

ESSENTIALUX

WHITE PAPER

Future of Beauty Creators – Driven Advertising Platform

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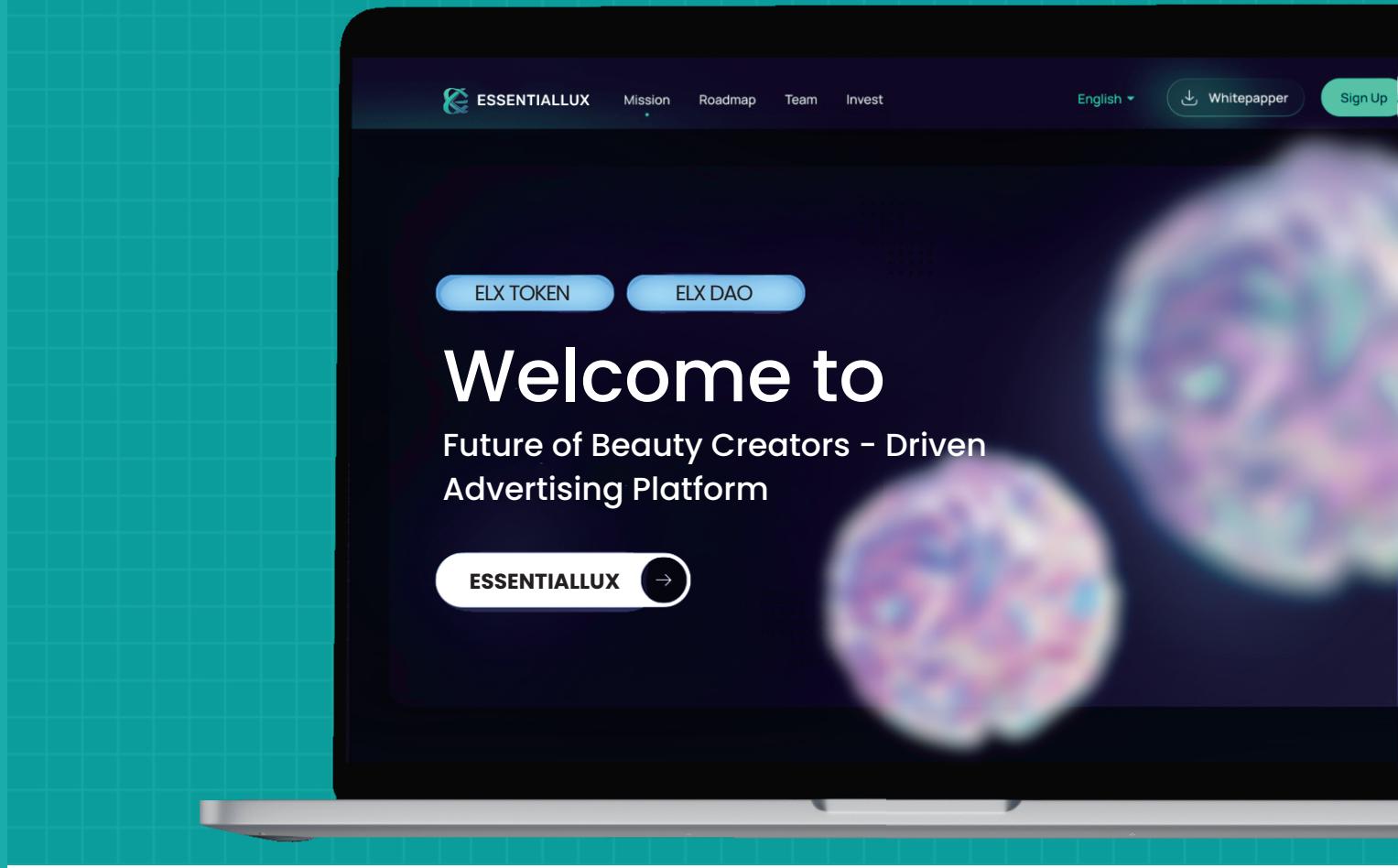
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■ Abstract

EssentialLux (ELX) aims to transform beauty advertising by boosting brand visibility and improving content for audiences. It strives to connect brands with influencers directly, targeting the fast-growing beauty and blockchain advertising space for seamless collaboration.

The integration of blockchain technology into beauty advertisement platforms facilitates a revolutionary ecosystem where transparency, security, and user compensation converge. By leveraging blockchain, such platforms can offer immutable proof of ad viewership, ensuring fair rewards for users who engage with advertising. This ecosystem not only enhances trust among participants but also fosters direct interactions between beauty brands and their target audience without intermediaries, leading to more efficient and effective advertising strategies.

This Whitepaper presents a comprehensive strategy for the ELX Ecosystem, a cohesive framework aimed at integrating innovative solutions to address key challenges, while infusing the Web3 advertising landscape with elements of beauty and fashion. Within its scope, the document explicates the methodologies applied and the strategic reasoning behind the development of the ELX Ecosystem's core pillars: (1) the NFTs (2) the DAO, and (3) the ELX Token. This approach not only proposes to mitigate existing issues but also adds significant value by enhancing the intersection of aesthetics and digital advertising.

Core Features

NFTs

All participants, including NFT aficionados, collectors, and engaged parties, are invited to mint ELX NFTs, granting access to an array of advantages and exclusive offerings within the ELX ecosystem. The bulk of NFTs will be marketed through upsell opportunities, either during or following engagement with beauty-related content, or through promotional activities like AMA sessions and pre-screenings. For the acquisition of more exclusive and rarer NFTs, auction options may be provided.

- Benefits

Secure early access to NFT projects by creators in the ELX platform, EssentialPlx (EPLX) with ELX tokens.

Immediately claim ELX tokens upon minting to facilitate active involvement in the initiation of governance and voting mechanisms.

Receive a daily yield of ELX tokens for every day the pass is held, promoting sustained participation in DAO governance, voting, priority access, and airdrop bids.

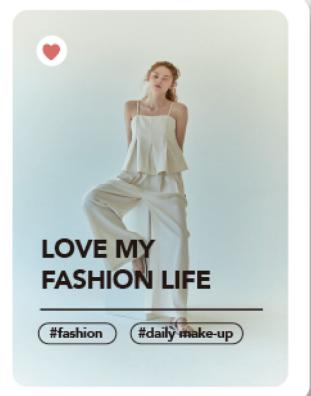
Benefit from numerous airdrops (through Quest to Earn) from creator NFTs over the ELX DAO.



VOTE YOUR CREATOR!

Today ELX HOT
CREATOR > > >

GO TO



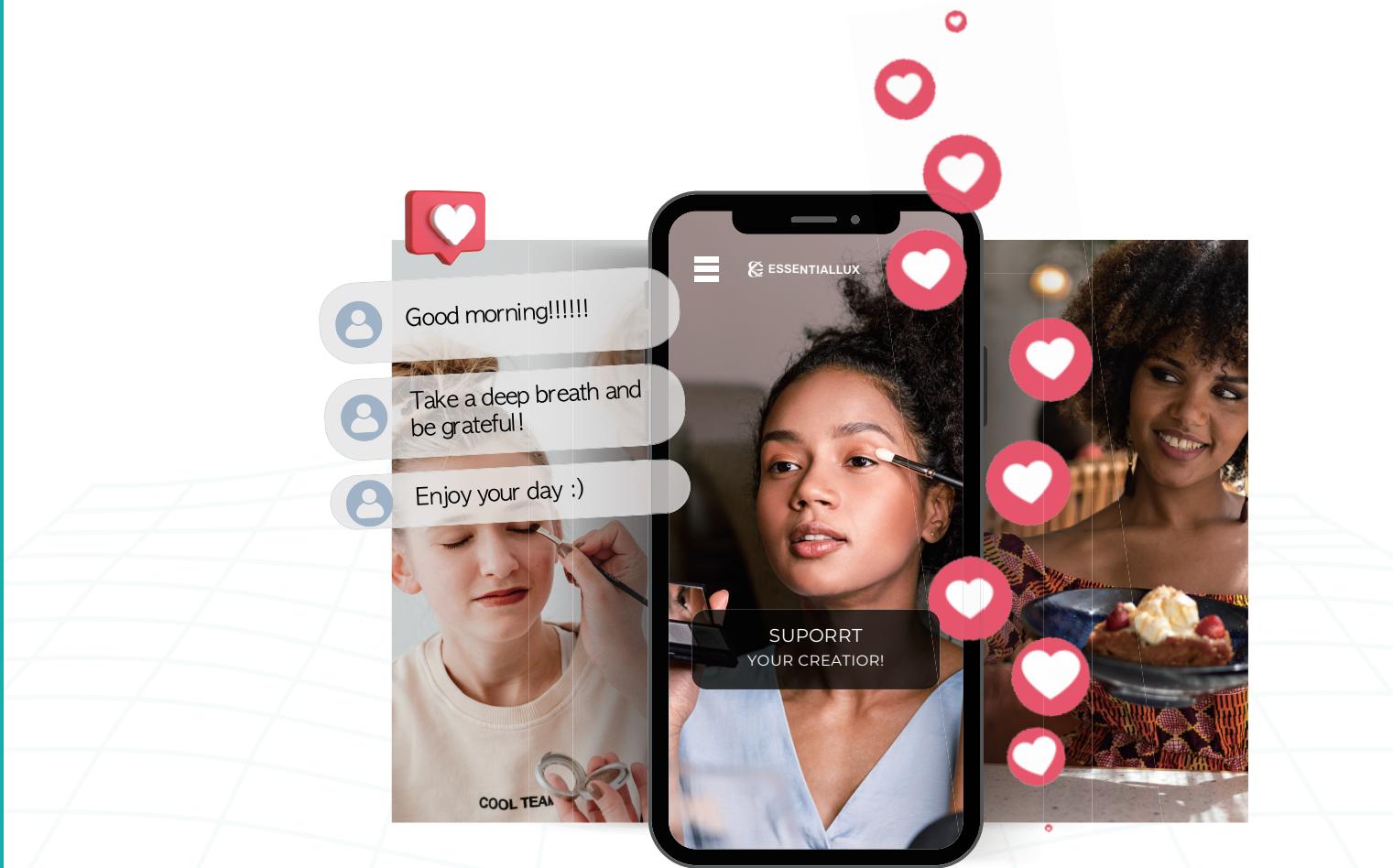
* EssentialPlx (EPLX): an integral Web3 Plex for beauty advertising and entertainment, enriched by creators and users through videos, short clips, and various interactive in-app features.

Ownership of an ELX Super pass (NFT) endows individuals with governance rights within the ELX ecosystem. Initial sale participants receive an ELX token allocation. Transferring or selling the ELX Super Pass (NFT) allows holders to retain accrued tokens up to the date of transfer but ceases further yield accumulation.

ELX Super Pass (NFT) holders are poised to receive numerous airdrops over ELX's lifespan, exclusively receiving creators NFT airdrops.

ELX anticipates delivering numerous airdrops to the Pass holders. Artists and creators will specify in their proposals the number of airdrops available to the Pass holders, tailoring the engagement and rewards within the ELX Dao community.

With a significant portion of the token supply distributed among ELX NFT owners, ELX is optimally positioned to embrace the collective insights of its community members consistently and effectively. Moreover, these holders are afforded the opportunity to accumulate tokens for allowlist staking, thus securing priority access to specific projects of interest.



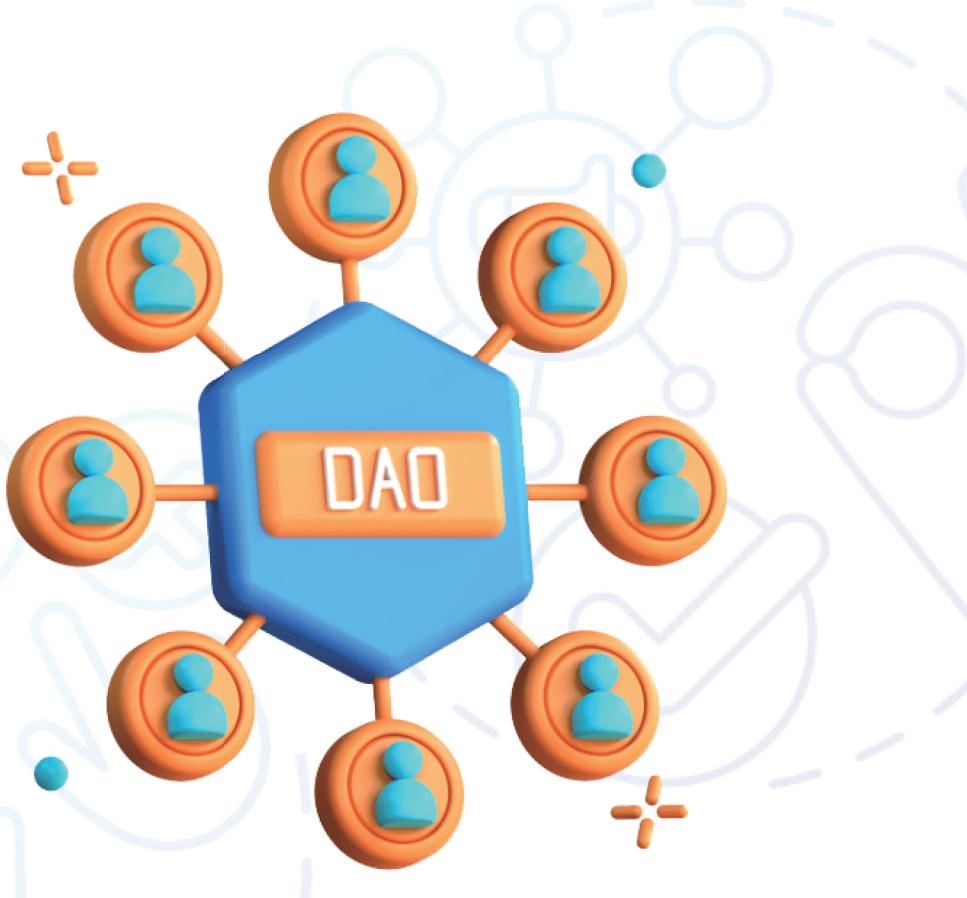
Core Features

DAO

The ELX stands as the pioneering Web 3.0 social platform that empowers content creators by granting them ownership of their creations. It operates as a genuinely Decentralized Autonomous Organization (DAO), where decisions are made by the community rather than by any corporate entity.

At its essence, the ELX Decentralized Autonomous Organization (DAO) is the strategic decision-making entity guiding ELX's future directions. While DAOs are well-recognized within the tech industry, their introduction into the beauty sector marks an innovative shift. The DAO framework ensures openness and democratic participation within the ELX world, empowering the community by distributing decision-making power. This approach represents a significant departure from traditional Web 2.0 models, where only a few held sway. Through DAOs, creators gain both ownership and a stake in their collective efforts, enhancing their influence over decisions and reaping greater rewards from their contributions.

The ELX DAO addresses this by aiming to (1) foster transparency among all stakeholders, ensuring free and open access to information, and (2) provide the community and creators with meaningful input into the ELX Ecosystem's operations, thereby supporting and incentivizing the growth of emerging talents.



ESSENTIALUX

• Governance - Vote with ELX tokens to support your favorite creators

The ELX DAO determines the total number of governance NFTs and limits their supply via smart contracts. Ownership of the NFTs' rights remains with the creator until their sale. Consequently, while the total number of NFTs might decrease if the creator decides to destroy any unsold ones, it will not increase. This mechanism allows for the potential increase in the ownership value of each NFT but prohibits any reduction. Additionally, the community and users can enhance the value of NFTs by repurchasing and eliminating them.

Governance rights, mainly in the form of voting, are uniformly distributed across all NFTs to comply with regulations concerning the securitization of tangible assets, excluding dividend rights. Revenue generated from copyrights can be distributed as staking rewards, incentivizing the staking of NFTs, thereby benefiting NFT holders.

The DAO has the authority to grant external permissions. Initiatives involving copyright collaboration, such as partnerships with Web2 companies, require proposals from a designated number of NFT holders and must be approved by a specific percentage to serve as external permissions. Revenue generated from these collaborations aims to encourage NFT staking. Additionally, the DAO is authorized to collaborate with real-world entities and individuals on copyright matters, thereby extending its impact beyond the digital space.

Participation in ELX's governance mechanism commences when users transfer ELX tokens into what's known as the ELX Community Reserve, thereby acquiring shares within this Reserve. The governance of ELX through this Reserve relies on a voting system where the weight of one's vote corresponds to the number of shares they hold. This system dictates the management of the protocol and how the treasury of the Community Reserve is utilized. Those who actively engage in the voting process are rewarded with an Annual Percentage Yield (APY) on the tokens they have staked.

The privilege of voting is confined specifically to selections concerning the features of EssentialPlx (EPLX). It does not provide ELX holders with the capability to influence the administration or operational strategies of the Company, its related entities, or the handling and allocation of their assets among token holders. Additionally, possessing ELX does not equate to holding an equity interest in any of the Company, nor does it signify participation in a collective investment scheme. This arrangement should not be considered as forming any sort of joint venture or partnership.

Matrix 1



Community Evolution to Dao



1 ELX DAO

Issues and airdrops \$ELX Coins

ELX DAO members

-All of the community including
ELX Core Team & ELX Token Holders
(investors, fans, creator,anytype of user)



2 Fans & Creators Speculator

Purchase \$ELX Coins to trade or vote



3 ELX Community

Post creative proposal for community vote
[Staked voting]



4

ELX Token Holders

Vote for their favorite content creative direction



5

ELX Core Team

Bring creative direction to life as stills & other content

Utilizing a DAO, we aim to establish community-driven beauty advertising and media, fostering creators-centric ecosystem



8

ELX DAO Treasury

Receives rewards from NFT Sales



7

ELX DAO

+ Publishes media to Web 3&2 Social



6

ELX DAO

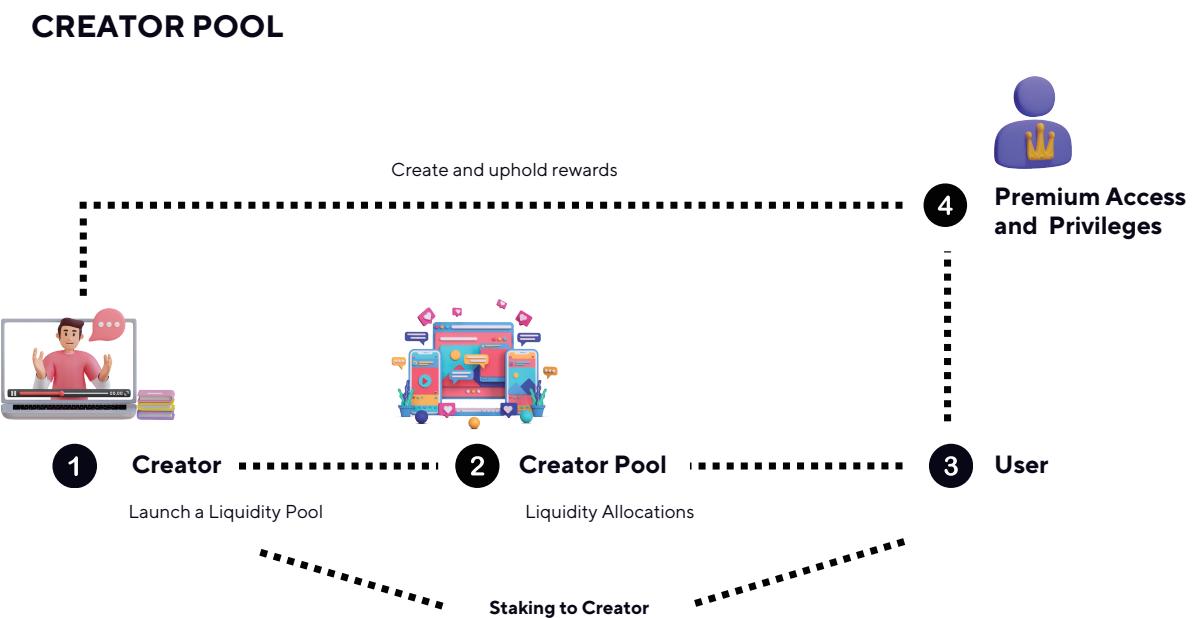
Mints and sells media as NFTs

8

- Grants for Creators

Creator pools serve as a platform for fans to financially back their favorite creators by transferring ELX to them through a designated mechanism: Creators create their own pool, which acts as a barometer for their social endorsement based on their popularity level. When fans contribute ELX to a creator, they receive shares in that creator's pool. As these shares are purchased, their value increases. Moreover, shareholders have the option to cash out, retrieving a portion of the pool's funds proportional to the shares they hold. In turn, creators can access tokens from this pool upfront, providing them with early financial support for their careers. This setup also means that as creators start earning revenue on the platform, a predetermined portion of these earnings is distributed among the pool's shareholders, based on the number of shares each one holds and the initial agreement made by the creator.

Matrix 2



■ Subscription

creators have the ability to establish a subscription model; every user who signs up for EssentialPlx to access content will receive ELX tokens as a reward on the monthly anniversary of their registration, as long as their subscription fee has been settled. These tokens can then be used for a wide range of activities and services available on the platform.

A particular subscription model will be developed via the governance process. For instance, a defined percentage of the subscription fee will be directed to the ELX vault as revenue and will be used for community benefits.

■ Referral Circulation

ELX believes that enhancing the Artist Referral Token Initiative with integrated strategies can create a more dynamic, engaging, and sustainable ecosystem for creators on the platform. Here's how the proposed ideas seamlessly intertwine with the existing framework:

- **Integrated Tiered and Performance-Based Rewards**

Incorporating a tiered referral system directly rewards creators for their efforts in expanding the community, where higher tiers yield greater token allocations or access to exclusive platform privileges. Simultaneously, a performance-based bonus system acknowledges the contributions of referred artists whose work significantly propels platform growth, benefiting both the referrer and the referred with additional tokens.

- **Gamification and Community Engagement**

By introducing a referral leaderboard, the initiative gamifies the referral process, spotlighting top referrers and fostering a competitive yet collaborative environment. This could be complemented by rewarding community engagement activities—such as governance participation, event attendance, or streaming hosting—with tokens, diversifying the ways artists can contribute to and benefit from the platform.

• Mentorship Programs for Newcomers

Pairing newly referred artists with seasoned platform veterans not only facilitates smoother integration but also fortifies community bonds. Token rewards for successful mentorship engagements recognize the value of personal investment in the community's growth and cohesion.

• Sustainable Growth and Replenishment

Committing to maintaining the referral program's endurance through strategies such as allocating a fraction of transaction fees or channeling proceeds from selected art sales into the ELX community fund. This approach creates a renewable cycle that underpins the long-term sustainability of the ELX community ecosystem, ensuring its resources remain abundant.

The allocation framework is based on:

- A calculated provision of 1,000 tokens (subject to adjustment via DAO decisions) for every successful referral.
- The level of participation among artists in EPLX initiatives.
- A total token distribution targeting a specific reserve of 3,000,000 ELX tokens. This program will conclude when the designated token reserve has been fully distributed.

■ Operational Dynamics

Significant association with Web2 enterprises

The ELX ecosystem encompasses both traditional transactions involving goods and services.

- **Gratuities (e.g. Crystal Stars or Badges)**

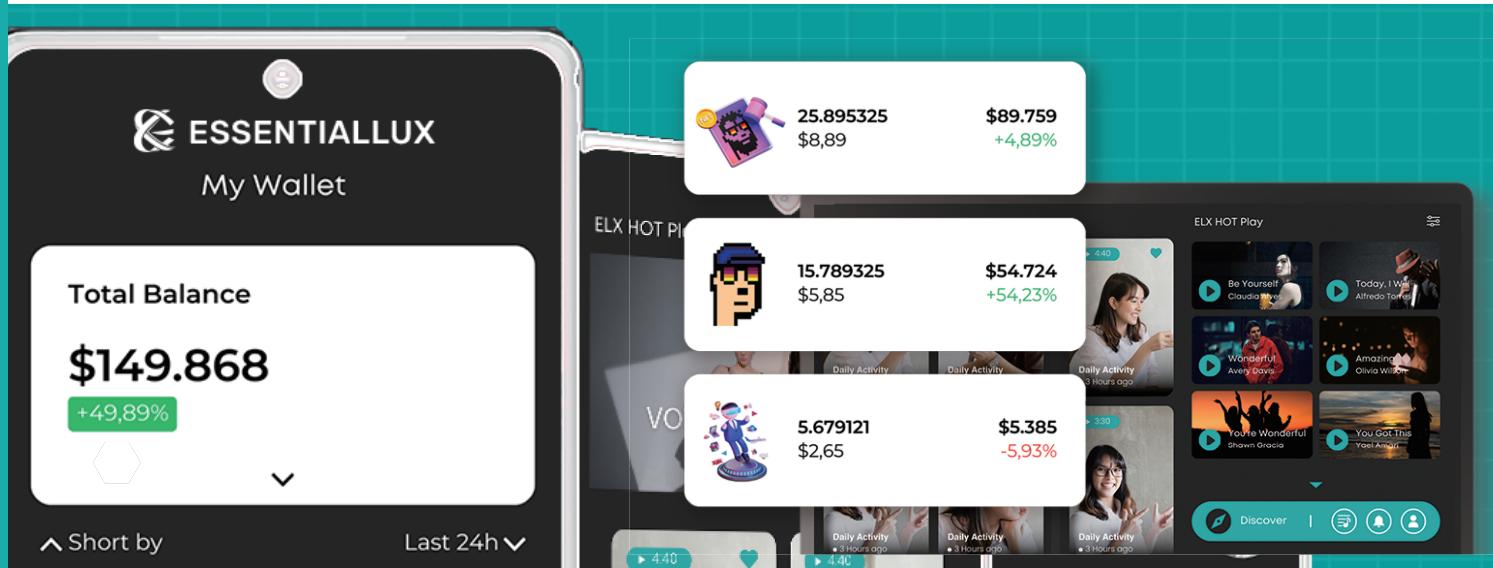
Participants can support content creators with ELX tokens. Thanks to blockchain technology, which records every transaction, creators can easily keep track of their supporters. This feature is especially useful if they wish to distribute exclusive content or offer special interactions to their supporters.

- **Influencer Hub**

Businesses looking to advertise beauty products can collaborate with creators on the platform, EPLX compensating them with ELX tokens for their promotional efforts. This arrangement ensures that users receive compelling, relevant content, encouraging the direct purchase of advertised items (be they physical or digital) using tokens on the platform.

- **Merchandising**

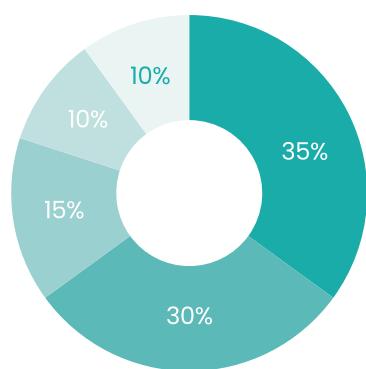
EssentialLux will empower content creators to present courses via EPLX and market a range of products (including digital assets such as NFTs) seamlessly integrated into their content. This facilitates a clear and straightforward transaction process, allowing items to be exchanged for their specified price in ELX tokens.



Tokenomics

Total Supply: 300,000,000 ELX Tokens

Chain: SOLANA



Allocation	Percent
ADVISOR & TEAM	35%
COMMUNITY	30%
RESERVE	15%
SALES	10%
ECOSYSTEM	10%

Advisor & Team

- Allocation for current and future core team members and advisors. A 2-year cliff period, then unlocked over 18 months linear distribution.

Community

- The allocation reserved for the community is intended to both attract new users and reward those who significantly contribute to the platform. Rewards will follow a specific distribution schedule. To encourage early participation, we're implementing a system where the release of tokens gradually decreases, benefiting the first groups of users the most.

Initially, 3% of the tokens will become available at the Token Generation Event (TGE). Afterward, we aim to distribute 3% of the tokens linearly each month.

Reserve

- Significant token holders will have the authority to vote on proposals regarding development choices. The reserve pool will only be disbursed with the approval of the majority of token holders.

Sales

- Seed (4%) - 10 months vesting, 10% unlocked at TGE, rests with 18 months linear distribution
- Strategic (6%) - 10 months vesting, 15% unlocked at TGE, rests with 18 months linear distribution

Ecosystem

- The reserve for the ecosystem is set aside to finance future development, including improvements to the platform, marketing efforts, partnerships, and more. At the Token Generation Event (TGE), 5% of the reserve will be released, with the remainder distributed evenly over 24 months.

Road Map

2024-4 MAIN



Project build-up



Launching a VC Investment Round (Seed Investment)



Concluding Global Partnership

2025-1 MAIN



VC investment (Second Round Investment)



Release Essential Lux Beta Version.1



Listing on a Global Exchange



Starting Offline Beauty Business

2025-2 MAIN

-  Release Essential Lux Beta Version 2
-  Listing on a Global Exchange
-  Start a beauty-franchise business
-  Expansion of Rewards System (version.1)
-  Expansion of Token Ecosystem (Expansion Beauty business)

2025-3 MAIN

-  Listing on a Global Exchange
-  Ready to Foundation Pre-IPO
-  Official Release - Essential Lux
-  Expansion of Beauty Business in Asian

Disclaimer

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- You understand and accept that ELX NFTs may possess no value, are not guaranteed or represented as valuable or liquid, and do not constitute an investment product;
- The Company bears no responsibility for the value, transferability, liquidity, or market availability of ELX NFTs through third parties or otherwise; and
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