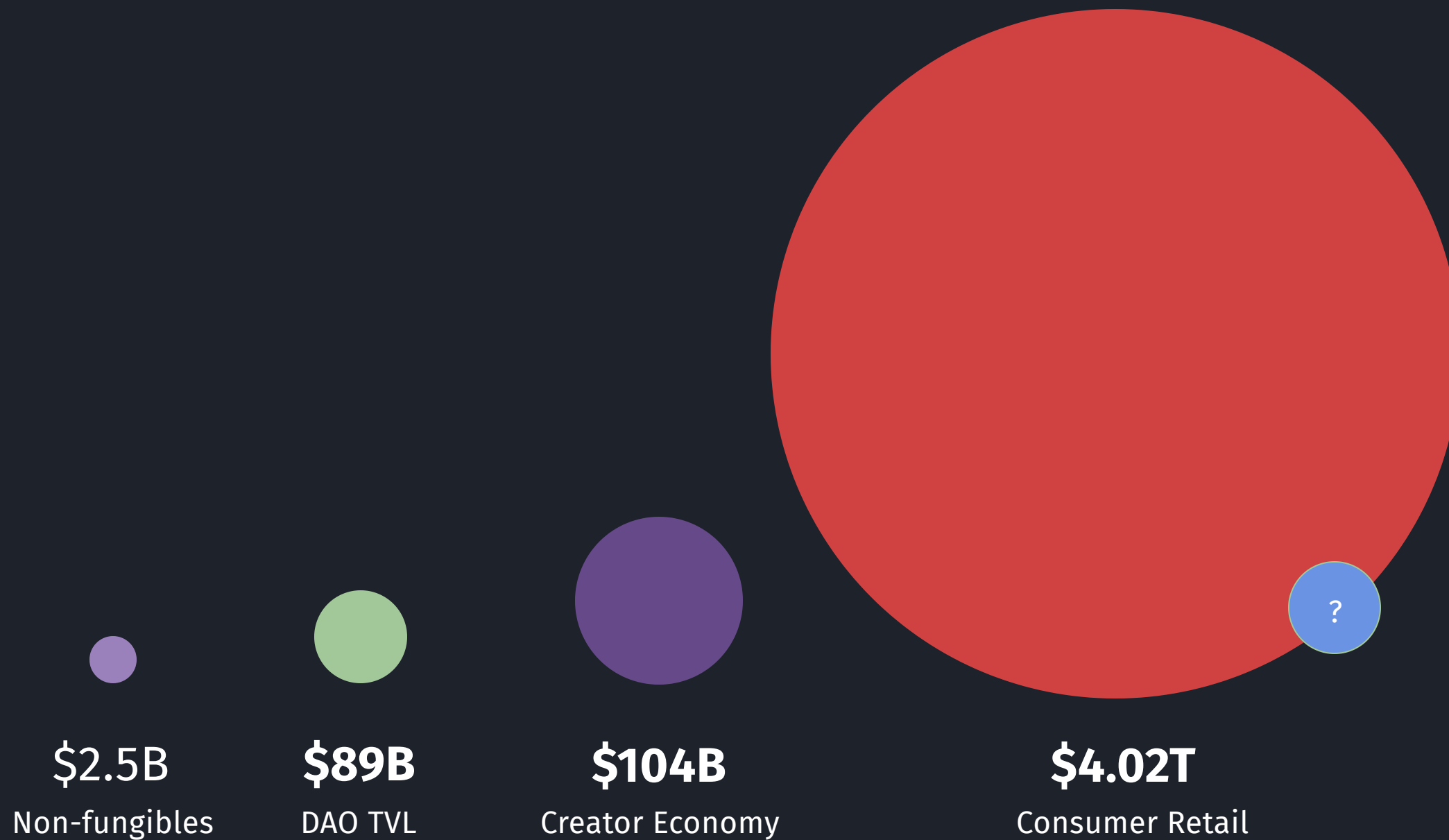




DECENTRALIZED PRODUCTION STUDIO: SCALING UP **BRAND BUILDING**

# THREE EMERGING MARKETS AND ONE ADJACENT POSSIBLE



FIGURES NOT TO SCALE

## Non-fungible tokens

- \$300m+ in investment, \$2.5B in sales to date
- Where are we going after this first wave?

## DAOs

- \$10B in TVL in Ethereum DAOs alone
- Salesforce on web3 or something more?

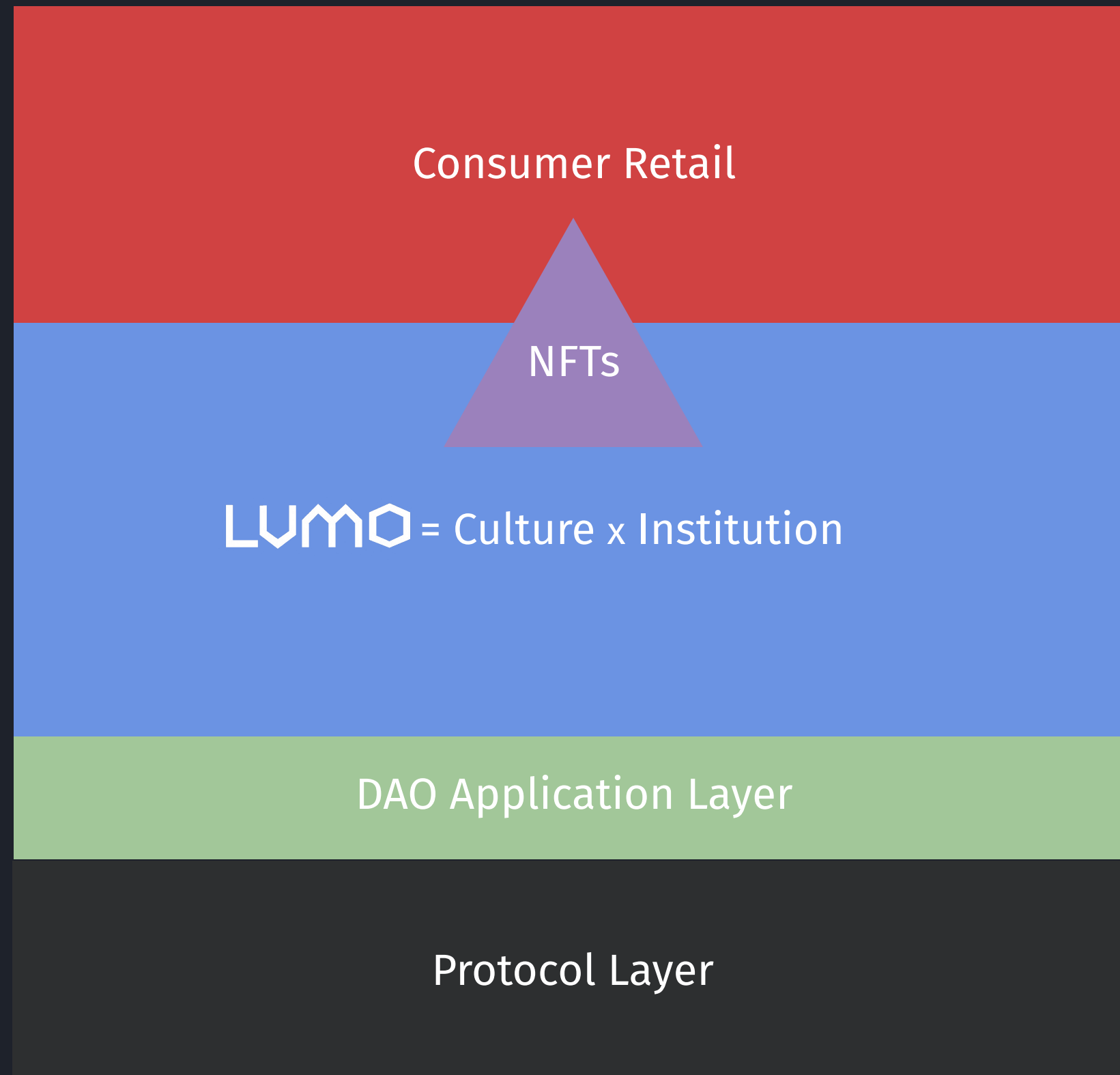
## Creator Economy

- \$104B in market size, 50m creators in the U.S. alone
- How can we design a game for those left behind?

## Consumer Retail

- 86% of retail is still physical
- Which category is reachable for us, but not for Amazon or Facebook?

# HOW DO YOU CONNECT THE MARKETS



## What is an NFT

### *Cultural Capital*

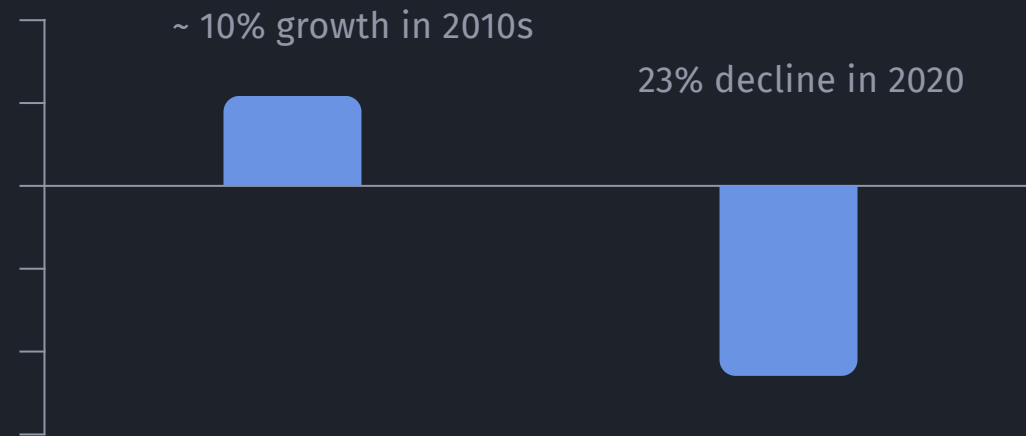
- Content vertical for world building
- Mediate social interactions
- Scarcity Reified
- Pre-inventory pipeline for physical/digital merchandise?

## What is a DAO

### *Institutional Repository of Capital*

- A lightweight governance framework
- A cultural network
- A privileged space
- Engaging Consumer experience?

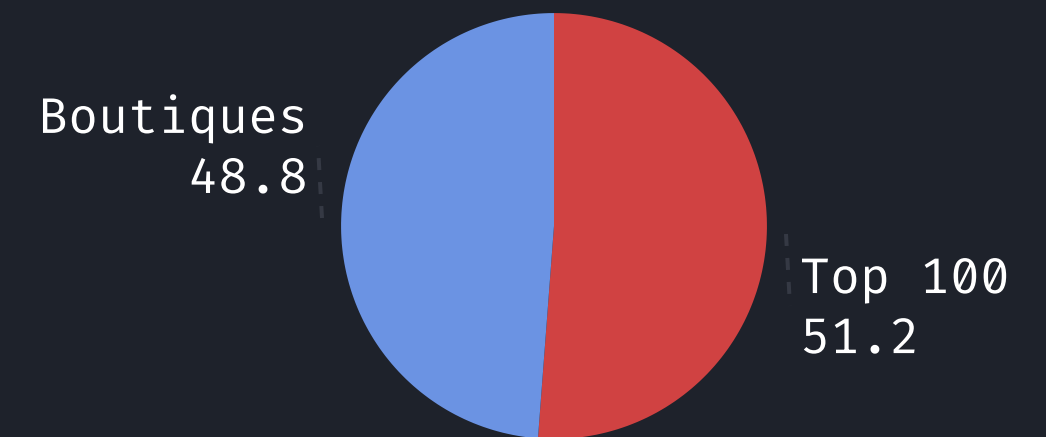
# LUXURY GOODS INDUSTRY HIGHLIGHTS



Decade run suffers from COVID lockdown



**\$281B**  
2019 global sales



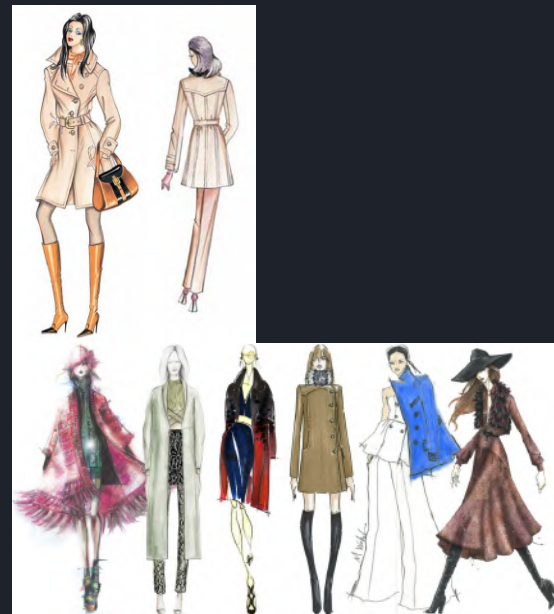
Fragmented market

VERTICALLY INTEGRATED  
SOCIAL COMMERCE PLAYGROUND

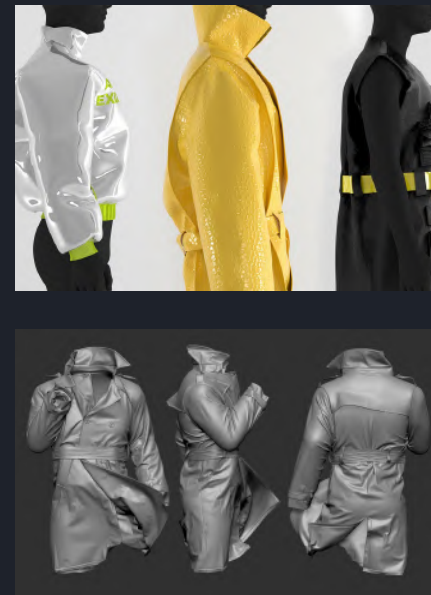
- FASHION ADJACENT
- MAKES **BRANDS**
- AGGREGATES THE MEANS OF  
PRODUCTION



# THE PROBLEMS WE ARE SOLVING



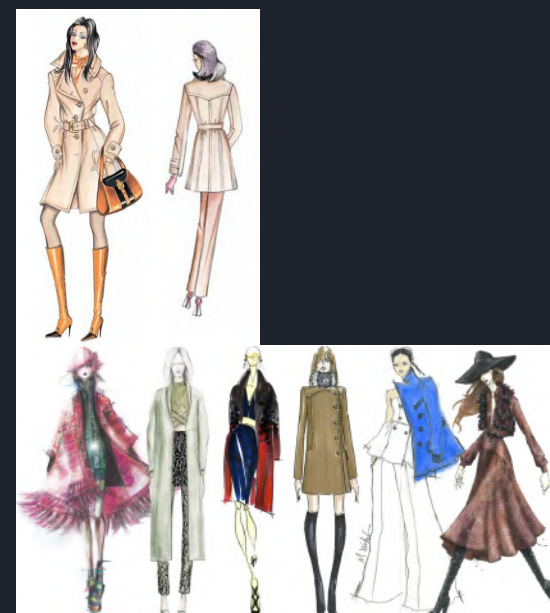
QUALITY  
PRODUCTS



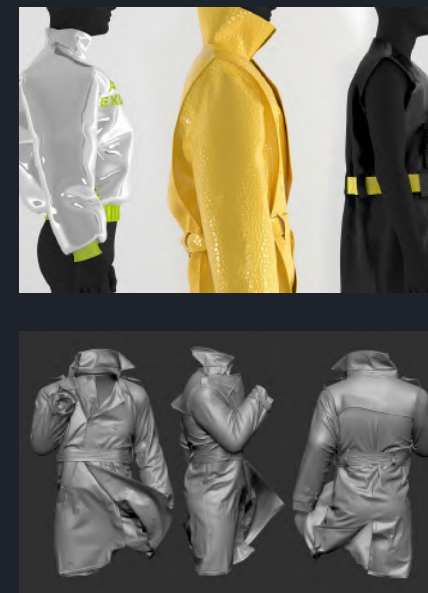
BRAND  
CONTINUATION



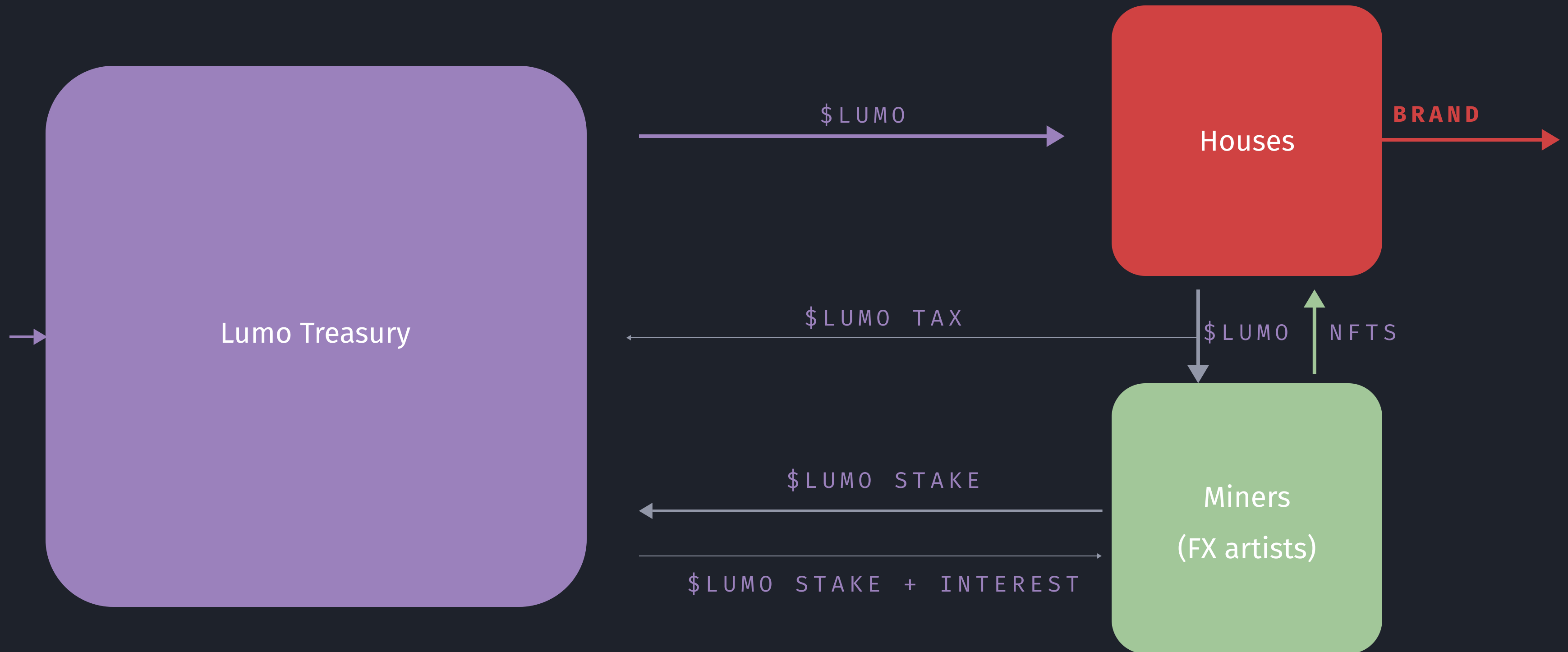
# THE PROBLEMS WE ARE SOLVING



QUALITY  
PRODUCTS

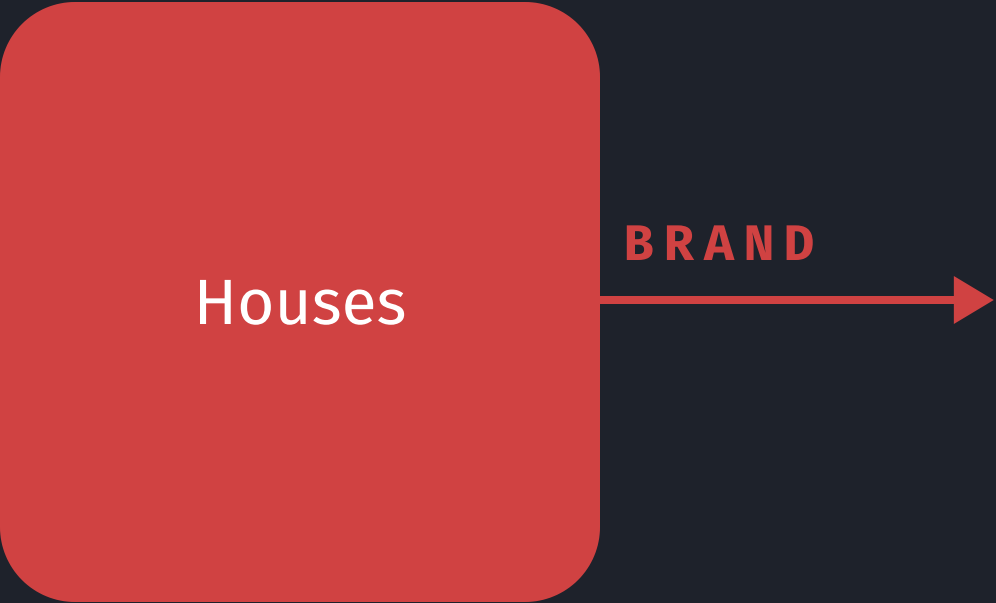


# THE LUMO DECENTRALIZED STUDIO





THE LUMO DECENTRALIZED STUDIO



THE LUMO DECENTRALIZED STUDIO

HOUSE

DESIGN



THE LUMO DECENTRALIZED STUDIO

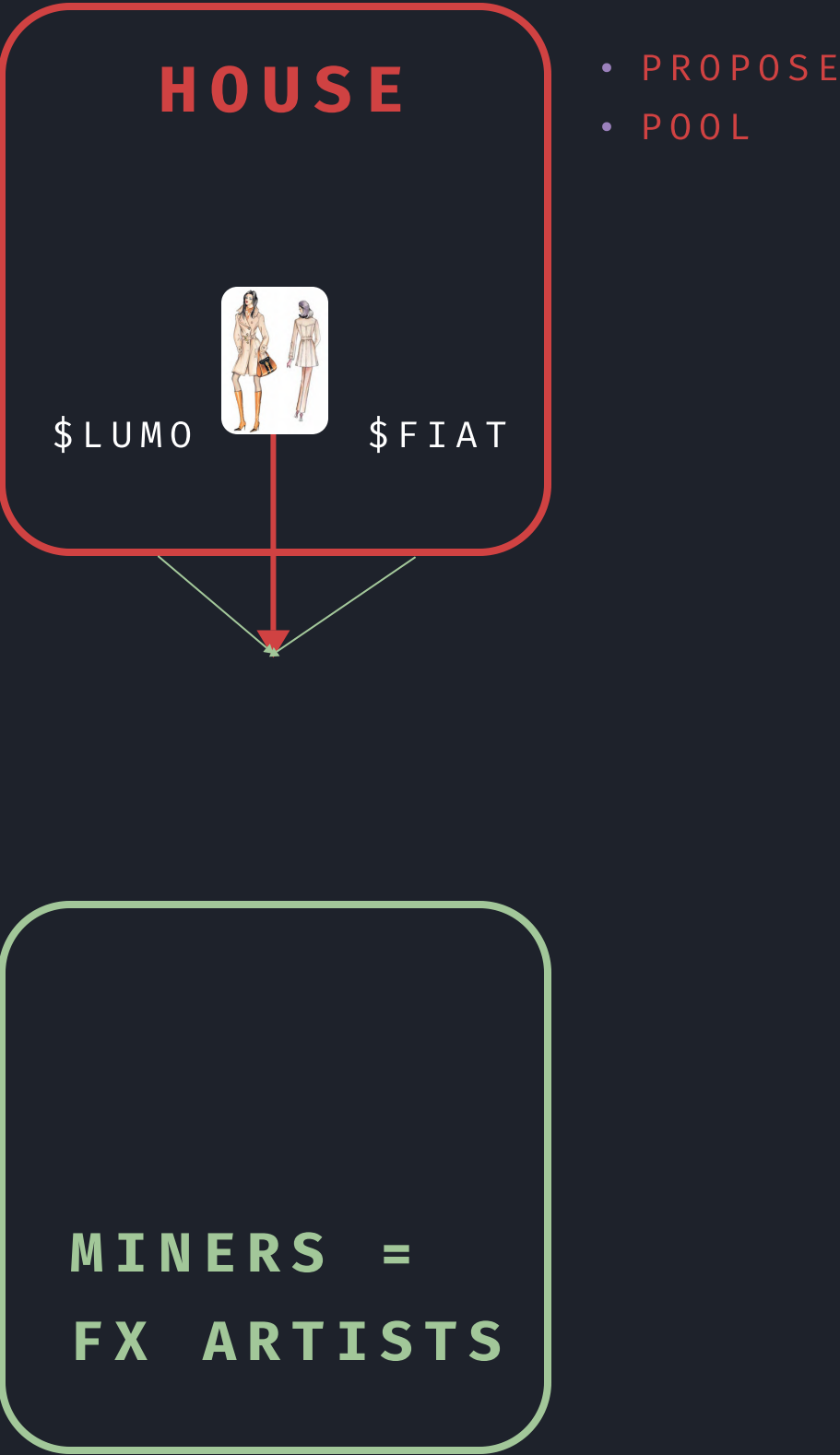
HOUSE

• PROPOSE

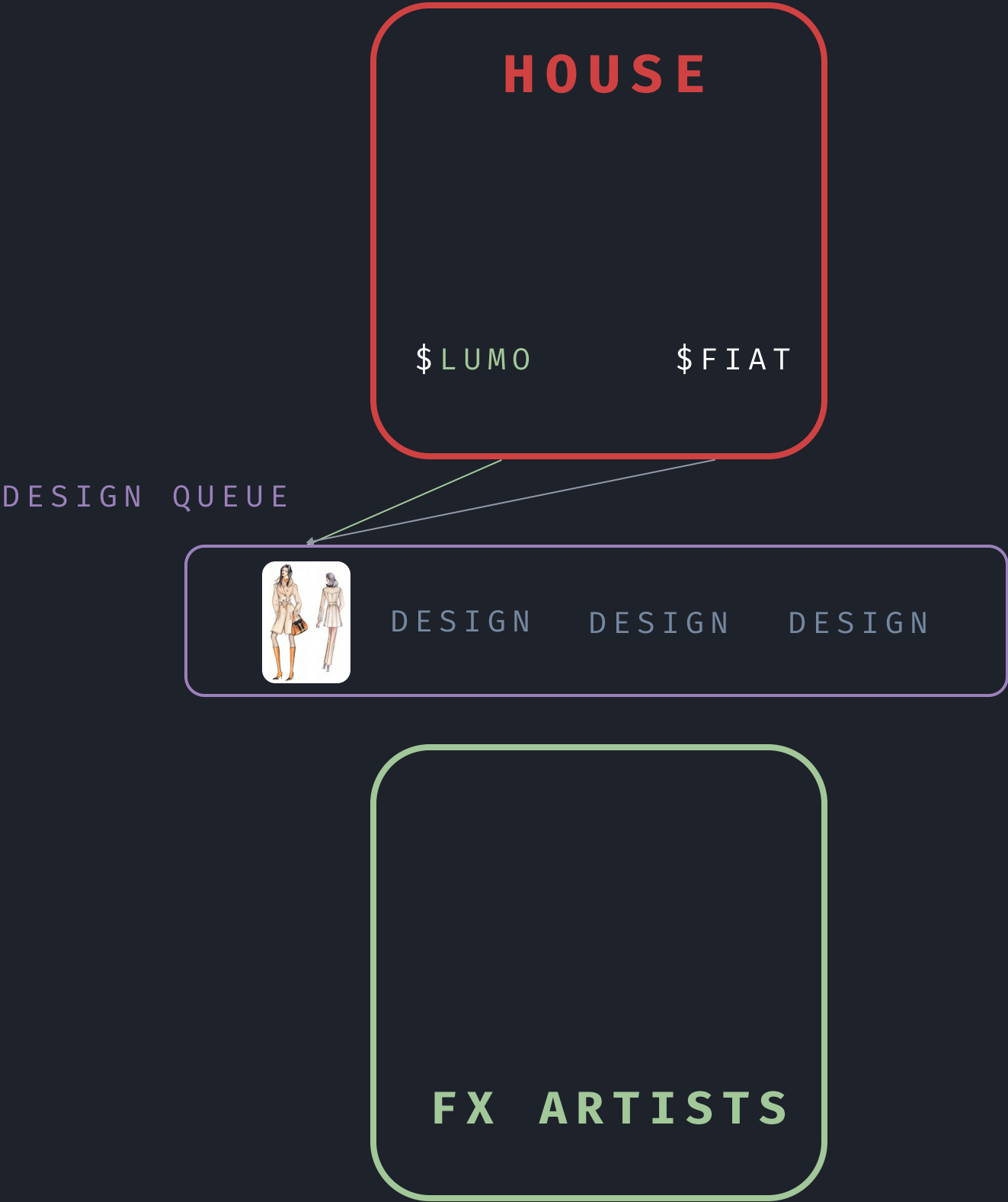
\$LUMO



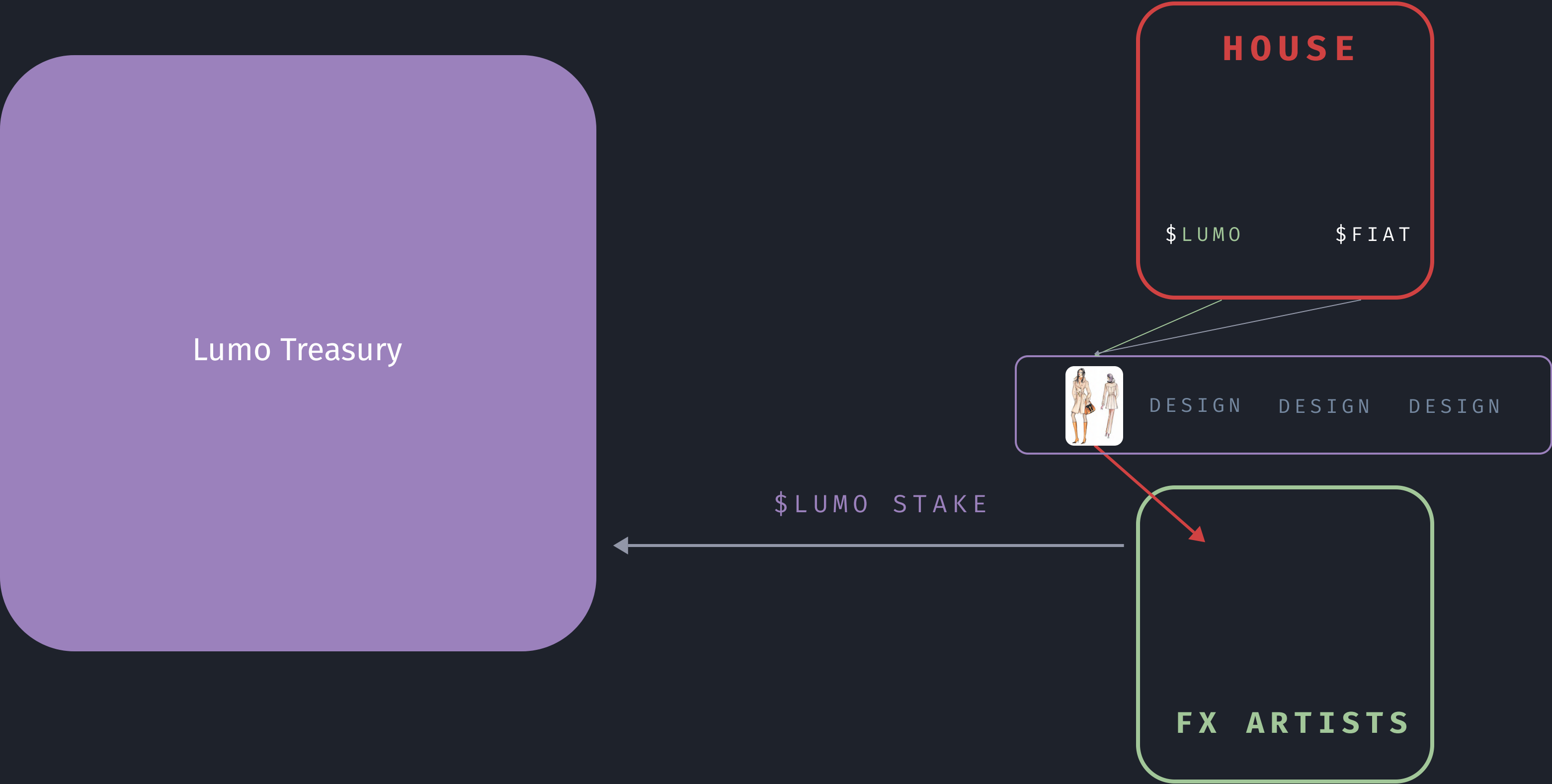
THE LUMO DECENTRALIZED STUDIO



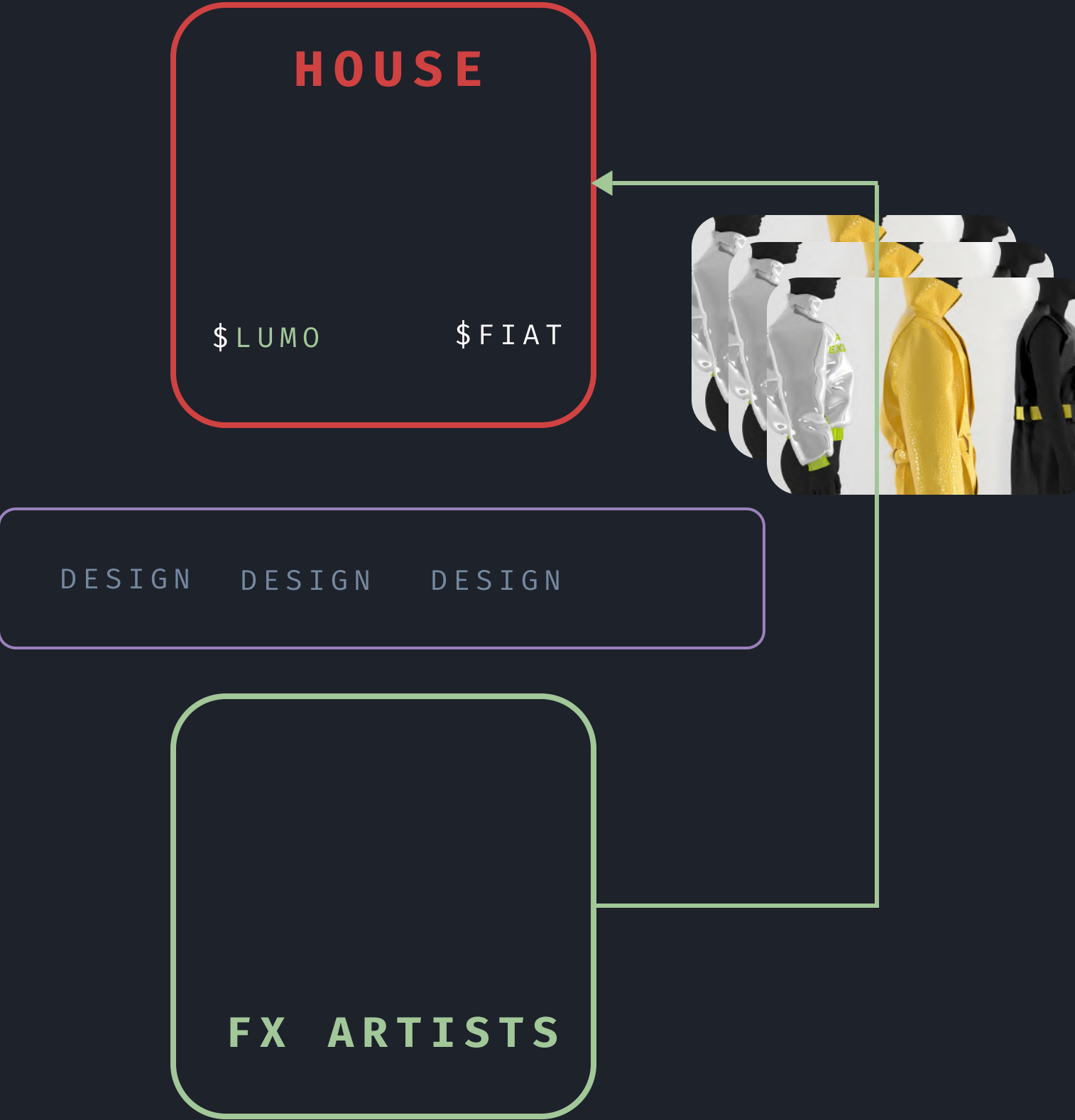
THE LUMO DECENTRALIZED STUDIO



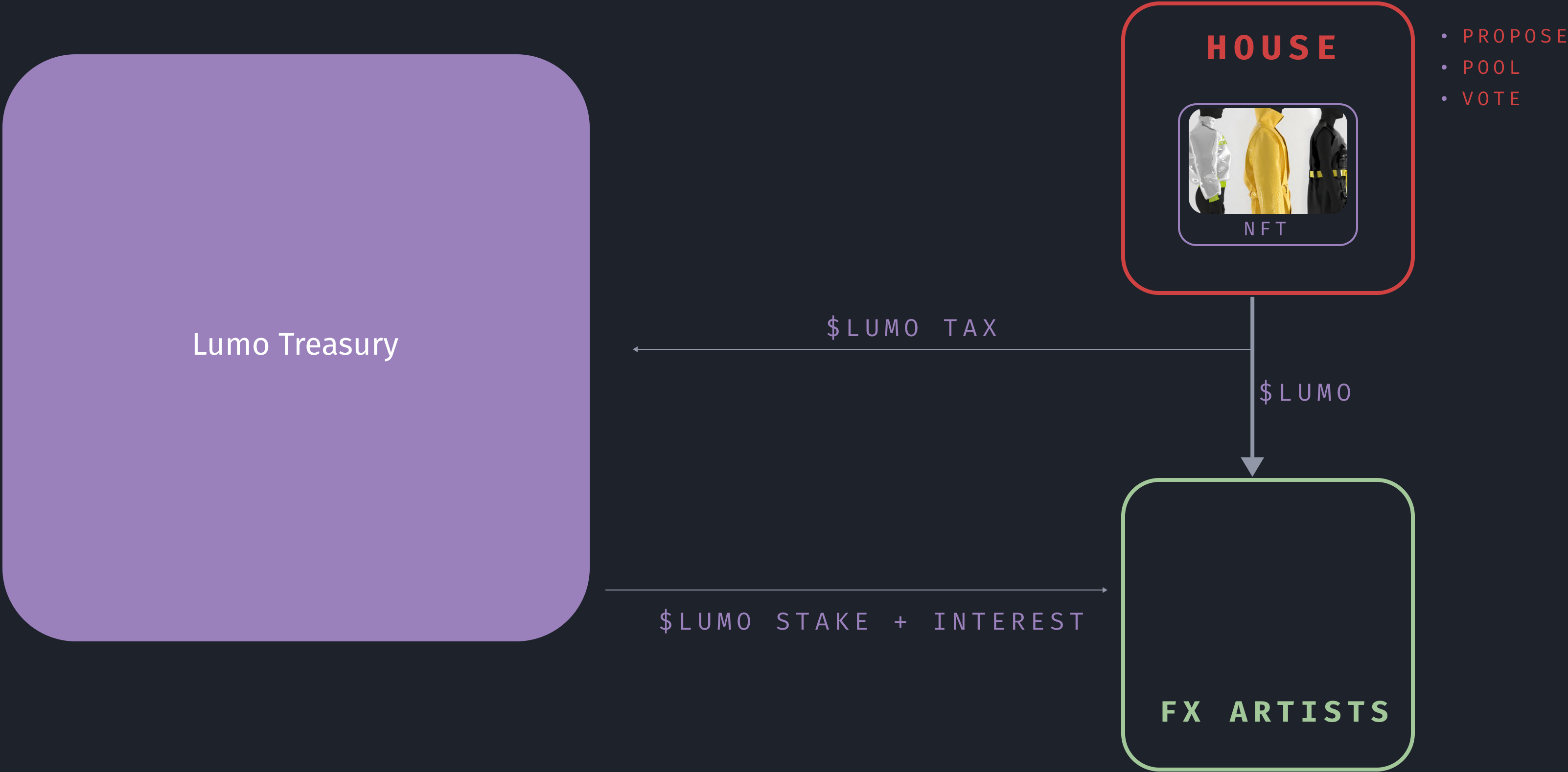
THE LUMO DECENTRALIZED STUDIO



THE LUMO DECENTRALIZED STUDIO

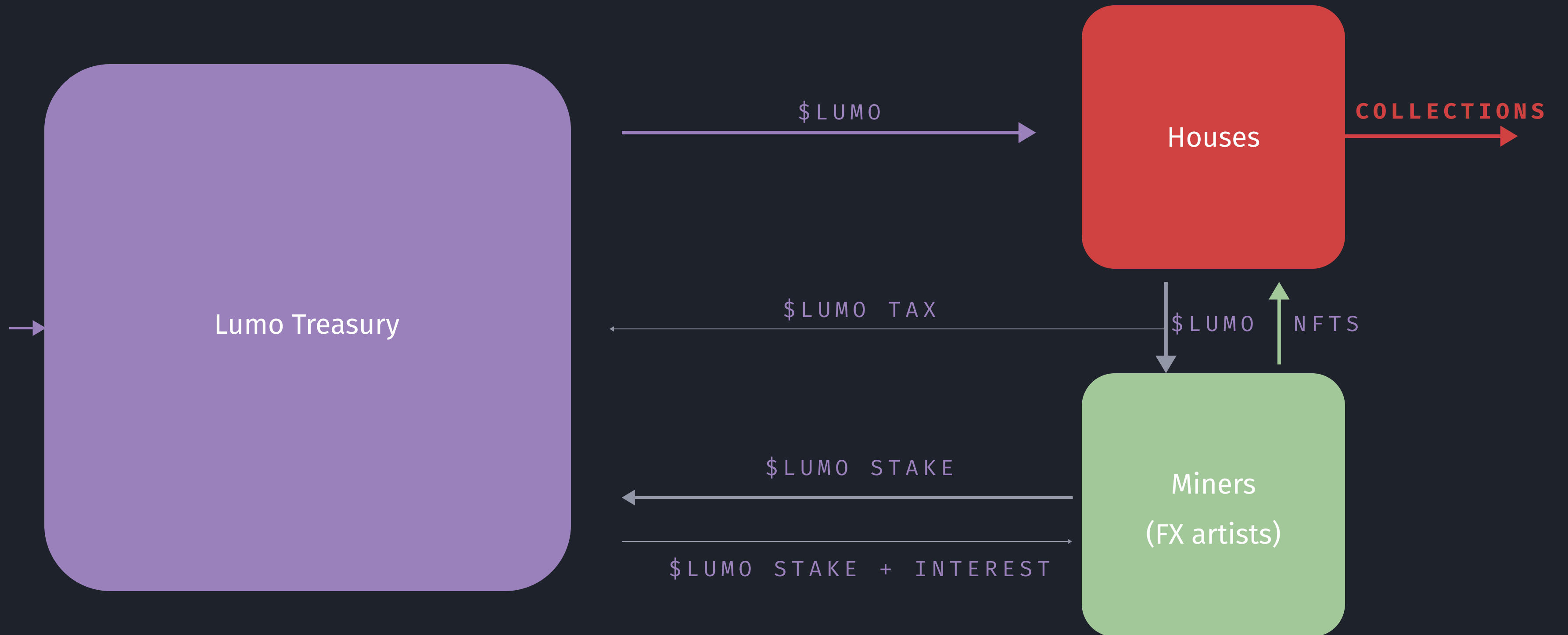


THE LUMO DECENTRALIZED STUDIO

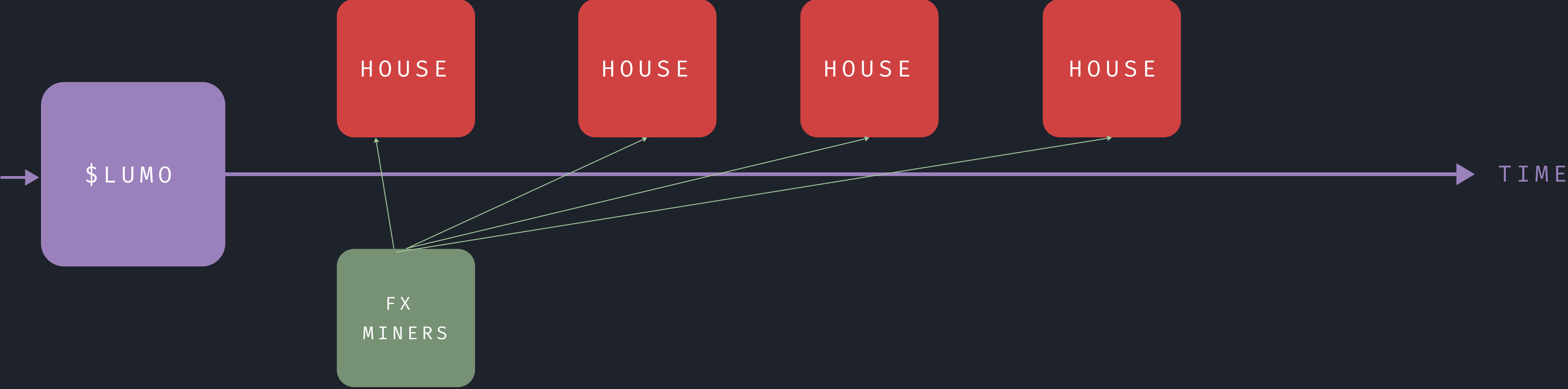




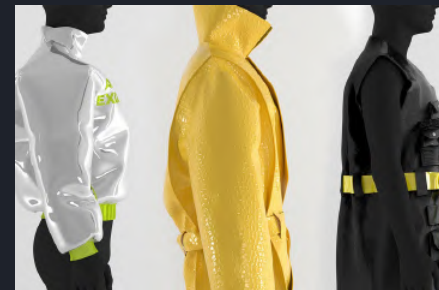
# THE LUMO DECENTRALIZED STUDIO



THE STUDIO HAS **PRODUCTION NETWORK EFFECT**



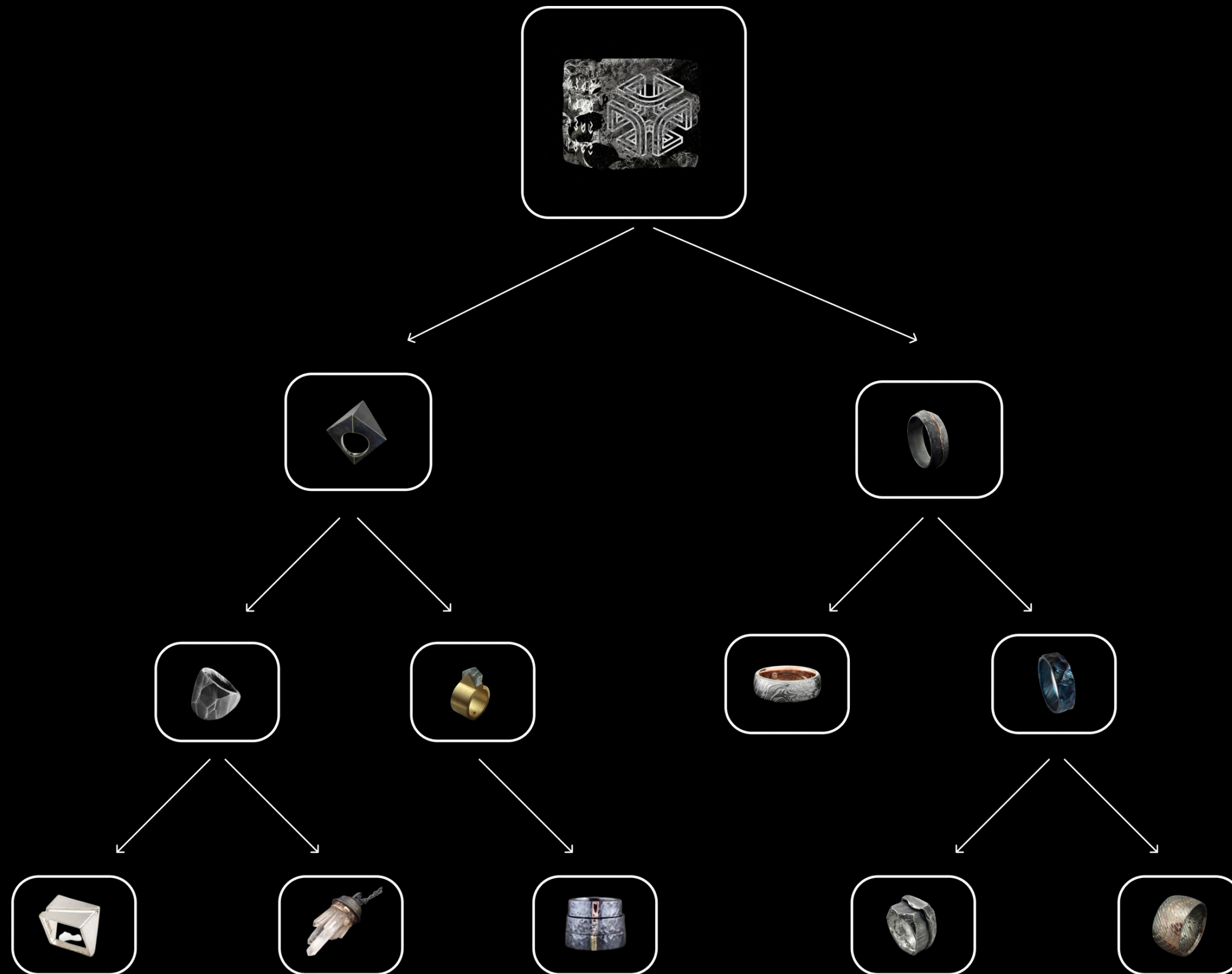
## PART II: THE PROBLEMS WE ARE **SOLVING**



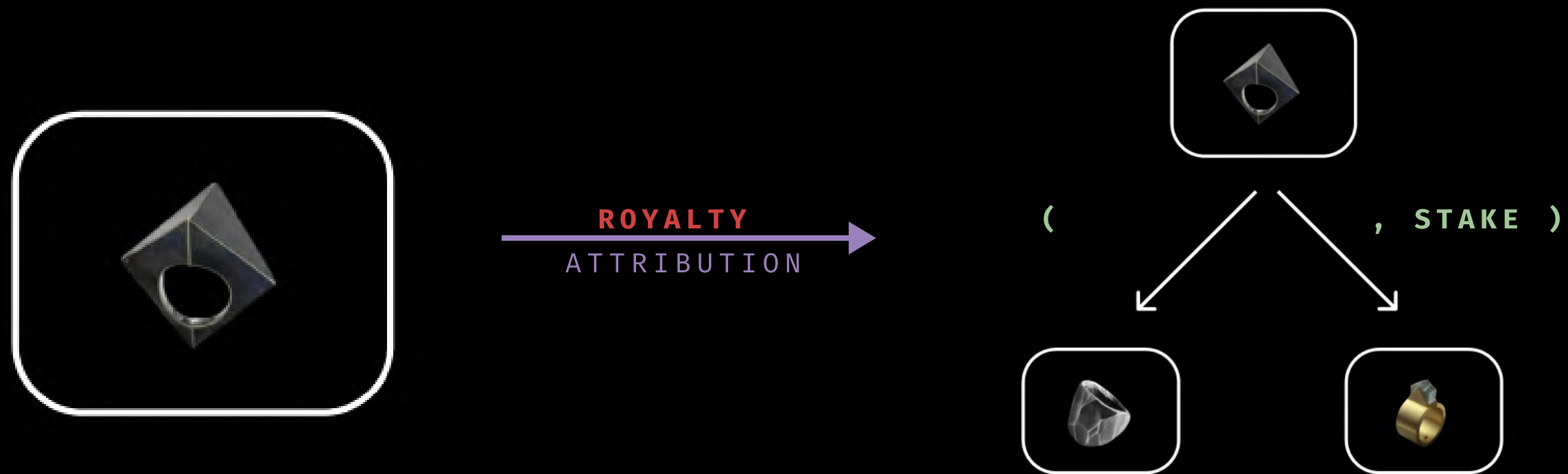
**BRAND**  
CONTINUATION



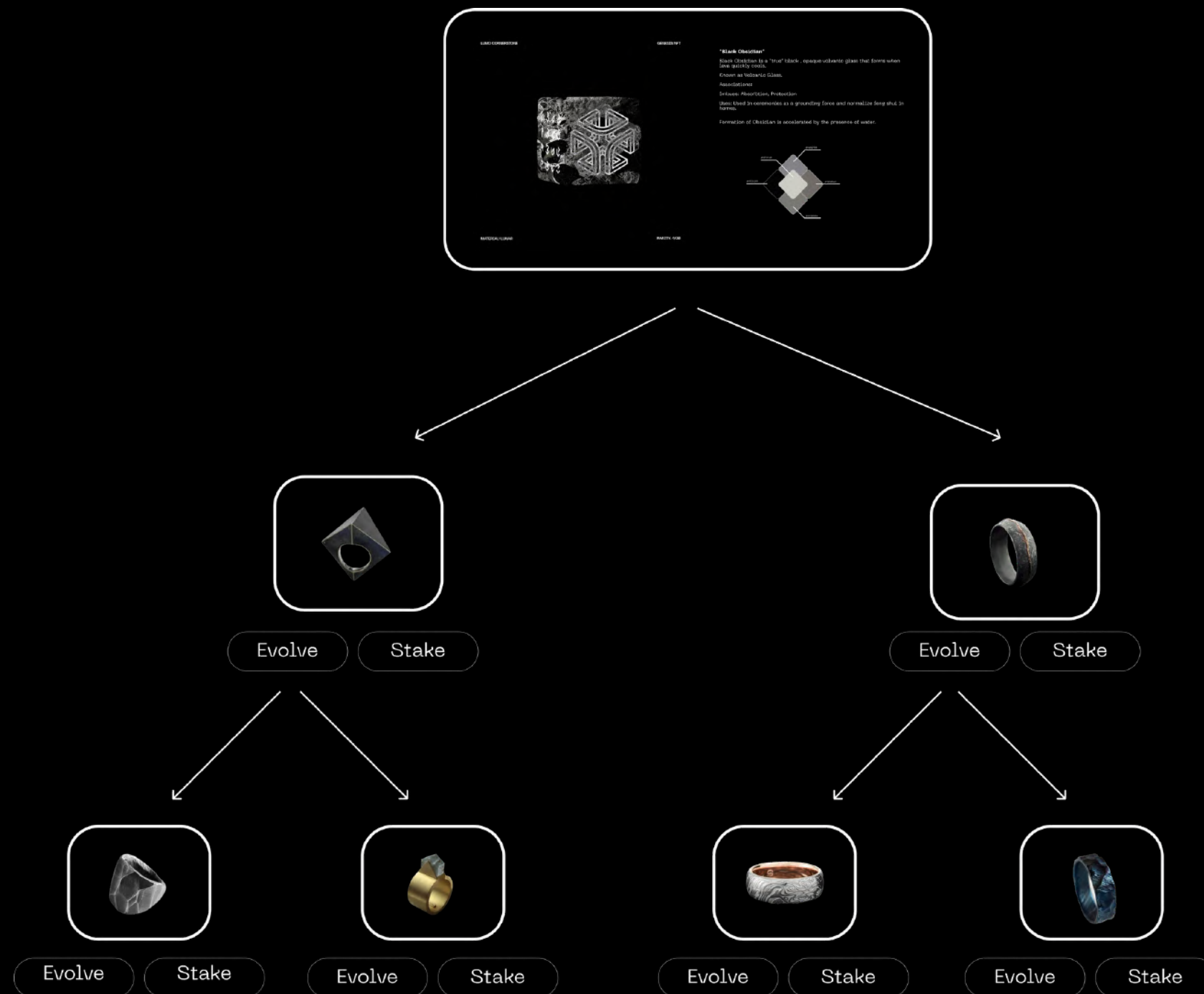
# OPEN FASHION GENEALOGY: A PERMANENT, INTEROPERABLE MERCHANDISE NETWORK



# FROM NON-FUNGIBLE TOKENS TO **INTELLECTUAL DESIGN PROPERTY**



# INTELLECTUAL DESIGN PROPERTY (IDP): HOW TO BUILD **THE TREE**



## IDP tree

- Leaf: one non-fungible token with associated serial number and media asset
- Edge: relationship amongst NFTs encoding royalty payout obligations
- Intellectual design property: any leaf on the tree and all of its descendants
- Collection: one path down the tree
- IDP total value locked: the sum of all staked value of a leaf and its children
- Collection total value locked: the sum of all staked values in one path down the tree
- Brand total value locked: the sum of all staked values in the tree

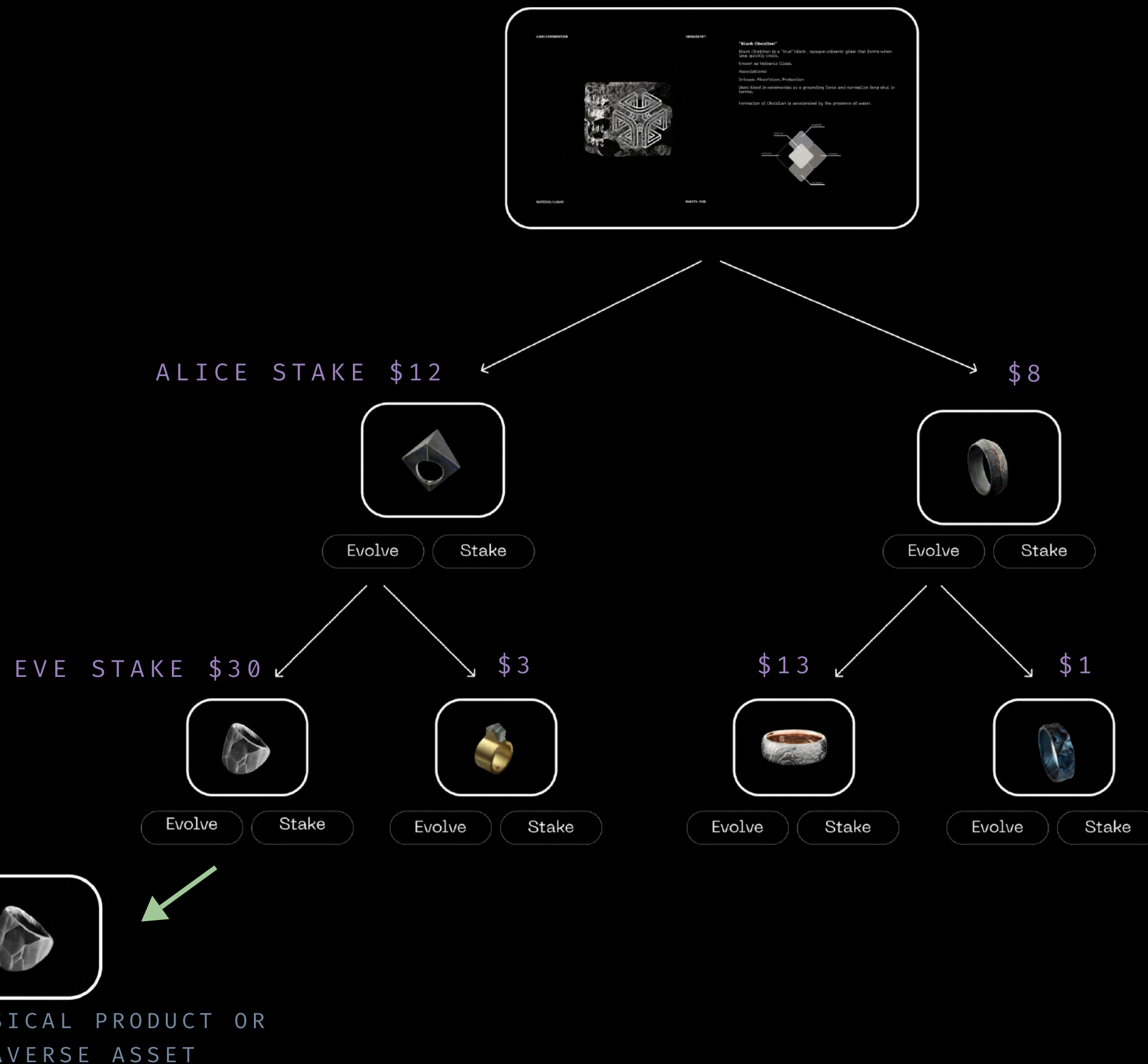
## Append

- Any designer can evolve an existing design (one leaf)
- Designs can be evolved arbitrarily many times
- However, each leaf can only have two children
- DAO members stake on prospective designs
- Top two designs are appended into the tree along with staked value

## Prune

- If all staked value is withdrawn for a leaf, then it is pruned from the tree
- The highest staked immediate descendant of the leaf take its place and adopt all of its children

# INTELLECTUAL DESIGN PROPERTY (IDP): HOW TO BUILD A BRAND



## The DAO ( fashion house )

- DAO outputs community owned brands
- The DAO members decide on the direction and "look" of brand merchandize

## Designers

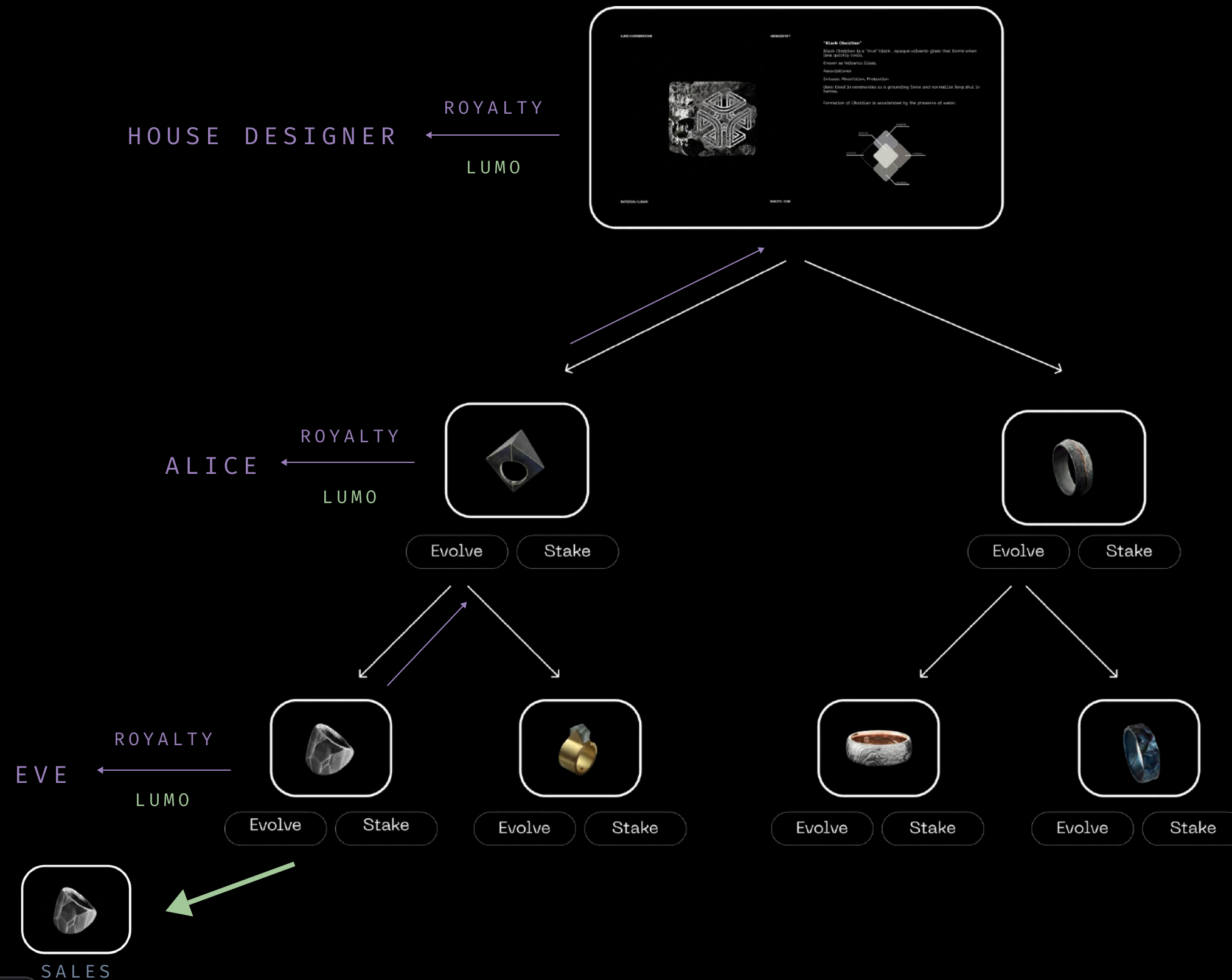
- Post design to be recorded as IDP
- Any designer can evolve or mix existing house IDPs

## DAO members

- Stake fiat into favorite IDP ( leaves in the tree )
- Staking entitles members to royalty ( see next slide )
- 5% take rate per staking action by Lumo

# INTELLECTUAL DESIGN PROPERTY (IDP): HOW TO SHARE PROFIT

## FROM A BRAND



## 5% take rate for Lumo

- Lumo partakes in sales royalties for providing software and vendor partners

## 10% for The DAO ( fashion house )

- DAO members can vote on how the funds are spent

## 25% for Designers

- Shared amongst designers who contributed to designs higher up the tree along the collection path
- Revenue is split according to fixed royalty preference curve

## 60% for Stake holders

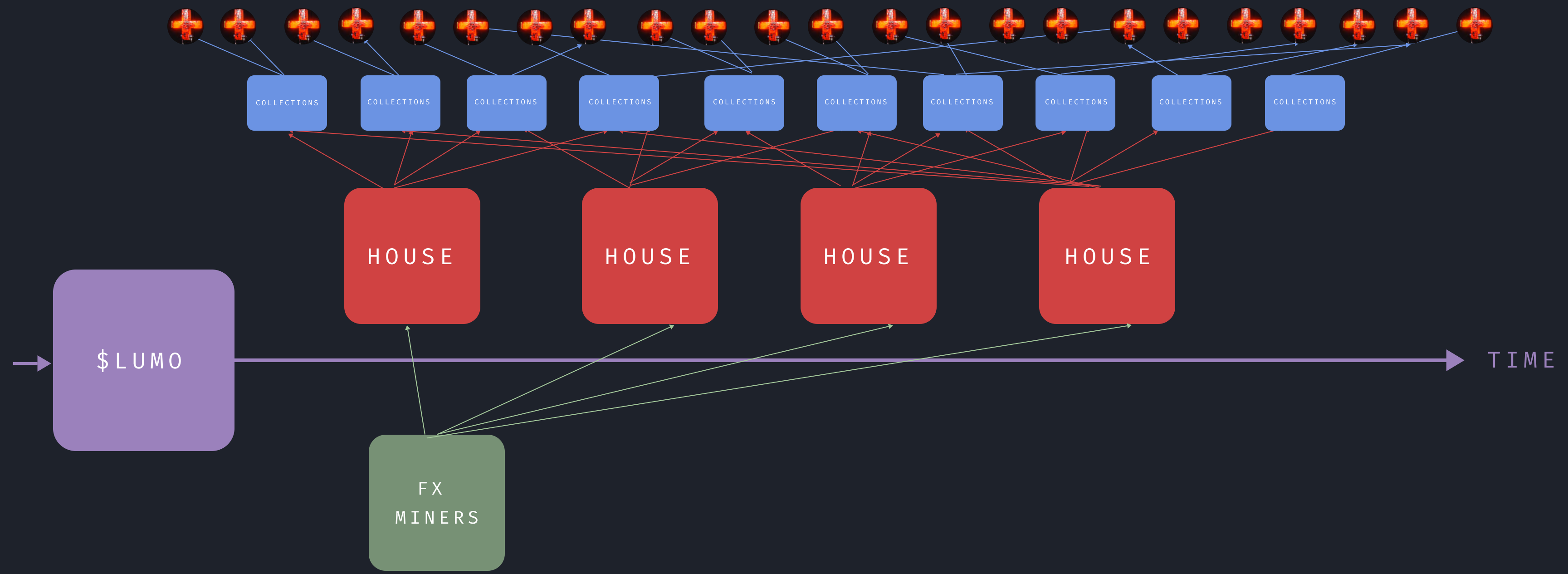
- Only stake holders who have contributed to the collection partake in revenue sharing
- Royalty is split pro-rata according to staked amount

## Interest paid in Lumo for all staking members

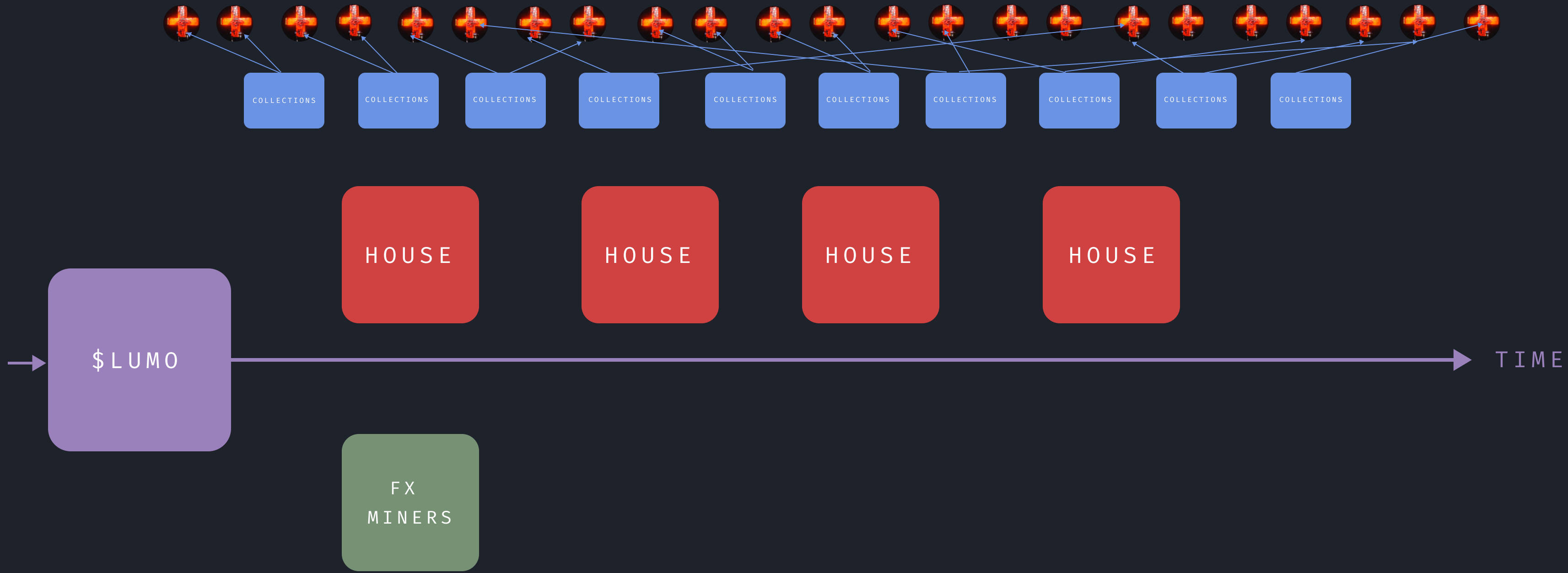
- All stake holders receive interest denominated in lumo in proportion to their staked amount
- Additional provisions can be attached for each IDP by dao governance process



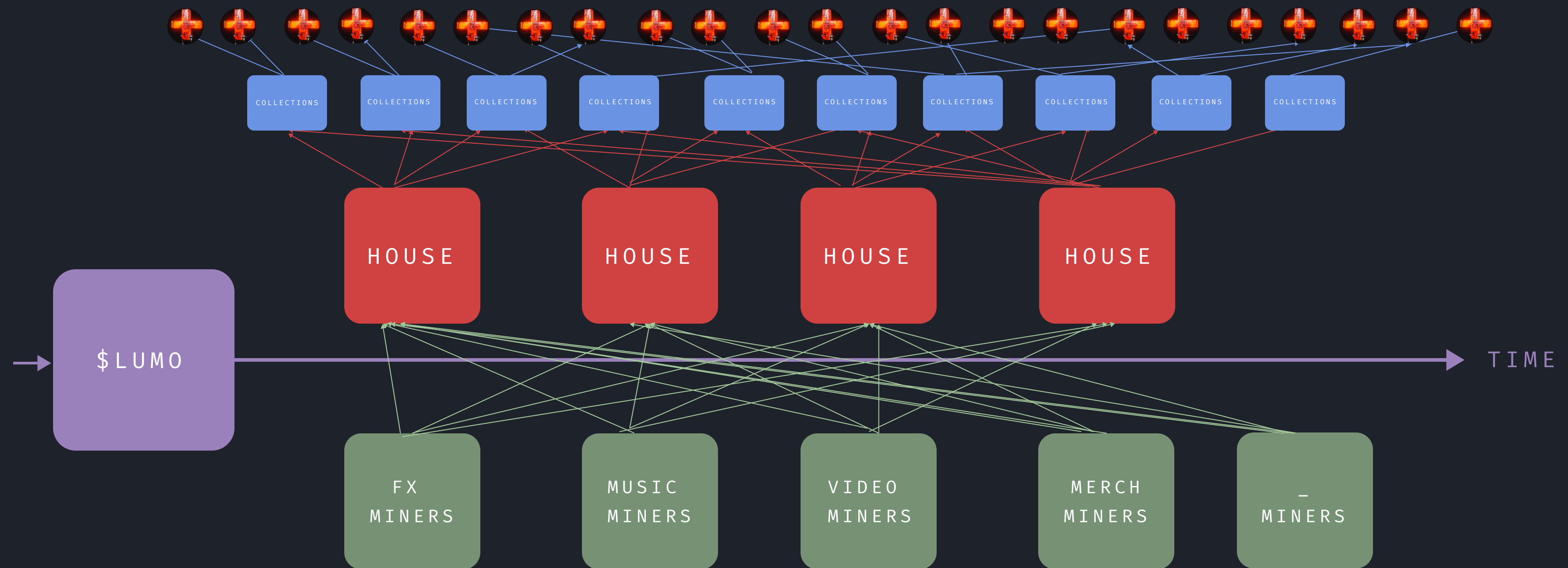
IDP HAS **CONTENT NETWORK EFFECT**



MORE IDPS >> MORE PRODUCTION CAPITAL



MORE IDPS ^ MORE PRODUCTION CAPITAL = PRODUCT NETWORK EFFECTS



GO TO MARKET LORE

THE BURN EVENT

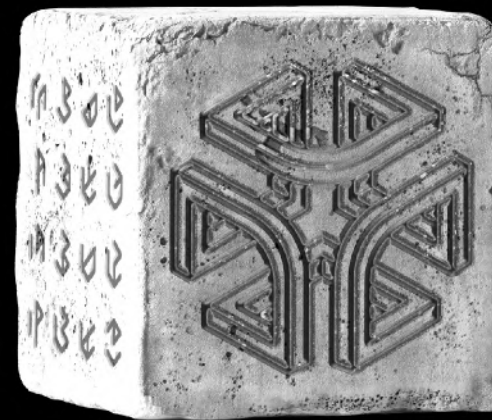
RITUAL

THE BURN  
EVENT IS AN  
INITIATION  
RITUAL THAT  
FOREVER  
CEMENTS  
WHAT YOU  
WANT TO  
MANIFEST  
ONTO THE  
IMMUTABLE  
BLOCK

SEGMENT 03

THE BURN EVENT

IN THE BEGINNING THERE WAS THE **KUBE**



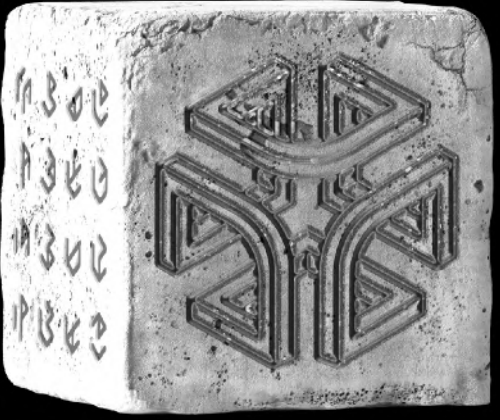


IN THE BEGINNING THERE WAS THE **KUBE**

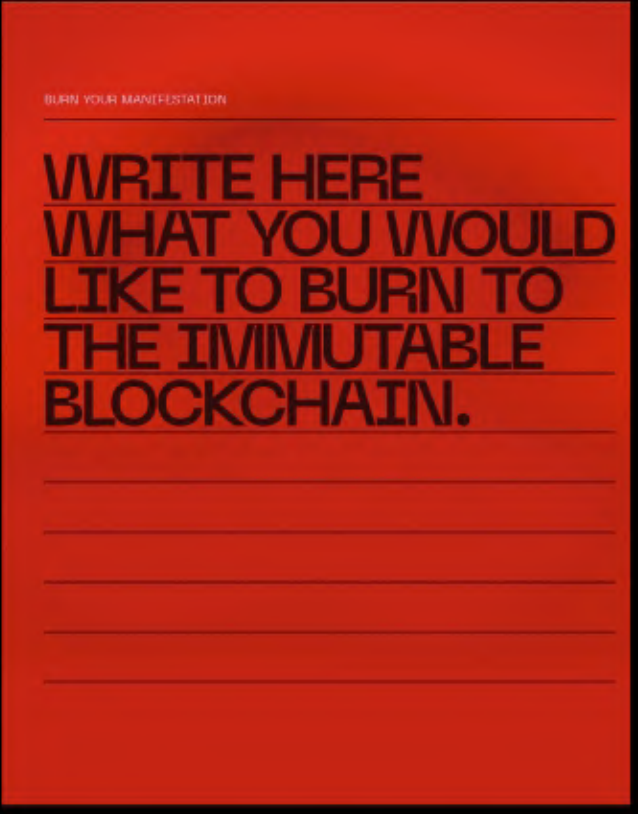


CREATE YOUR BURN EVENT? ;

UNIQUE HOUSE CREATOR QR CODES



LUMO

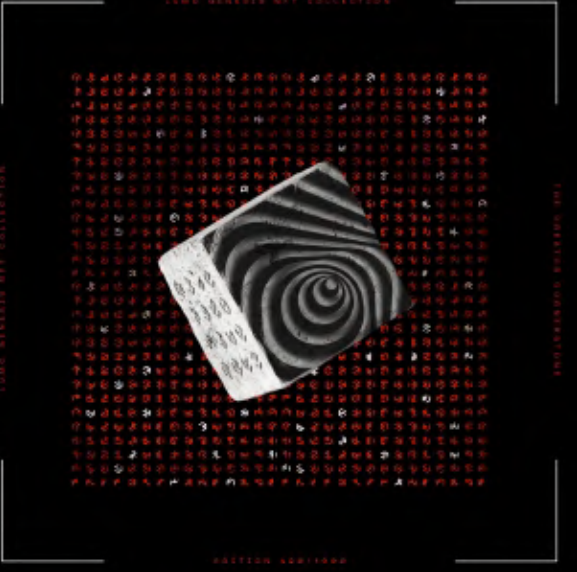


GENERATE YOUR NFT

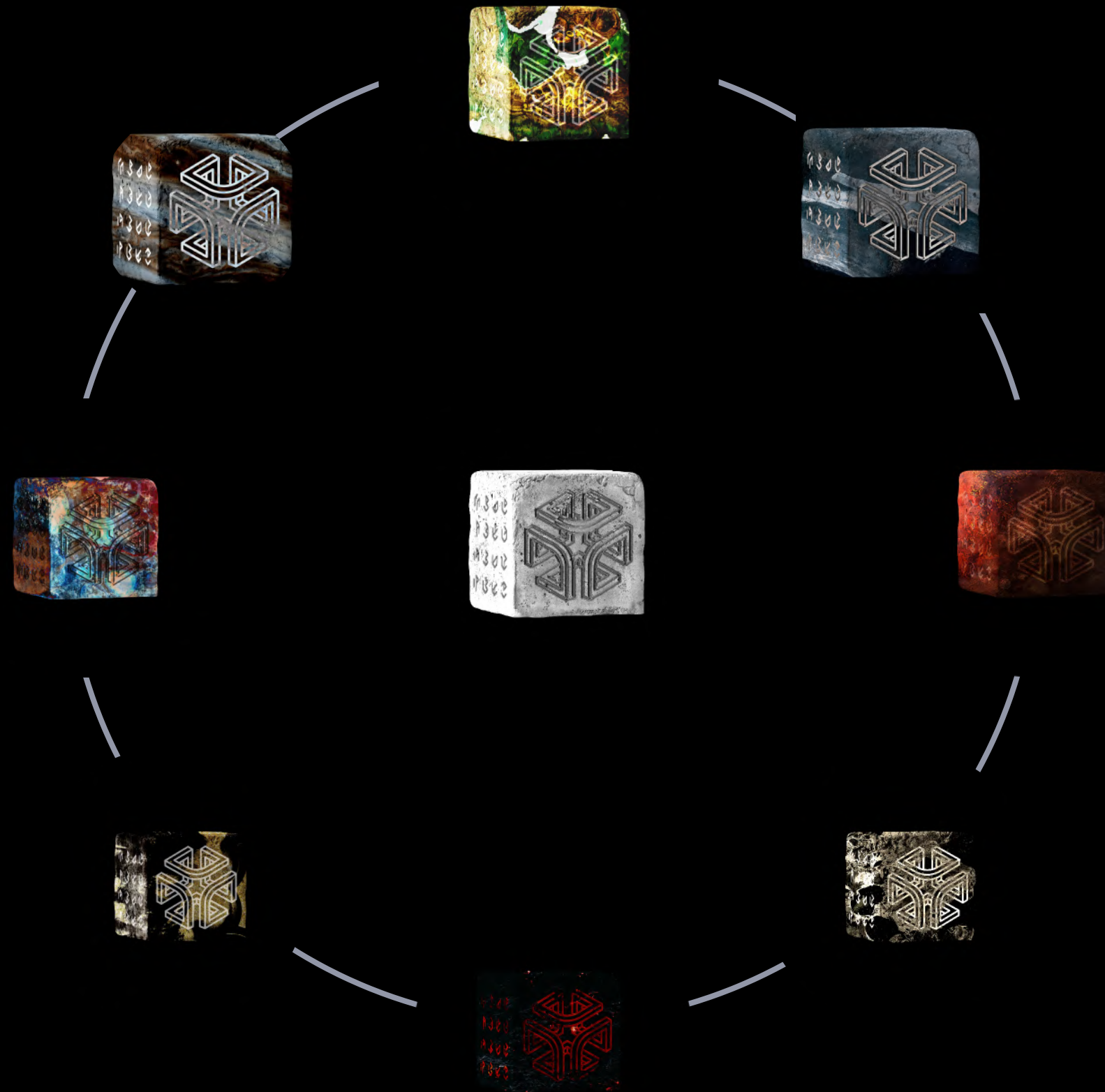
DIGITAL CERTIFICATE OF AUTHENTICITY

This is your digital certificate of authenticity for the Lumo Genesis Cube NFT.

Issued to: 0x4278b582d4b48270  
Number 420 / 1000.

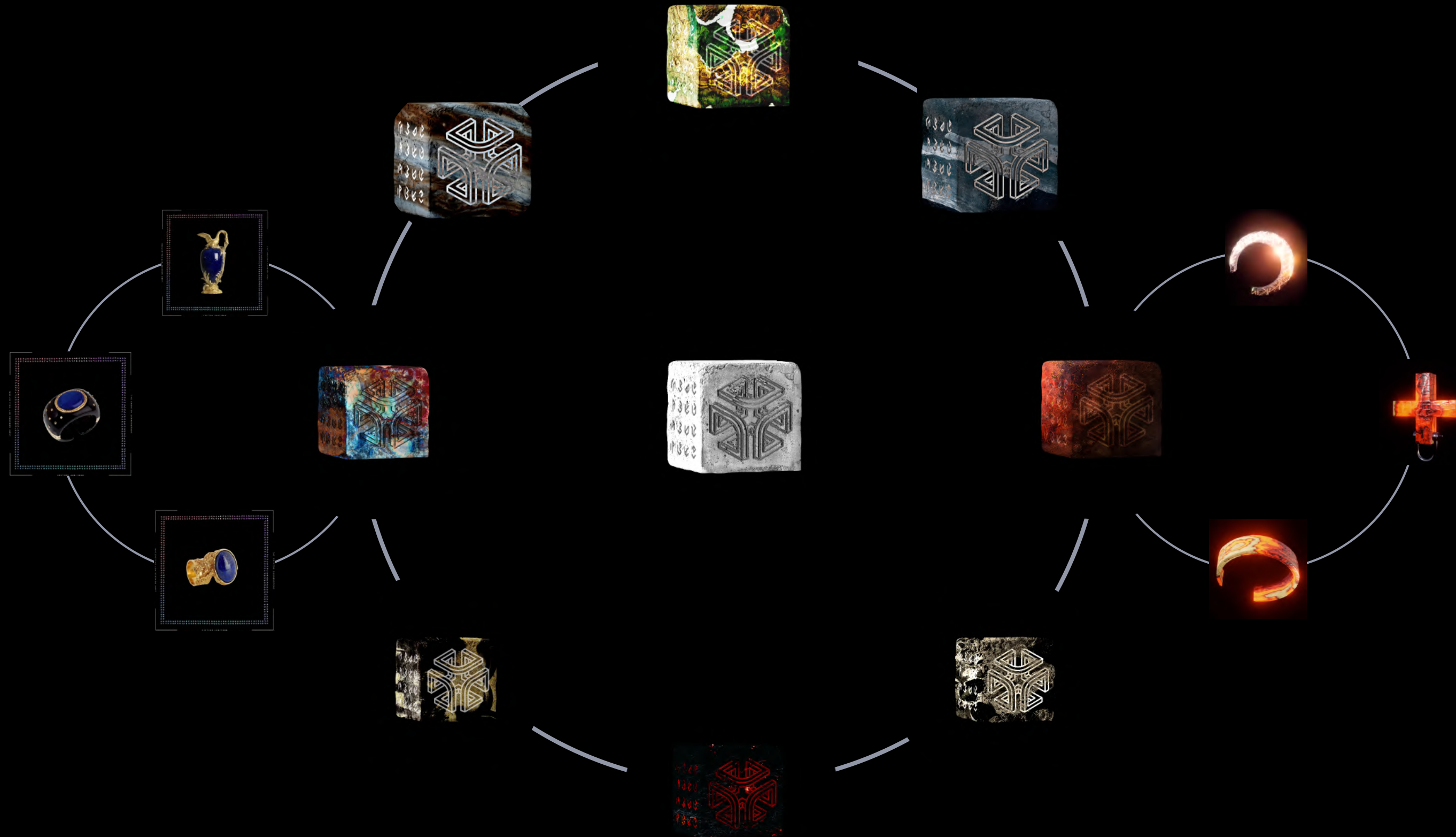


AND THEN THERE WERE **EIGHT**



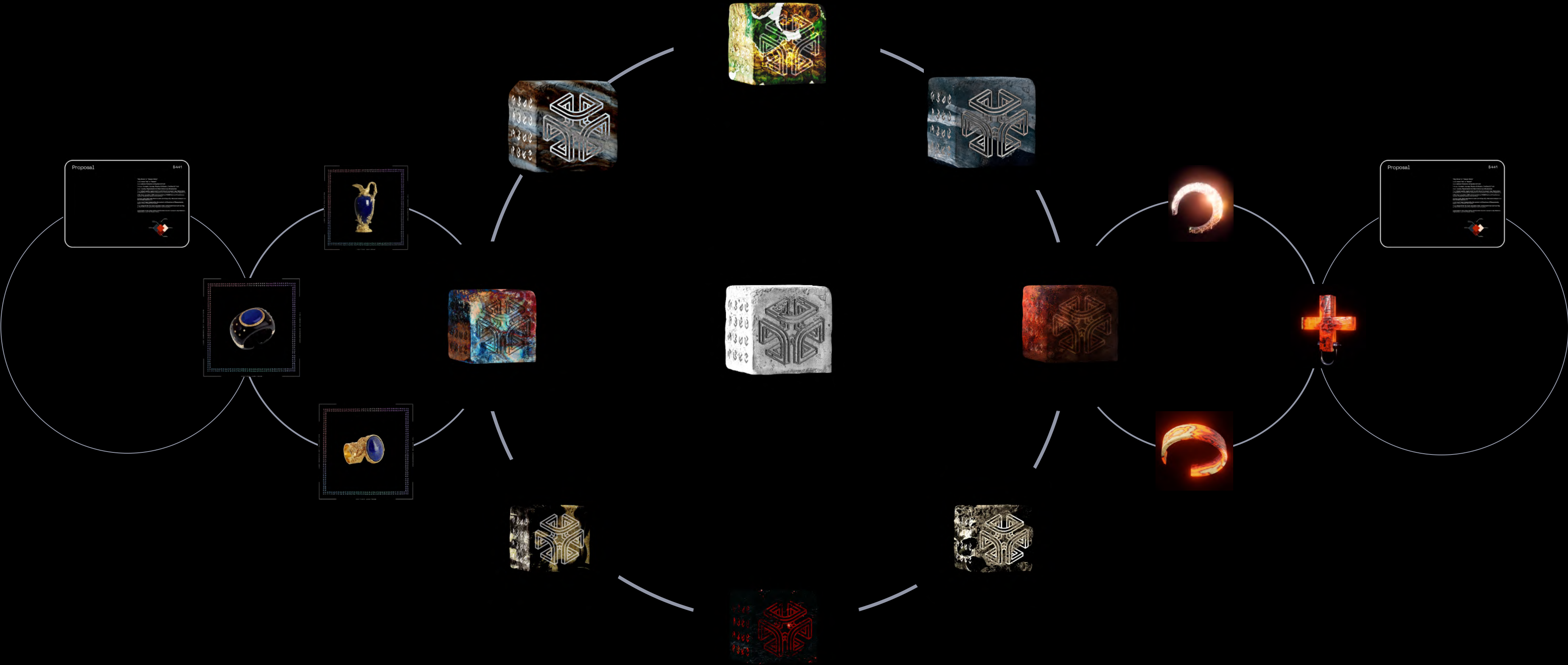


EVERY HOUSE CLAIM THEIR  
**PRECIOUS STONES**





AND SO THE LORE **CONTINUES** ...



## \$LUMO ALLOCATION

**1 Billion total supply**

Fixed

**Liquid Market Subsidy**

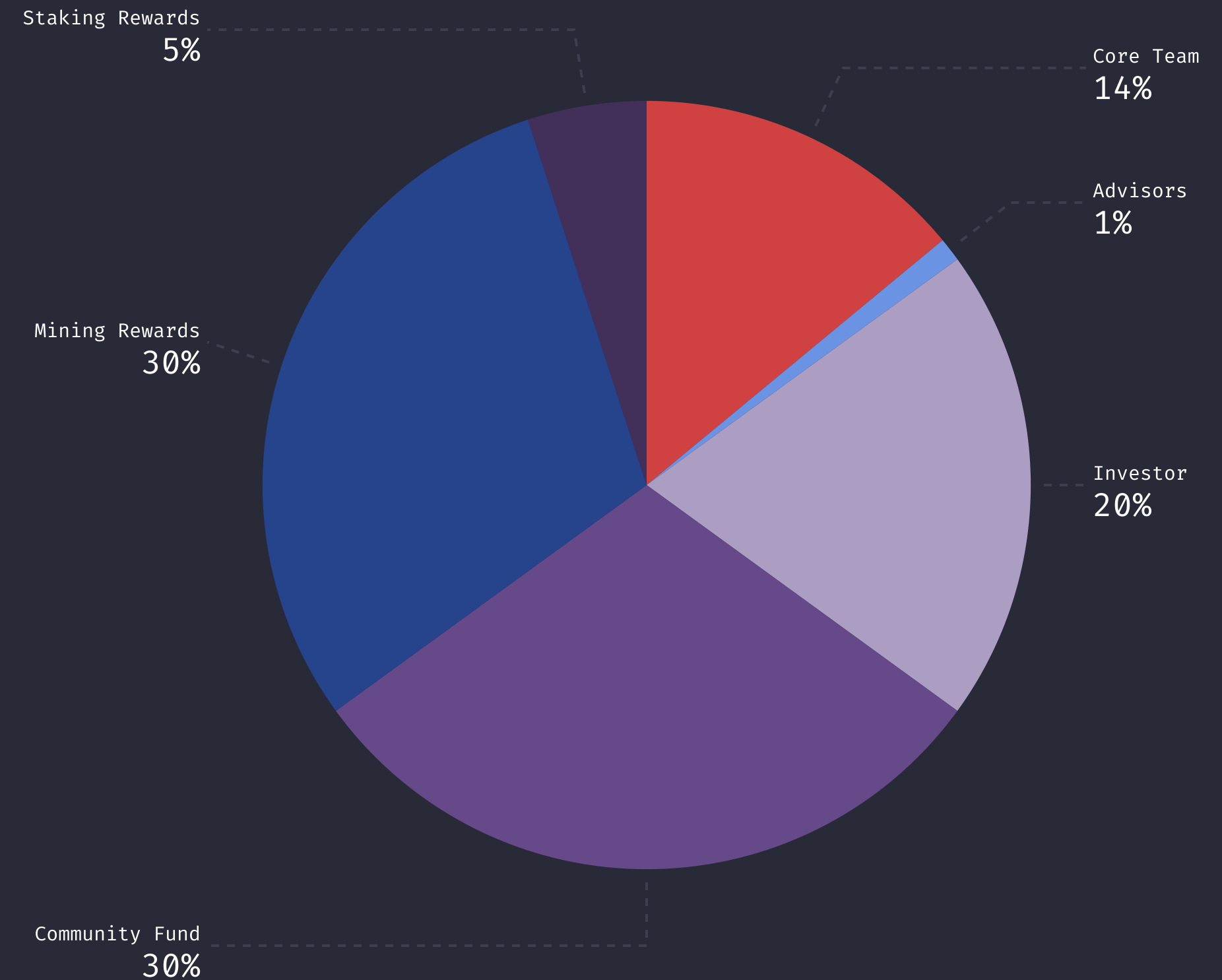
Pays for the production of high-valued NFTs

**Money velocity**

No structural sinks in the Lumo complex

**Gradually allocate to \$Lumo**

Start with mix of fiat and \$Lumo, transition  
over 10 year period



\$LUMO FUNDRAISING SCENARIO

Token Rounds	Tranche Price	% of Investor Supply	Token Amount	Total Raise
Seed	\$0.0250	25%	50,000,000	\$1.25m
Private Tranche 1	\$0.0480	20%	40,000,000	\$1.92m
Private Tranche 2	\$0.0510	15%	30,000,000	\$1.53m
Private Tranche 3	\$0.0570	15%	30,000,000	\$1.71m
IDO	\$0.1000	10%	20,000,000	\$2.00m
Strategic	\$0.15	15%	30,000,000	\$4.50m
	TOTAL	100.00%	200,000,000	\$12.91m