LUCKY1

WHITE PAPER

DECENTRALIZING LOTTERIES

helping Founders and Investors reach their Crypto Goals within a reasonable time, following a proven 3 easy steps guide to Crypto Success by leveraging Lotteries

FOUNDERS

Lucky1 helps you in securing new investors and building engagement in your community to create opportunities for success. Allow us to assist you in reaching new heights with your project.

INVESTORS

Lucky1 is your lucky charm for creating a steady income stream, with the added bonus of maximizing your returns while keeping the risks in check. And hey, while we're at it, let's uncover some hidden gems that have the potential to skyrocket into success!

Market Problem

In the world of cryptocurrency, founders are struggling to attract investments and engage communities, while investors are facing high risks and unstable returns. Centralized lotteries only add to the list of issues, with a lack of transparency and fairness.

LUCKY1 PROTOCOL

For Founders:

Difficulty in Securing Investments: Founders often struggle to attract necessary funding. In a market crowded with competitors, standing out to investors is a daunting task.

Community Engagement Hurdles: Building and maintaining a strong, engaged community is vital for any crypto project's success. However, fostering this engagement is complex and resource-intensive.

Navigating Market Volatility: The crypto market is notoriously volatile. Founders face the constant challenge of adapting to rapid market changes, which can significantly impact their project's viability and growth.

For Investors:

Risk of Unstable Returns: Investors in the crypto space face the challenge of dealing with unpredictable and unstable returns. The volatility of the market makes it difficult to predict the performance of investments.

Difficulty in Assessing Potential: Identifying promising crypto projects with true potential is like finding a needle in a haystack. The sheer number of projects and the complexity of their technologies make it hard to discern viable opportunities.

Managing Investment Risks: The crypto market's uncertainty poses significant risks. Investors often find it challenging to manage these risks effectively, balancing the desire for high returns with the need for security.

Solution

LUCKY1 PROTOCOL brings a decentralized platform for creating and participating in crypto lotteries with any token, while providing to founders and investors the opportunity to attract investors, engaging their audience, a steady revenue stream with the affiliate program and a chance to win big with limited risks.

Solutions for Founders:

- **Global Investor Exposure through Lotteries**: Lucky1, as a global decentralized lottery platform, attracts a vast pool of investors. By creating lotteries with their tokens, founders gain unparalleled exposure to these new investors.

- **Enhancing Community Engagement**: Implementing lotteries with project tokens captivates the community, offering them exciting opportunities to win more tokens. This not only keeps the community engaged but also strengthens their connection to the project.

- **Creating Token Demand and Liquidity**: As new investors flock to participate in these lotteries, they purchase the project's tokens, thereby increasing trading volume. This influx of activity creates a more liquid market for the tokens, enhancing their overall market stability and value.

Solutions for Investors:

- **Consistent Revenue through Affiliate Program:** By leveraging Lucky1's affiliate program, investors can generate a steady stream of revenue through affiliate commissions, boosting their earnings.

- **Identifying Promising Tokens:** The platform's lottery engagement data serves as a key indicator of a token's community strength and popularity. Frequent and successful lotteries signal a robust community, helping investors identify promising early-stage tokens.

- **Optimal Risk-Reward with Lottery Participation:** With the option to invest modest amounts in lottery tickets, investors open themselves to the possibility of significant returns (100X to 1000X), offering an attractive risk-reward ratio unparalleled in the market.

Features

LUCKY1 PROTOCOL intends to serve as a one-stop-shop for lotteries, giveaways, sports betting, and more. To accomplish this objective, numerous unmatched features have been incorporated to enhance the user experience, and more are currently in the works.

- **ChainLink VRF for Winner Selection:** Lucky1 utilizes ChainLink VRF to determine lottery winners. This integration brings a high level of transparency and fairness to the winner selection process. ChainLink VRF is a provably fair and verifiable source of randomness, ideal for decentralized applications that require random outcomes.

- **Use Any Token for Lotteries:** Creators have the freedom to use any token of their choice to create lotteries. This flexibility allows for a wide range of lotteries catering to different communities and interests within the crypto space.

- **Customizable Winner Numbers and Distribution:** Creators can determine the number of winners for each lottery and set specific distribution percentages per winner. This feature enables them to tailor the lottery to their specific goals and community preferences.

- **Fairness Through Ticket Purchase Limits:** To ensure fairness, creators can set a maximum number of tickets that each wallet can purchase. This prevents dominance by a few participants and maintains the lottery's integrity and appeal to a broader audience.

- **Creator Fee Settings:** Lottery creators have the option to set their own creator fees. This feature offers them a way to monetize their efforts in organizing and managing the lottery, providing an additional revenue stream.

- **Affiliate Fee Incentives:** The platform allows for the setting of affiliate fees, incentivizing users to refer friends and expand the lottery's reach. This feature not only increases participation but also creates an additional earning opportunity for those promoting the lottery.

- **Charity Fee Option:** Creators can choose to include a charity fee, enabling a portion of the lottery proceeds to support a cause. This adds a philanthropic aspect to the lottery, appealing to participants who value social responsibility.

Business Model

Lucky1 has crafted a robust business model that leverages various revenue streams, ensuring sustainability and growth. This model revolves around transaction fees and premium features, targeting both individual creators and organizations.
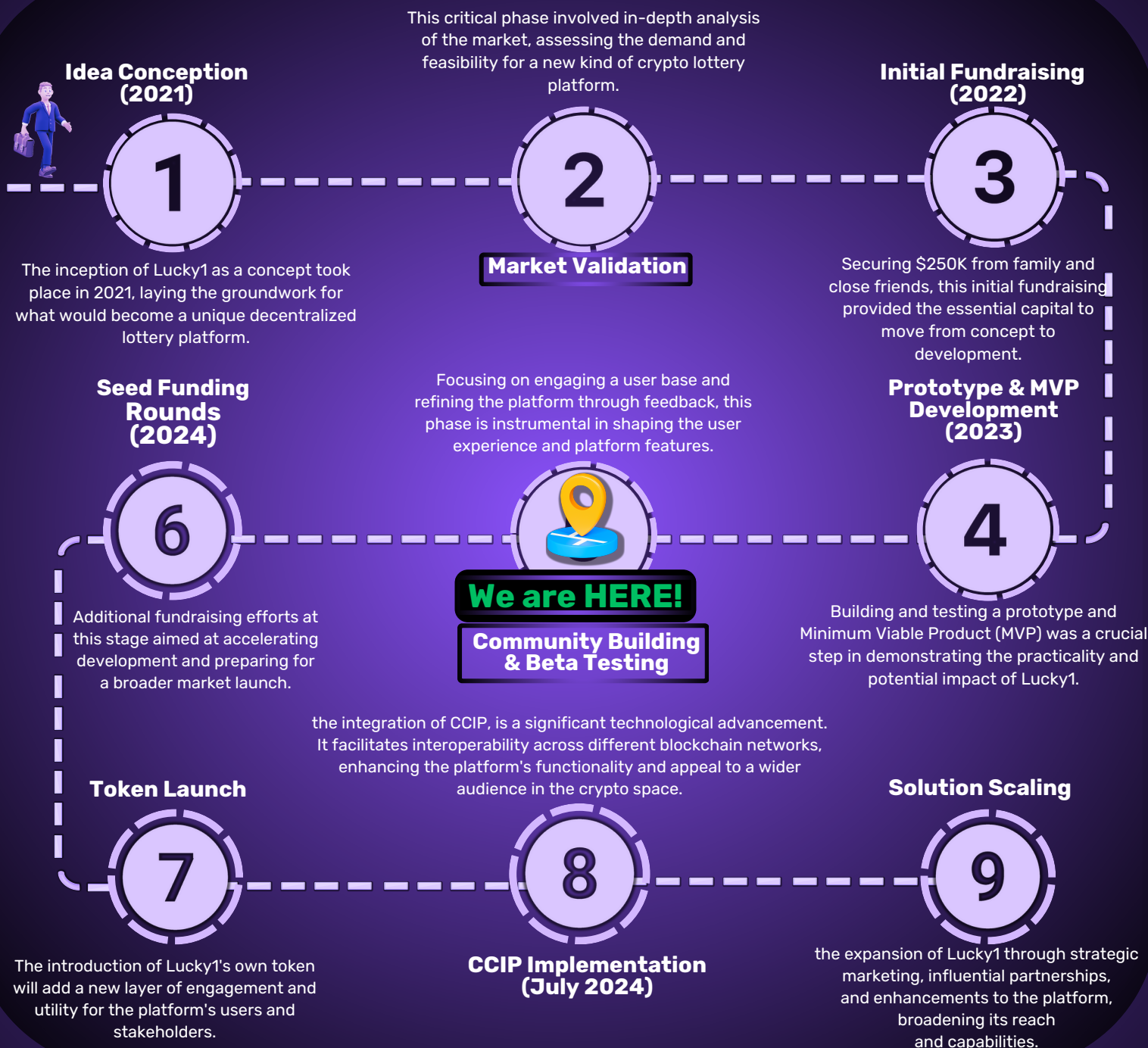
- **Lottery Creation Fee:** The platform charges $100 for each lottery creation from non-partner entities. This fee is a primary revenue source, tapping into the frequent creation of new lotteries on the platform.

- **Commission on Ticket Sales:** Lucky1 earns a *10% commission on each ticket sold*. Alternatively, for lotteries with free ticket entry, the platform takes a 10% commission on the final prize amount. This commission structure aligns Lucky1's revenue with the popularity and success of each lottery.

- **AMA Session Fees:** Charging $1000 for an AMA (Ask Me Anything) session, Lucky1 provides lottery founders with an opportunity to engage directly with the community. This not only promotes their lottery but also enhances visibility for their projects, creating a win-win scenario for both the founders and Lucky1.

- **Profile Verification:** Regular lottery creators can opt for profile verification at $50 per month, positioning themselves as authorities in lottery creation. This verification includes boosting their lotteries to the top of listings, offering increased visibility. For organizations, this service is priced at $500 per month, reflecting their larger scale and impact.

- **Ads Revenue and Boosted Lotteries:** Lottery creators can purchase a boost service to enhance their lottery's visibility on the platform. This service, designed for maximum exposure and token branding, taps into the ad revenue model, leveraging the platform's traffic and user engagement.

Milestones/Roadmap

LUCKY1 PROTOCOL

Idea Conception (2021)

1

The inception of Lucky1 as a concept took place in 2021, laying the groundwork for what would become a unique decentralized lottery platform.

This critical phase involved in-depth analysis of the market, assessing the demand and feasibility for a new kind of crypto lottery platform.

2

Market Validation

Initial Fundraising (2022)

3

Securing $250K from family and close friends, this initial fundraising provided the essential capital to move from concept to development.

Seed Funding Rounds (2024)

6

Additional fundraising efforts at this stage aimed at accelerating development and preparing for a broader market launch.

Focusing on engaging a user base and refining the platform through feedback, this phase is instrumental in shaping the user experience and platform features.

We are HERE!

Community Building & Beta Testing

Prototype & MVP Development (2023)

4

Building and testing a prototype and Minimum Viable Product (MVP) was a crucial step in demonstrating the practicality and potential impact of Lucky1.

Token Launch

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The introduction of Lucky1's own token will add a new layer of engagement and utility for the platform's users and stakeholders.

the integration of CCIP, is a significant technological advancement. It facilitates interoperability across different blockchain networks, enhancing the platform's functionality and appeal to a wider audience in the crypto space.

8

CCIP Implementation (July 2024)

Solution Scaling

9

the expansion of Lucky1 through strategic marketing, influential partnerships, and enhancements to the platform, broadening its reach and capabilities.

www.lucky1.io

GTM Strategy

Lucky1's go-to-market strategy is designed to maximize reach and engagement through a series of strategic partnerships and community-focused initiatives. This multi-faceted approach is aimed at rapidly expanding the platform's user base and enhancing its market presence.

- **Influencer Partnerships:**
  - Lucky1 plans to partner with Key Opinion Leaders (KOLs) in the cryptocurrency industry.
  - These influencers will be incentivized to create and promote lotteries on the Lucky1 platform, leveraging their reach to introduce Lucky1 to a broader audience.
  - This approach not only drives platform usage but also enhances brand visibility and credibility.

- **AMAs and Lounges Partnership:**
  - The strategy includes partnerships with lounges, call groups, and AMA (Ask Me Anything) groups.
  - Lucky1 will incentivize these groups to offer lotteries to their clients as an additional service during AMA sessions.
  - This not only adds value to the AMA sessions but also introduces Lucky1 to a captive and relevant audience, effectively broadening its reach.

- **Project Partnerships:**
  - Collaborations with established crypto projects that already have a strong community presence are a key part of the strategy.
  - These partnerships will enable Lucky1 to directly engage with active crypto communities, introducing the platform as an exciting and valuable addition to their crypto experience.

- **Trend-Based and Hyped Lotteries:**
  - Lucky1 will capitalize on the popularity of trending tokens, particularly those with emerging technologies or meme coins with a hyped community.
  - By creating lotteries for these tokens, Lucky1 aims to attract their vibrant communities, offering an additional layer of engagement and excitement.
  - This strategy is designed to tap into the momentum of these trends, drawing in users who are already actively engaged in the crypto space.

Secret Sauce

Lucky1 stands out in the crowded crypto lottery space with its unique offerings tailored specifically for founders and investors. These distinctive features form the 'secret sauce' of Lucky1, setting it apart and providing unique advantages to its users.

- **For Founders: Influencer Network Integration**

  - Lucky1 boasts an extensive partnership network with influencers, KOLs (Key Opinion Leaders), and call groups.
  - When a project partners with Lucky1 and opts for the full service, any lottery created using their token is actively promoted across this influencer network under the Lucky1 Partnership umbrella.
  - This extensive promotion significantly amplifies the reach and visibility of the lottery, directly benefiting the partnering project.
  - Additionally, Lucky1 facilitates networking and referrals for projects seeking AMA sessions with these influencers, offering discounted rates and streamlined access, enhancing the project's community engagement and market presence.
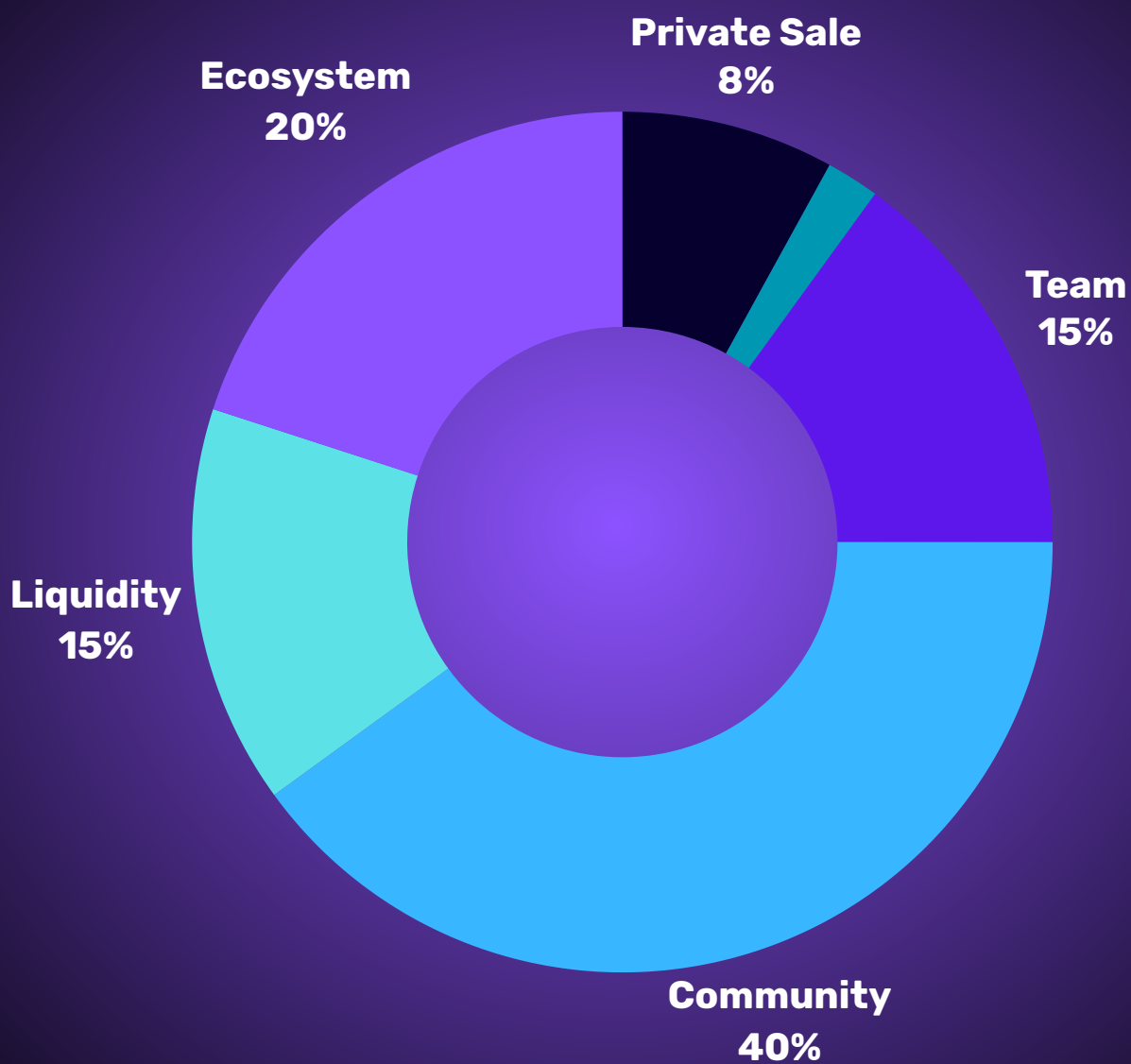
- **For Investors: Hybrid Affiliate Model**

  - Lucky1 introduces a novel hybrid affiliate model that adds an extra layer of potential earnings for investors.
  - When a user buys a lottery ticket through an affiliate link, the referee not only earns a commission on the transaction but also receives a commission if their referred user wins the lottery.
  - This innovative approach increases the probability of returns for investors, as their chance of earning is not solely dependent on winning the lottery themselves but is also augmented by the success of their referrals.
  - The more users an investor refers, the higher their chances of earning from the lottery, creating a unique and attractive incentive structure.

Tokenomics

Lucky1's tokenomics are designed to balance the needs of various stakeholders, from early investors to the wider community, ensuring a sustainable and growth-oriented ecosystem. The total supply of $LUCKY1 tokens is set at 88.8 million, with a strategic allocation that caters to different segments of its ecosystem.

- **Private/Seed Sale (8% - 7.11 Million Tokens)**
  - Allocation: For angel investors.
  - Release Schedule: A 6-month vesting period, followed by a monthly release over 18 months.

- **Strategic Investor & Supporter (2% - 1.78 Million Tokens)**
  - Allocation: For Key Opinion Leaders (KOLs), strategic partners, and the core team.
  - Release Schedule: A 6-month vesting period, followed by a monthly release over 18 months.

- **Team (15% - 13.33 Million Tokens)**
  - Allocation: Reserved for current and future core employees.
  - Release Schedule: A 4-year vesting period, with tokens released monthly over 72 months.

- **Liquidity (15% - 13.33 Million Tokens)**
  - Allocation: Dedicated to providing liquidity on exchanges.
  - Lock Period: The liquidity pool (LP) tokens are locked for 10 years.

- **Community (40% - 35.55 Million Tokens)**
  - Allocation: Distributed among early adopters, via community airdrops, and for incentivizing lottery creators, ambassadors, and liquidity providers.
  - Release Schedule: Over four years, with 25% of this segment (8.89 Million Tokens) specifically allocated for early adopters and community airdrops under the "LUCKY1 Adoption Surge" initiative.

- **Ecosystem (20% - 17.78 Million Tokens)**
  - Allocation: For broader ecosystem support, including centralized exchange (CEX) listing, marketing, and partnerships.
  - Release Schedule: 2.5% of this allocation (0.44 Million Tokens) is unlocked immediately, with the remainder linearly released over a period of 4 years.

Our Team and Community

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E. TUNDA
CO-FOUNDER & CEO

Tunda's extensive experience in finance, particularly in insurance and investment in stocks and crypto, drives our strategic vision.
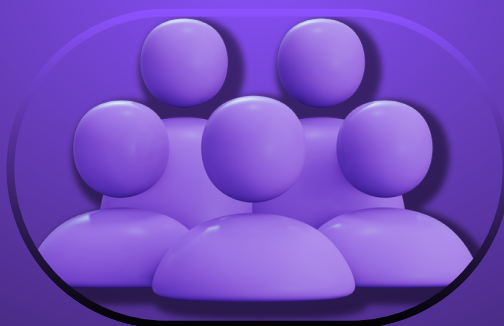
A. BRICE
CO-FOUNDER & CTO

With a deep understanding of blockchain technology, Brice is instrumental in developing our secure and innovative platform.

D. GANZA
CO-FOUNDER & COO

Ganza's expertise in operational management and strategic planning ensures our operations are streamlined and effective.

INTERNAL EMPLOYEES & COMMUNITY

Equally important are our volunteers, who are passionate about the crypto and blockchain space. They play a crucial role in community engagement, support, and spreading awareness about our initiatives.