the way they consume. They want more **transparency**, **collaboration** and **recognition**.

- Lum Network is intended to help companies face this **paradigm shift** by providing the decentralized tools required for this task.

- Lum comes from the word "light" and expresses the **value** created by and for consumers throughout the purchasing experience cycle.

4

Use Cases
Value Proposition

Store Reviews On-Chain

Reviews represent a tremendous value for companies. 95% of shoppers read reviews before making a purchase[1].

The Lum Network allows companies to securely store and timestamp User Generated Content (UGC) while abiding with data privacy regulations.

This **highlights** and values the content users generate, with several use cases:
- Provide a single source of reliable and trustable feedback
- Commodify reviews as digital assets (NFTs)
- Syndication of UGC (interoperability)

The LUM is used as the fuel to record each review on chain.

Company   Reviewer

Review stored on-chain

Gateway

lum·network

Review readers

[1] Spiegel Research Centre (2017)

6
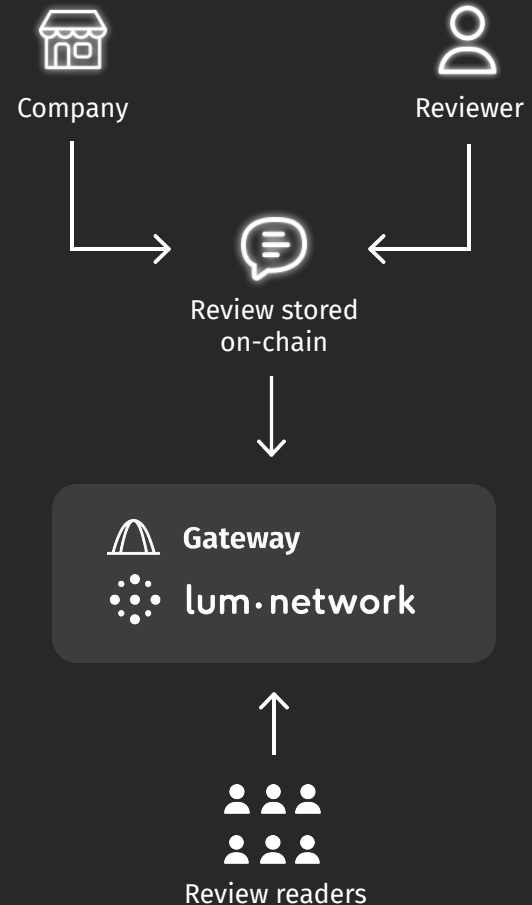
Qualify Reviews

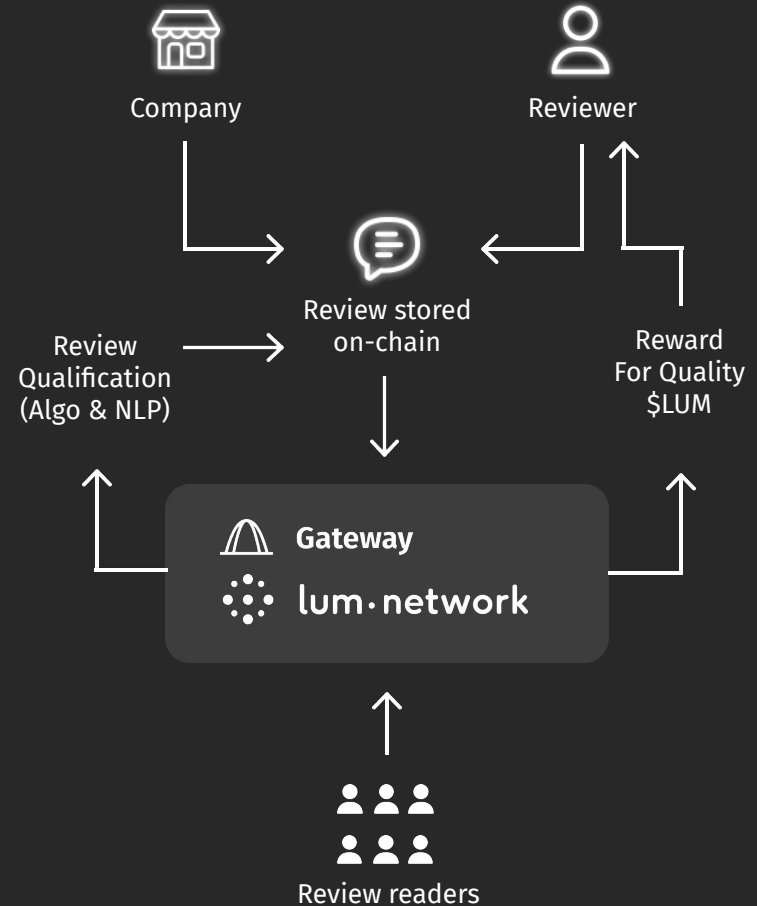Lum Network introduces a reward system which aims to independently qualify reviews.

Lum Network **spotlights** users for writing quality content.

Better quality content is great for everyone:
- Companies, who get more reviews with better quality
- Readers, who can take better purchasing decisions
- Authors, who can get rewarded for the time and efforts they put on creating quality content

By publicly stating rewards practices, Lum Network ensure transparency and therefore trust in the system.

Rewards can either be sent using LUM tokens or a dedicated branded asset created on-chain.

Company

Reviewer

Review stored on-chain

Review Qualification (Algo & NLP)

Reward For Quality $LUM

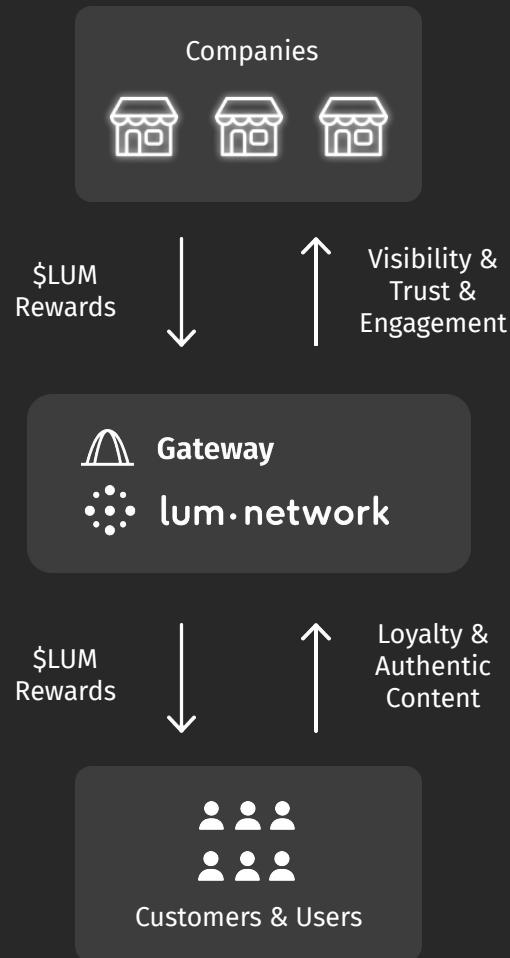Gateway

lum·network

Review readers

7

Reward loyalty

Lum Network offers companies the opportunity to gain a competitive edge with new loyalty program approaches.

By enhancing interoperability, Lum Network simplifies loyalty programs to provide a seamless customer experience.

The use of a crypto-asset enables the program to drive much deeper user engagement than points and miles as it gives a sense of social identity.

"The loyalty currency itself becomes a game, one of acquiring, holding and trading"[1].

[1] Philip Shelper, Blockchain Loyalty (2018 & 2019)

Companies

$LUM Rewards

Visibility & Trust & Engagement

Gateway

lum·network

$LUM Rewards

Loyalty & Authentic Content

Customers & Users

8

Use Cases
An ecosystem
of real life businesses

Existing partners

Net Reviews, a leading group in Customer Reviews Management for retailers[1], is already using the Lum Network to store their reviews.
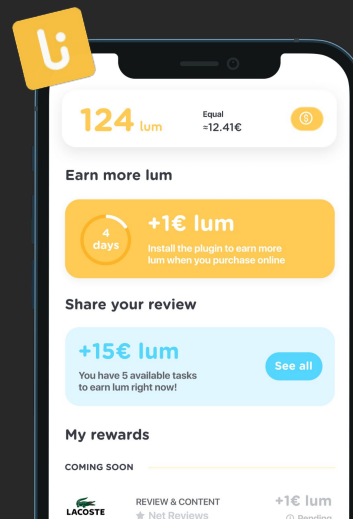
6 500 RETAILERS
25000 POINTS OF SALE

Lumki is a social wallet to store LUM earned as loyalty, cashback, and engagement rewards.

It is designed to set up a minimum of $20 before being able to convert LUM in fiat or coupons.

Every single Lumki user therefore becomes a natural crypto holder.

1 000
ONLINE SHOPS

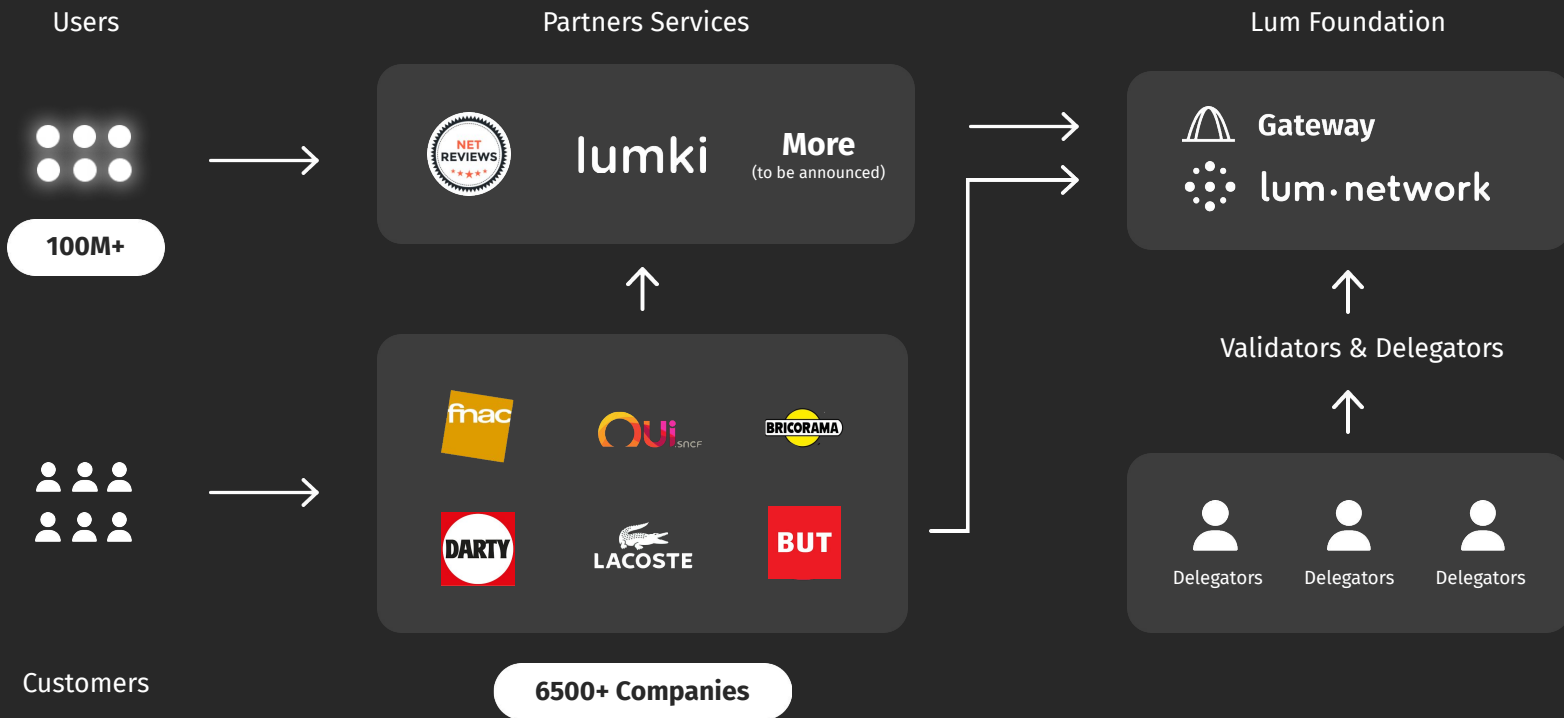Initial partners volume

3 MILLIONS

monthly transactions

Initial partners volume

100 MILLIONS

potential user reach in 2021

Ecosystem Overview

Users

Partners Services

Lum Foundation

NET REVIEWS

lumki

More
(to be announced)

100M+

Gateway

lum·network

Validators & Delegators

fnac

Oui SNCF

BRICORAMA

DARTY

LACOSTE

BUT

Delegators

Delegators

Delegators

Customers

**6500+ Companies**

Go To Market Strategy

Find the best partners

One of the main objectives of the Lum Foundation is to foster to adoption of the Lum Network by **onboarding new partners**.

Partners certainly take many forms but our main focus is to work with what we call "**trusted third parties**". Businesses that in any way provide a middleman service between retailers, brands and customers.

This strategy is extremely effective as it allows **thousands of brands and retailers** to use the Lum Network while only working with a few companies to do the heavy lifting in terms of technological shift.

Moreover, those trusted third parties are more than likely to evolve by using this new technology rather than being disrupted by it.

Retailers

Brands

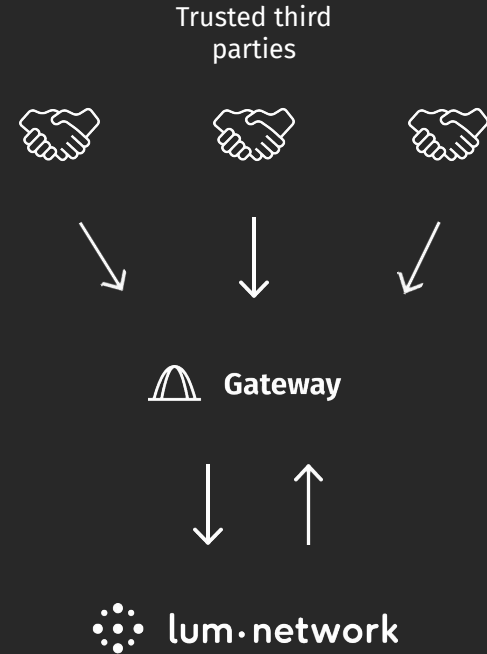Trusted third party

Gateway
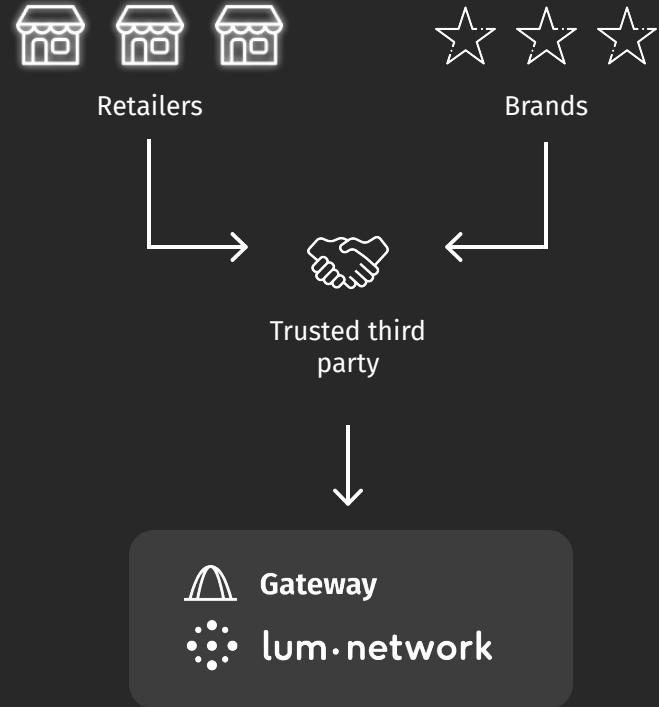
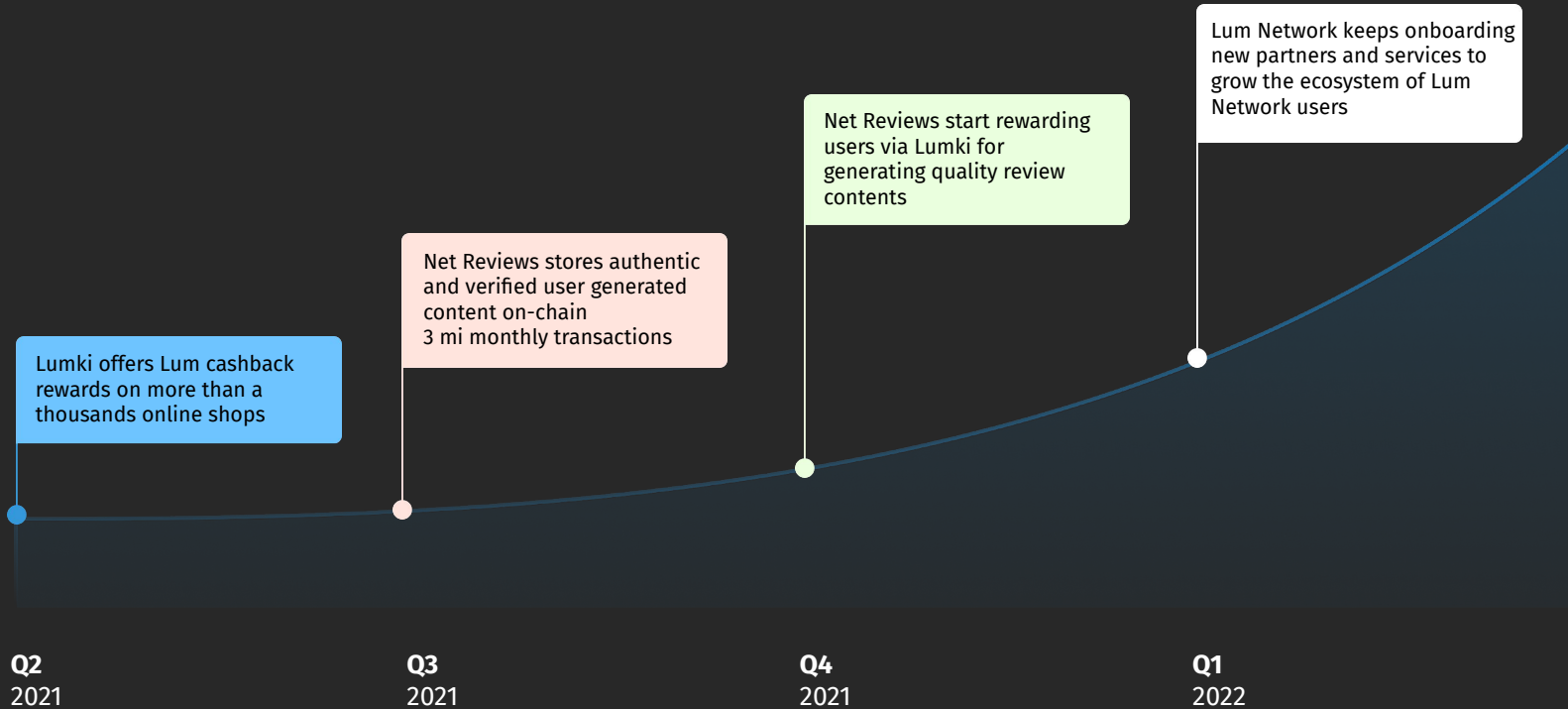lum·network

And provide the right tools

Integrating blockchain technology within a company stack can be extremely challenging and slow down the release of new services willing to use the Lum Network.

In order to solve this major pain point, we developed the **Lum Network's Gateway**. A one-stop-shop for all commercial applications to leverage all the advantages of the Lum Network without having to deal with the complexity of the underlying technology.

Using the Gateway, as well as the other tools described later in this document, **partners can effectively quickstart their solutions** implementations.

Trusted third parties

Gateway

lum·network

Growth Forecast

Lum Network keeps onboarding new partners and services to grow the ecosystem of Lum Network users

Net Reviews start rewarding users via Lumki for generating quality review contents

Net Reviews stores authentic and verified user generated content on-chain
3 mi monthly transactions

Lumki offers Lum cashback rewards on more than a thousands online shops

Q2
2021

Q3
2021

Q4
2021

Q1
2022

Technology & Products

Technology

- Lum Network was launched in early 2017 under the name Sandblock, one of the first and most advanced blockchain rewards projects.

- Initially based on the Ethereum blockchain using an ERC20 Token, Sandblock's protocol introduced the first features aiming to standardize the way companies interact with their customers.

- As the project's research and developments progressed, the protocol and crypto-assets were migrated onto a dedicated infrastructure based on the Cosmos SDK and the Tendermint BFT consensus engine.

- Competitive edge compared to other blockchains. The delegate proof of stake network can serve up to thousands of transactions per second and produces final blocks in a matter of seconds.
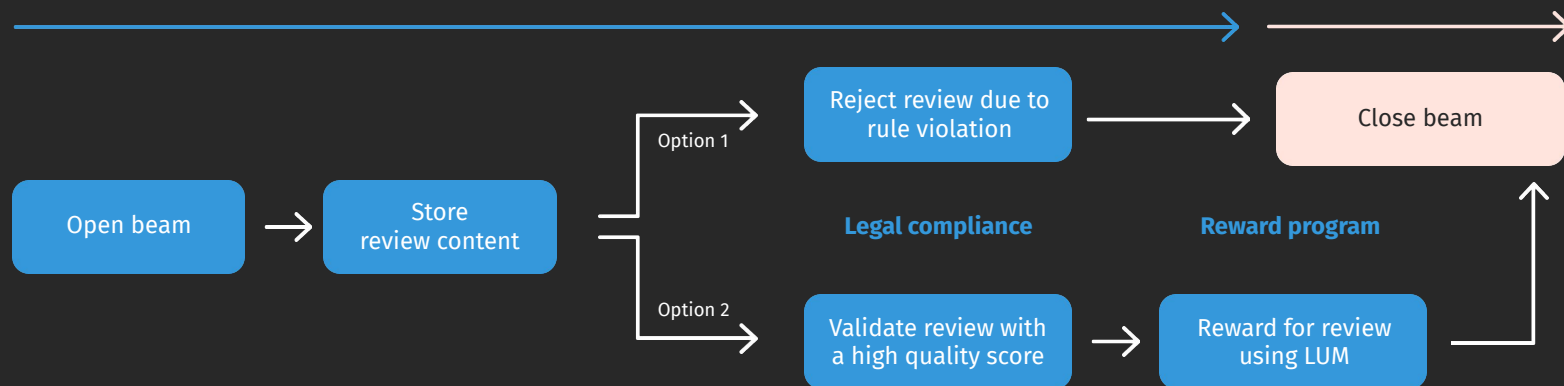
Core Concept

- **Beams** represent temporary communication channels between two or more peers which automatically close after a specified amount of time. While a Beam is open, the peers can update its state and take actions on what will be stored and immutable once it closes.

- This process **solves** a major problem of commercial use faced by blockchain immutable ledgers by introducing temporary mutable states.

Mutable state →

Immutable state →

Open beam → Store review content →

Option 1 → Reject review due to rule violation → Close beam

Legal compliance

Reward program

Option 2 → Validate review with a high quality score → Reward for review using LUM

Open-Source Tools

Blockchain

All the core blockchain protocol is open-source and accessible for everyone to contribute.
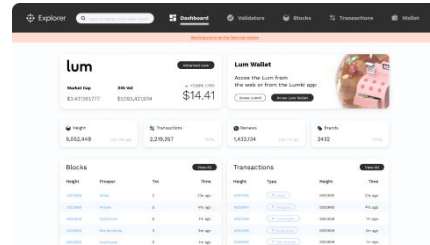
Javascript SDK

Complete Javascript SDK to create backend and frontend applications using the Lum Network.
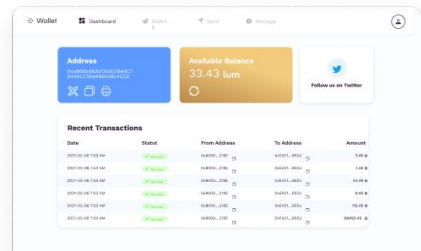
Chain Bridge

Backend infrastructure, services and tools to properly leverage data stored on the Lum Network.

Explorer

Fully Featured Explorer

Wallet

Online & Offline Wallet

⛺ Gateway

The Lum Foundation provides a Gateway to its partners to foster the development of commercial applications.

● **BLOCKCHAIN AS A SERVICE**

API to enable any service to easily tap into the Lum Network without specific technological knowledge.

● **MANAGED SECURE WALLETS**

Server side wallets to enable backend integration for Lum applications. Secured using cloud HSM.

● **INSTANT SWAP LUM / FIAT**

No cryptocurrency manipulation required for external services, only instant conversions (swap) from cryptocurrencies to fiat.
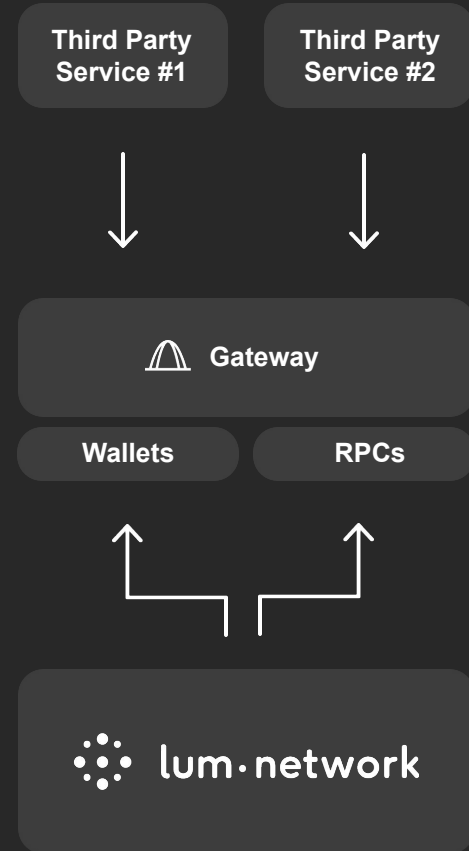
Tokenomics
Introducing LUM
the fuel of the Lum Network

LUM Key Capabilities

The LUM is the native crypto-asset of the Lum
Network used by all its participants:

● **COMPANIES & THIRD PARTY SERVICES**

- Pay transactions fees using LUM
- Reward users using LUM
- Create and operate their own branded assets using LUM

● **LUM FOUNDATION**

- Provides LUM gateway and brokerage services to businesses
- B2B Services pricing depends on business LUM stakings

● **NETWORK VALIDATORS & DELEGATORS**

- Secure the network and collect transactions fees
- Receive inflation rewards proportional to their stakes

LUM Distribution

Foundation reserve [1]	19%
Team [2]	20%
Community & Holders [2]	10%
Marketing & Partnerships [2]	20%
Ecosystem [3]	15%
Strategic Sale [1]	1%
Private Sale [4]	15%

● **LUM SUPPLY**

- Initial Total Supply of **425,000,000 LUM**
- Initial Circulating supply of **26,350,000 LUM**
  by the end of 2021 (6,2%)

Strategic Sale
Supply available: 4,250,000 LUM
Price: 0.070$

Private Sale
Supply available: 63,750,000 LUM
Price: 0.089$

DEX Offering
Price: 0.120$

Token scheduling:
(1) 10% at launch; 5% unlock per month during 18 months
(2) 4% at launch; 4% unlock per month during 24 months
(3) No lock-up; used to fuel the ecosystem at launch (validator program, gateway buffer, ...)
(4) 25% at launch; 6,25% unlock per month during 12 months