

LASTING NFT TOKEN

Whitepaper
Lasting LLC | 2021

Disclaimer

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Lasting Tokens are cryptocurrency tokens that are currently developed by **Lasting LLC**.

This whitepaper is subject to change and we may do so by publishing new versions on our **Lasting.com** website.

This white paper is meant to disseminate information about the project amongst the recipients and/or readers. Anyone reading this document is not under any obligation to purchase nor to complete any offer. However, we may choose to offer to some and not all of those that are interested.

This white paper is purely informational only and does not represent any commitment from you ("recipient/reader"), or any of the current or future designs and/or functionalities of the Lasting Marketplace / Lasting Token. This is not a solicitation to purchase Lasting Tokens.

The company does not guarantee that the usage of the token will meet your standards and/or expectations.

Purchasing the tokens inherently assumes that there is a risk involved specifically the loss of value from the time of purchase. That you agree with the tokens' present functionality might be their only capability. Purchases are non-refundable.

Upon purchasing of the token, you agree that you do not have the rights on any claims, actions, nor remedy against the token specially if the token loses its value, network ceases operations, nor the platform does not meet any of the expectations.

We highly recommend you consult legal, financial, tax or professional advisors for further guidance. We strongly advise to take independent legal advice in respect to the legalities of the project.

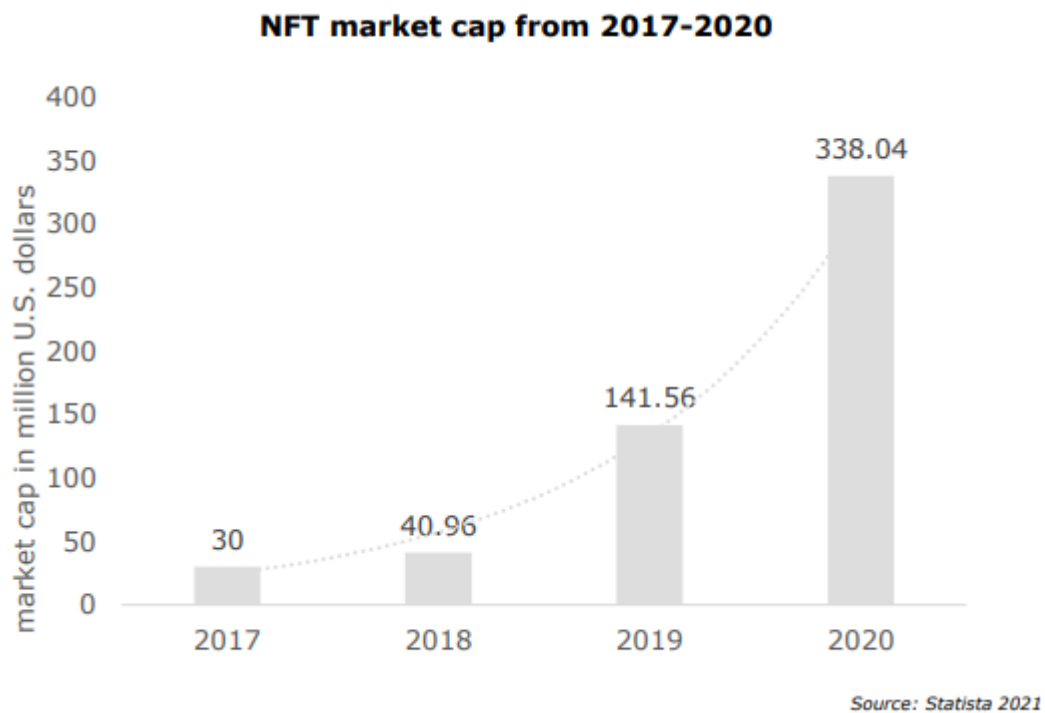
Lasting LLC are not shares nor securities in any form. The token does not grant you any kind of ownership. The Lasting Tokens exist to be a utility for the Marketplace. They are not investments. There is no promise of increase in value. The tokens are solely valuable only to work within the marketplace.

TABLE OF CONTENTS

1. Disclaimer
2. Table of Contents
3. Summary
4. Introduction, Market and Industry
5. Ecosystem
6. Business Model
7. Marketplace Transaction Flow
8. The Treasury, Crypto-economic Activities and Fundraising
9. Launch Plan, Dao and Token, and Token Utility
10. Token Distribution
11. Usage and Value
12. Token Rewards, Structure, Proposals and Voting
13. Road Map
14. Our Team
15. Glossary

Summary

NFTs were born with Crypto Kitties in 2017 and went mainstream in 2020. It is certainly not news that people are crazily in love with cats, but such an obsession with digital kittens may still be surprising to some. Since then, NFTs have seen explosive growth evolving technologically and have been earning a passionate user-base.



- In 2017, the NFT industry market cap was measured at just over \$30 million.
- In 2018, the crypto winter hit the market and was notably a down year for the blockchain industry. However, the NFT market cap rose by 33%, weighing in at \$40 million.
- In 2019, the market cap continued on its path of growth. At the end of the year, it was at roughly \$141.56 million.
- 2020 was the breakthrough - NFTs transaction tripled, reaching more than \$338.04 million
- Today's entertainment and other sectors of industries are buzzing about NFTs. This includes musicians earning millions of dollars through releasing their own NFTs, to professional athletes launching their own NFT companies and sport clubs looking for opportunities to mint their own fan tokens.

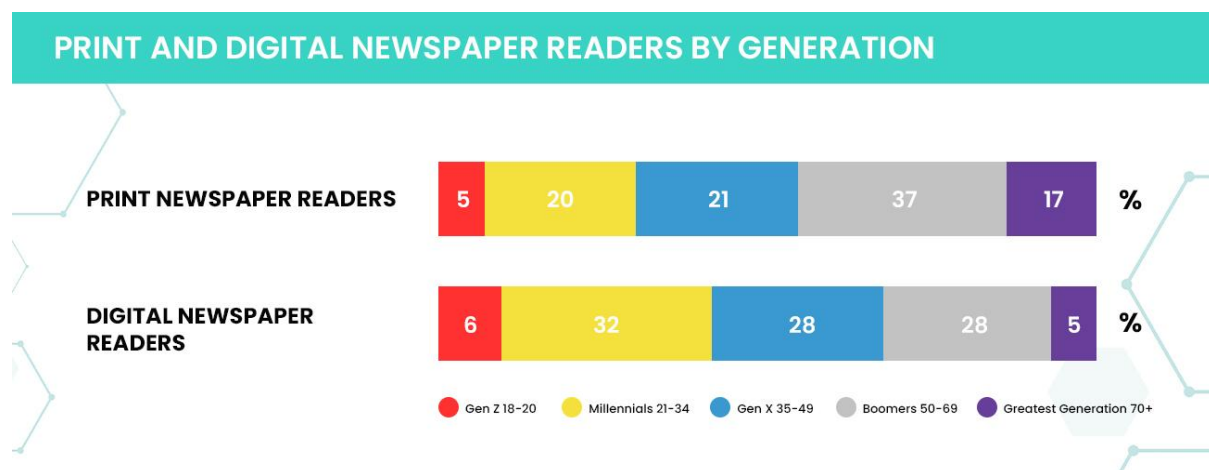
Introduction

Lasting Token is a token under ERC-20 and has its own Decentralized Autonomous Organization (DAO) Marketplace which can be utilized in Non-Fungible Tokens (NFTs) used for voting systems on platform development as well as rewards staking. The organization's mission is to create the earth's most customer centric platform.

Our vision is to gather the best in class NFT artists in our marketplace and our Lasting NFT Token as a mode of deciding the best for the community.

Market and Industry

Every hour, billions of people browse the internet for any content. May it be music, image, video, article, news, blogs, or even just a simple answer for a simple question. These are all contents. More often than not, these content creators receive little to no revenue from the contents they create. Some might be earning but instances like high platform fee or percentage fee is one of their roadblocks. In this era where most of the contents can only be profitable via adK.-funded websites. If users use any form of ad blocking technology, there would be a significant effect on the creator's revenue.



Ecosystem

Our team aims to develop a system to empower people to monetise digital content. Our motivation comes from the identification of the following issues in the present NFT Marketplace transactions.

- **Reduced revenue** share of the digital content sales to the creators due to the market centralisation and high intermediary fees.
- **Inability to offer ultra low price points** due to hefty transaction fees.
- **No simplified way to monetise the NFT assets** that is published on existing marketplace platforms.
- **No alternative to ad/subscription based revenue generation for websites.**

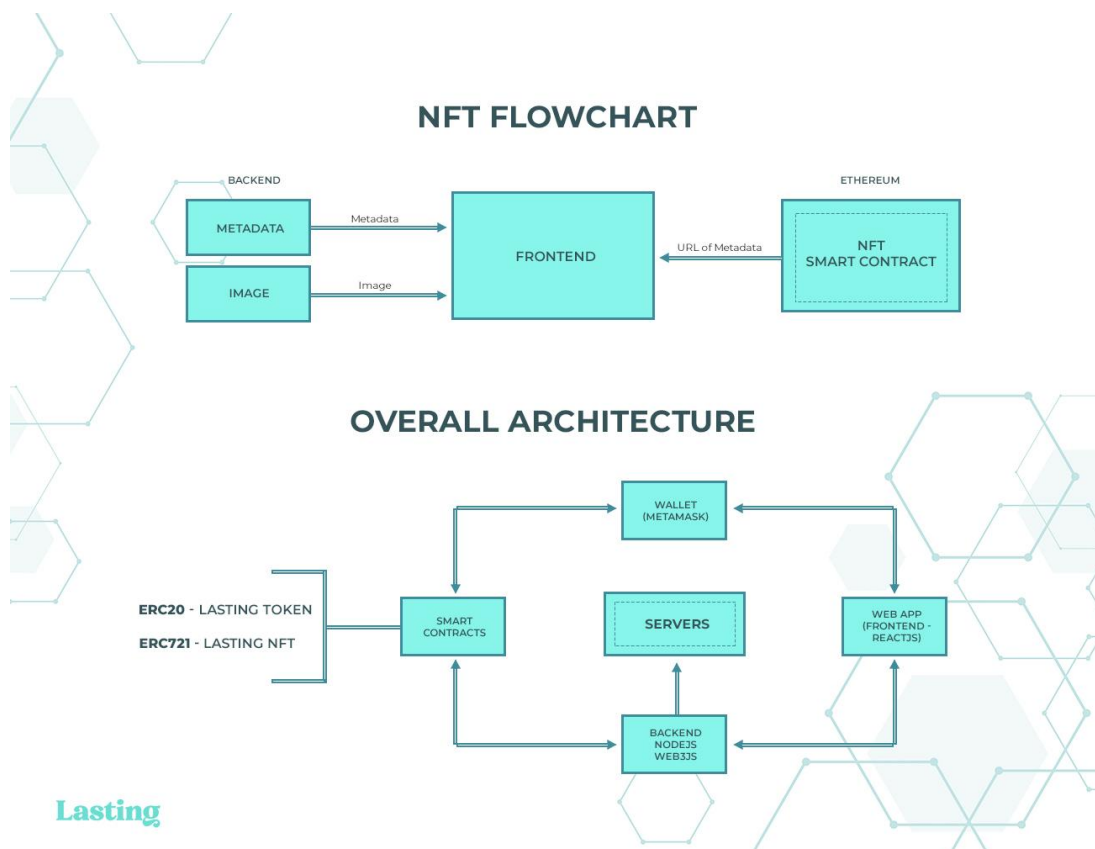
Therefore, the system for publishing and monetising proposed in this white paper addresses the above issues. The system is intended to be easy and customer centric whilst being an effective platform for processing NFT transactions.

As blockchain technology gives clarity to all contributing parties, we strongly believe in using the blockchain cutting-edge technology to improve the existing processes of NFT asset distribution. Cryptocurrencies are borderless and available 24/7 provide a real advantage for the digital asset distribution and monetisation.

Business Model

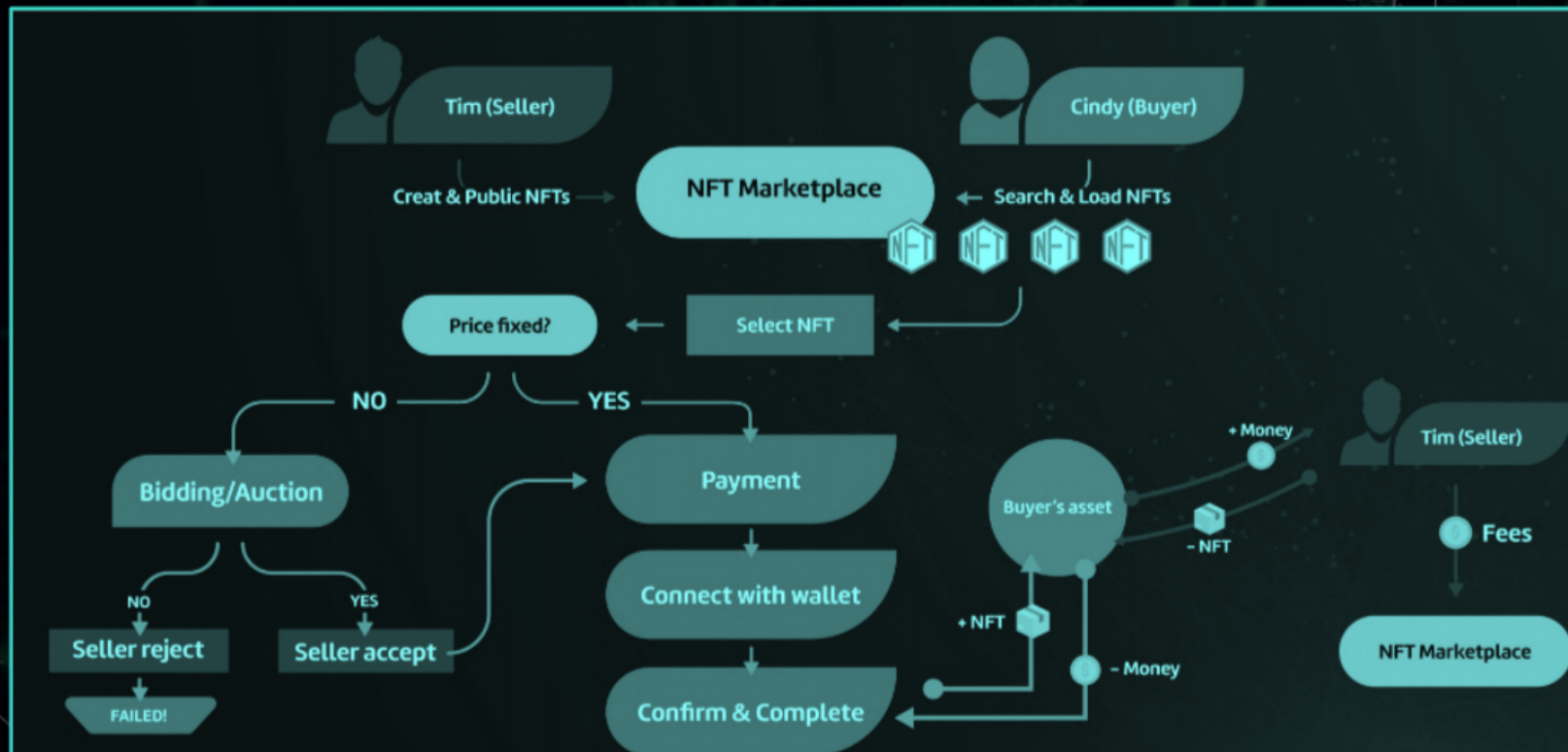
- The primary revenue of the DAO will come from leveraging Lasting NFT Token-owned NFT assets, either directly, or indirectly, via a rental program where members utilize the assets in exchange for a portion of the in-game rewards going directly to YGG;
- In the case of in-game assets such as land, revenue may be generated by third party(non-guild members) conducting economic activities on that in-game land;
- NFT ownership will benefit from the rise of the in-game asset's economic value being reflected in the value of its native fungible token on the open market.

The value of all activities in YGG will be captured in the fully diluted market capitalisation of YGG governance tokens.



Marketplace Transaction Flow

MARKETPLACE TRANSACTION FLOW



The Treasury

The role of the Treasury Department is to monitor the overall management of Lasting NFT assets to maximize the return value to the DAO over time.

Crypto-Economic Activities

- Transaction(Buy/Sell/Trade) of assets in the form of cryptocurrencies, virtual assets in the Lasting Impact NFT Marketplace in which tokens can be earned by sales,by marketplace mining, or any form of giveaways, competition prizes, etc.
- Manage locked, unvested, undistributed tokens of all parties;
- Provide guidance in events that involve acquisition of assets including any buybacks and future fundraising rounds;
- Perform financial operations such as accounting, audits, reporting and tax.

Treasury assets are managed by the three co-founders via a multisignature Gnosis wallet. Two out of three Trezor hardware wallet signatures will be required per transaction.

Fund raising

Lasting Token will launch a 2-round seed funding in the next few weeks. The first seed funding will happen for two weeks(14 days) in October 2021. The second funding is set to take place for two weeks too, in November 2021. Seed Funding rounds will be led by Lasting LLC.

Launch Plans

At launch our treasury and our guild will focus on the following play-to-earn games that have

already shown strong potential and community support:

- Axie Infinity produced by Sky Mavis;
- The Sandbox produced by TSB;
- League of Kingdoms produced by NPlus.

As play-to-earn evolves, YGG's portfolio will expand to other games that fulfill the criteria and yield requirements outlined above as governed by the DAO.

DAO and Token

The Lasting Token is a governance token. Its purpose is to facilitate access to exclusive contents and development of the Lasting NFT Marketplace through community polls/voting and rewarding the best feature submission.

The Token

The Lasting NFT token will be a governance token and can be utilized in the marketplace. Token can be mined within the marketplace via buy/sell/trade of NFT assets. For clarity, the token is not a coin to purchase NFT assets with the marketplace.

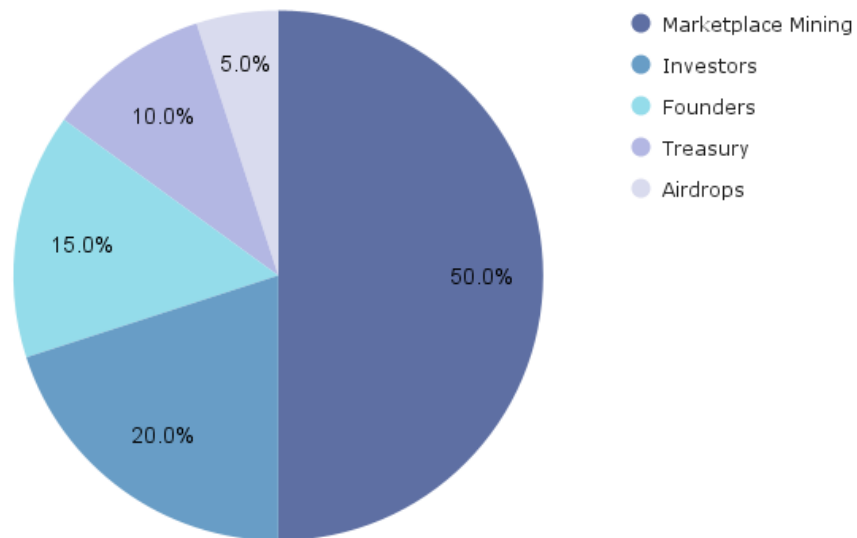
Token Utility

The current proposed Lasting NFT token model will provide users the ability to use their token through the marketplace platform and for polls/transactions made within the Lasting NFT token ecosystem.

- Act as a unit of value for voting specific platform features development.
- Provide access to tiered features of the Lasting Impact Marketplace, enabling users to vote for new features and deciding the future of the community.

Token Distribution

The total supply of Lasting NFT Tokens will be 25,000,000 with the following distribution



The Total Token Supply distributed in various areas are broken down below.

SPECIFICS	FUNDING %	BREAKDOWN
Marketplace Mining	50%	50% Buyers (25%)
		50% Sellers (25%)
Investors	20%	Seed Funding Rd. 1 (5%)
		Seed Funding Rd. 2 (5%)
		Buy/Sell/Trade (10%)
Founders	15%	Team (15%)
Treasury	10%	Marketing/Dev (10%)
Airdrop	5%	Users (2%)
		Holders (3%)
TOTAL	100%	100%

Usage and Value

The utility role of the Lasting NFT Token is a primary consideration in the success of the platform to exploit its features. Lasting NFT Tokens are intended to be multi-purpose with a range of roles and associated features

ROLE	
Rights	The Lasting coin provides access to the LST Payment and LST ecosystems. Payments, commissions, rewards and content revenue shares are facilitated by holding Lasting coin.
Value Exchange	Content creators are publishers sell content by directly publishing via LST. Consumers may buy content with Lasting coin. Consumers may tip or donate to publishers and other LST Payment Wallet users.
Toll	Content publishers may pay a subscription fee with Lasting coin to access additional functionality.
Function	Being a cryptocurrency, it facilitates frictionless and unrestricted payments through a trustless transaction model, inheriting the benefit of Blockchain technology.
Currency	Lasting coin will act as a unit of currency for efficient micropayments, avoiding cumbersome and expensive traditional payment service providers.
Earning	Revenues generated from content sales are paid to respective publishers, in Lasting coin.

Token Rewards

- Sellers and buyers split the distributed amount evenly, as weekly sellers receive 50% of the 25,000 LASTING NFT TOKEN, and weekly buyers receive the remaining 50% of the 25,000 LASTING NFT TOKEN. Marketplace

Liquidity Mining can, therefore, be understood as that users “mine” LASTING NFT TOKEN simply by selling or buying on the platform.

- In turn, the LASTING NFT TOKEN give their holders various rights. This is a fundamental part in Lasting NFT Marketplace’s plan to create a fully decentralized autonomous organization (DAO). LASTING NFT TOKEN holders can vote on system upgrades to the platform, submit proposals relating to the development of the platform, and create featured artworks or moderate platform curators.

Structure

The founders will be the core team and the earliest participants of the DAO. It will gradually consist of early investors(e.g. Participants in Seed Funding), asset owners(NFT creators/buyers/sellers), and entities in the crypto and NFT space.

Lasting NFT token holders will eventually replace the early team as administrators of the protocol.

Proposals and Voting

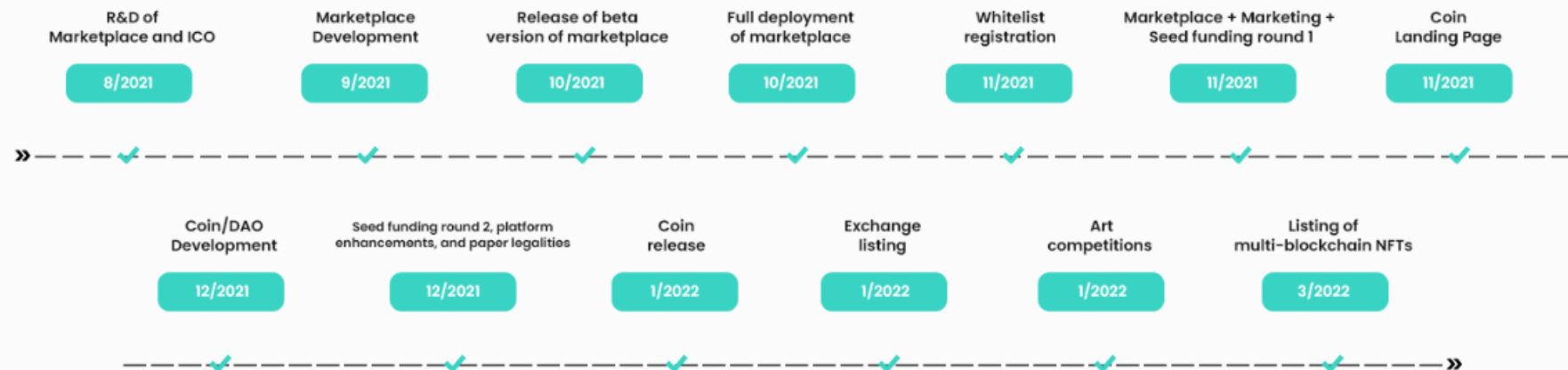
Feature proposals and voting will be related but not limited to the following subjects:

- Technology
- Products and projects
- Token distribution
- DAO/Governance formation

Any tiered member of the marketplace can send their proposals through the Lasting NFT website where the community will cast their votes. Final decisions are based on the majority of votes and will be implemented through a distributed system. Tokens may be put as rewards/giveaway to the individual/team that creates winning proposals for the DAO to implement.

Roadmap

Following Roadmap 2021 – 2022



[See detailed roadmap >](#)

Note: Additional features or changes to products will be voted by the DAO through proposals. The roadmap specified on this paper can change. More updates on our technical roadmap will be provided on our official website and blog.

Our Team

The entrepreneurial team created the Lasting Impact Marketplace as a monetisation platform for NFTs based on blockchain technology. With years of experience in e-commerce, operations, and software development, they intend to create the most customer centric NFT platform in the world. With a pedigree in software development, media, operations, software security, and mathematics, they have the best in class ingredients to succeed.

Founders



DJ Beenken
Co-Founder and Operations Guru

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Darby Beenken
Co-Founder and Business Visionary

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Angelo Marikit
CTO

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Glossary

- **Core Team** - In charge of the community and other business-related ventures. Manages the key features of the platform. Proposes questions/polls to DAO and also votes.
- **DAO** - The DAO was an organization that was designed to be automated and decentralized. It acted as a form of venture capital fund, based on open-source code and without a typical management structure or board of directors. To be fully decentralized, the DAO was unaffiliated with any particular nation-state, though it made use of the ethereum network
- **Token** - The term crypto token refers to a special virtual currency token or how cryptocurrencies are denominated. These tokens represent fungible and tradable assets or utilities that reside on their own blockchains. Crypto tokens are often used to fundraise for crowd sales, but they can also be used as a substitute for other things.
- **Cryptocurrency** - Cryptocurrency is a form of payment that can be exchanged online for goods and services. Many companies have issued their own currencies, often called tokens, and these can be traded specifically for the good or service that the company provides
- **NFT** - A non-fungible token is a unit of data stored on a digital ledger, called a blockchain, that certifies a digital asset to be unique and therefore not interchangeable. NFTs can be used to represent items such as photos, videos, audio, and other types of digital files.