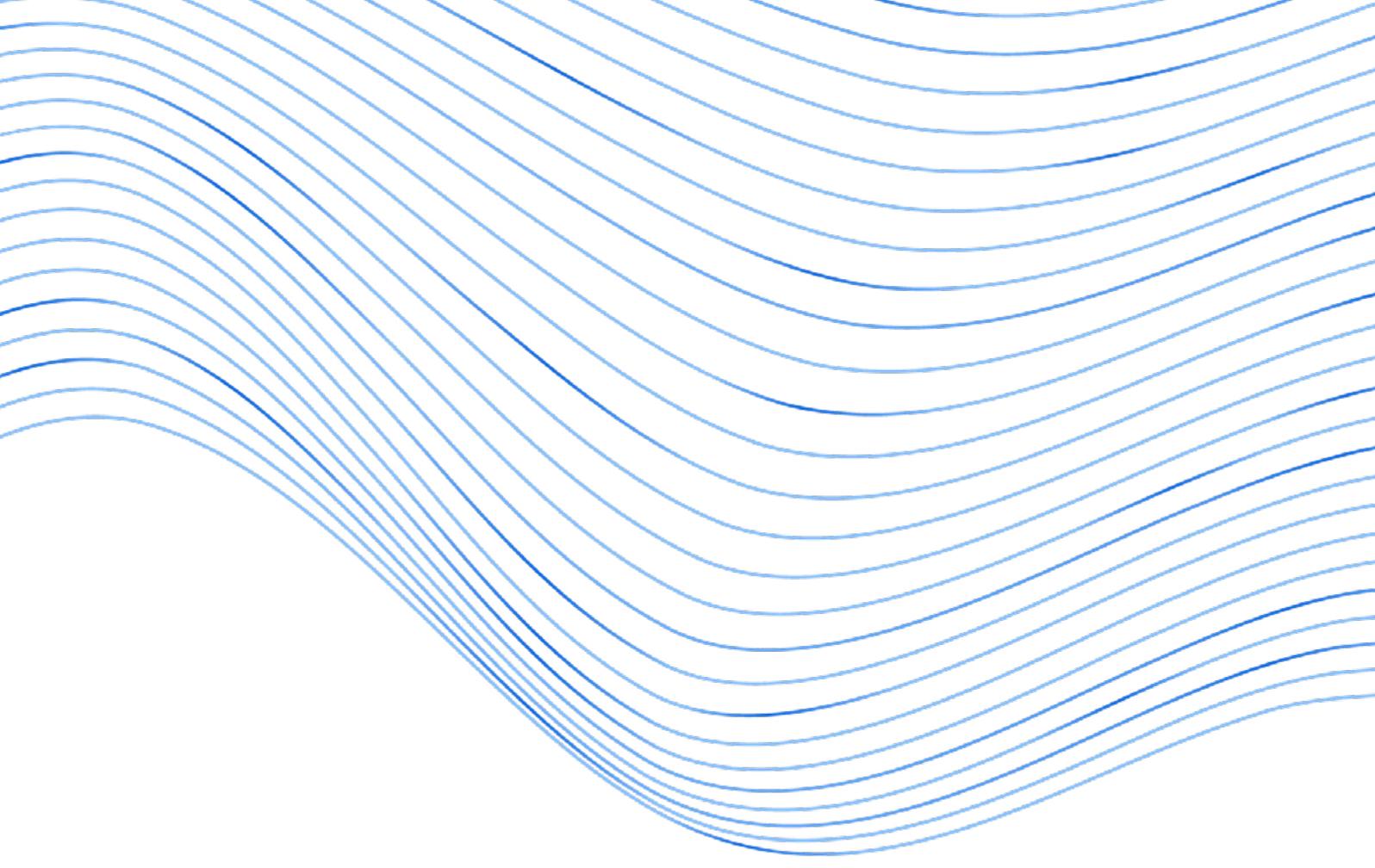


Launchpool Labs Litepaper

Version 1.0 - June 2021



Contents

Chapter 1: Launchpool	03
Chapter 2: Launchpool Labs	04
How it Works	05
Launchpool Labs Ecosystem: #BeYourOwnVC x \$LPOOL	07
\$LPOOL Integration in Launchpool Labs	08
\$LPOOL Utility Mapping	09
Four Levels with Four Tiers of NFTs	10
Roles and Levels	12
Launchpool Labs Ecosystem: Overview	14
Advisory Board	15
Strategic Partnerships	16
Minimum Viable Community (MVC)	17
Summary	26
About Launchpool	30

Chapter 1: Launchpool

We set on this journey with Launchpool to democratise the digital asset investments landscape. The game felt rigged. The entry points were difficult to achieve unless you had the knowledge or the financial power to sustain a position in a crypto project. More experienced players (crypto funds, whales, exchanges) had the upper hand, making it impossible for an egalitarian offering, even if project teams would be open to it. Unless investors get into the project early, the returns were almost impossible to achieve.

Launchpool was born out of a desire to support the entire ecosystem, from retail investors, to whales, funds, projects, marketers, and stakeholders alike.

We created a unique investment instrument to support the decentralised economy of the future, by offering investors private sale opportunities, pre-IDO, with the same vesting schedules and bonuses as funds & partners received.

Projects and founders would get access to community and a more mature investment ecosystem. Funds & strategic partners would join forces in supporting quality projects. Marketers and creatives would get to support and align their work ethos with that of Launchpool's.

While community is the core of Launchpool, \$LPOOL is the access key that grants community access to unique rewards, private seed allocation opportunities, and DeFi features.

Chapter 2: Launchpool Labs

Say hello to the first community-centric blockchain incubator that empowers everyone to be their own VC!

Launchpool Labs is a bespoke product of Launchpool, aimed at incubating and supporting very early stage projects and teams, taking teams from ideation or prototype to minimum viable product level.

Launchpool Labs will have greater control over all the different aspects of incubated projects. The aim is to further ensure that projects develop successfully both pre and post launch, while looking at long-term commitments from all stakeholders (community, projects, funds, marketers). In this sense, Labs honours past and future engagements - as the community of Launchpool Labs is formed by the longest serving members of our Launchpool community, and therefore we are looking at rewarding that stoic support.

Labs will have overall control on tokenomics and valuations of the projects going through the incubator. Therefore we expect the longer horizons of investment to be more greatly rewarded as we better value the projects and their token economies compared to the wider market.

Mission: Be your own VC!

Vision: Product + Community from Day 1 for Startups. **Private pre-seed deals** for Launchpool investor community, high risk - high reward. **Unique experience** to grow together and witness the journey from ideation/prototype to MVP (minimum viable product) and MVC (minimum viable community).

How it Works



Individuals, teams, entrepreneurs will have an opportunity to submit an idea to Launchpool, using a dedicated interface. Each application will require a one-time action (per submission) such as one share on a social media platform (Twitter, for now).



The community will have a cumulative 50% voting weight in decision making: whether a proposal should be incubated by Launchpool Labs. This comes into effect starting with Cohort #2.



Advisory Board and Representatives of Partner Funds will also have a cumulative 50% voting weight in decision making regarding project onboarding into the incubator.



Media Partners, Technical Partners, and Education Co-Pilots will have access to successfully incubated projects and be able to track and follow their progress.



From the moment a project/idea is successfully onboarded, the **community becomes a stakeholder** having the same rights as any stakeholder and pre-seed VC:

- a. Complete transparency over Product Development;
- b. Access into shaping the Product;
- c. Stakeholder meetings and minutes;
- d. Roadmap and Stakeholder Report access;
- e. Access into first Product iterations and first-glance.

Launchpool Labs Ecosystem: #BeYourOwnVC x \$LPOOL

What will not change: **\$LPOOL** remains the **access key that grants community access** - now to very early stage projects (ideation/prototype stage).

Community remains the core, for Launchpool Labs as well.

\$LPOOL Integration in Launchpool Labs

\$LPOOL plays more diversified roles in the incubator. Some of the objectives include:



Enable different rewards.



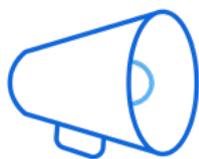
Increase potential burn.



Grant different access levels and layers into investment opportunities.



Offer more reliable market price stabilisation mechanisms.



Incentivise tier-holding and create additional marketing opportunities



Gamify the experience as part of the Launchpool ecosystem.

\$LPOOL Utility Mapping

\$LPOOL utility is linked to certain factors in the Launchpool Labs ecosystem.

The Launchpool investor community will be able to mine a guaranteed pre-seed or seed allocation round for all incubated projects for that batch, for the duration of the incubation program of a certain batch (between 3 and 6 months), by staking once into the available staking pools per their NFT-guaranteed access.

Amount + Time Factored into Accessibility. All \$LPOOL token holders will be granted access to the incubator's private and seed allocation depending on how long they have held their \$LPOOL. Larger and longer holders will get bigger allocations, with the minimum amount of 200 \$LPOOL for 3 months being the entry level.

Holding \$LPOOL. Investors holding a minimum amount of \$LPOOL for a minimum of 3 months or more, will receive an NFT into their wallets. This NFT will grant access to projects, opportunities, rewards, with more generous and cheaper allocations for longtime holders.

Super PuPs explained:

Super PuPs is a PoP-Up-Pool that distributes a basket of digital assets offered by Launchpool Labs to the community. Anybody staked into the Super PuP for xx days prior to a distribution will receive free tokens of all projects as they pass through our incubator. Tokens will be divided equally amongst those staking. The more you stake, the more you get. Limit xxx LPOOL.

e.g. Stake for 45 days in the Super PuP, max. Limit 500 LPOOL.

Four Levels with Four Tiers of NFTs

Level #1: Honouring those that held \$LPOOL for 3 months consecutively.

Asset Class: **Bronze NFT**

Access to: **Bronze Club**

This type of NFT grants bronze membership status, and is issued to anyone who has held a minimum of 200 \$LPOOL in their wallet continuously over the course of three months.

This includes previous holders and those who have been with Launchpool from the beginning, and didn't sell since launch date.

The first Bronze NFTs will be distributed as of July 2021.

Types of allocation available: seed round access to Launchpool Labs projects, different tiers available for Bronze Club members.

Level #2: Honouring those that held \$LPOOL for 6 months consecutively.

Asset Class: **Silver NFT**

Access to: **Silver Club**

This type of NFT grants silver membership status, and is issued to anyone who has held a minimum of 500 \$LPOOL in their wallet over the course of six months, continuously.

The first Silver NFTs will be distributed as of October 2021.

Types of allocation available: seed access to Launchpool Labs and accelerator available for Silver Club members.

Level #3: Honouring those that held \$LPOOL for 12 months consecutively.

Asset Class: **Gold NFT**

Access to: **Gold Club**

This type of NFT grants golden membership status, and is issued to anyone who has held a minimum of 1,000 \$LPOOL in their wallet over the course of 12 months, continuously.

The first Gold NFTs will be distributed as of April 2022.

LPOOLers can purchase this upfront for 1,000 LPOOL. (The purchased LPOOL will be sent to an address, and burned).

Types of allocation available: Pre Seed and Seed access available for Gold Club members.

Level #4: Honouring those that held \$LPOOL for 18 months consecutively.

Asset Class: **Diamond NFT**

This type of NFT grants diamond card membership status, and is issued to anyone who has held a minimum of 5000 \$LPOOL in their wallet over the course of 18 months, continuously.

The first Diamond NFT will be distributed as of October 2022.

LPOOLers can purchase this upfront for 5,000 LPOOL. (The purchased LPOOL will be sent to an address, and burned).

Types of allocation bonuses available: Pre Seed and Seed access for Diamond Club members.

4 new NFTs will be arriving to Launchpool Labs



Launchpool
LABS

Roles and Levels

1. Regular \$LPOOL Holder owns between 1 and 200 \$LPOOL tokens, held for min. 50 days.

- Action 1: Can participate in voting and community decision making.
- Action 2: Can participate in Labs Lotteries for a chance to win "1 out of n" Bronze NFTs and incubated project token giveaways. Subject to vesting schedules

2. Bronze NFT Owner: owns min. 200 \$LPOOL for 3 months consecutively.

- Action 1. Can stake into seed pools.
- Action 2. Can participate in voting and community decision making.
- Action 3. Can participate in Labs Lotteries for a chance to win "1 out of n" Silver NFTs and incubated project token giveaways. Subject to vesting schedules.

3. Silver NFT Owner: owns min. 500 \$LPOOL for 6 months consecutively.

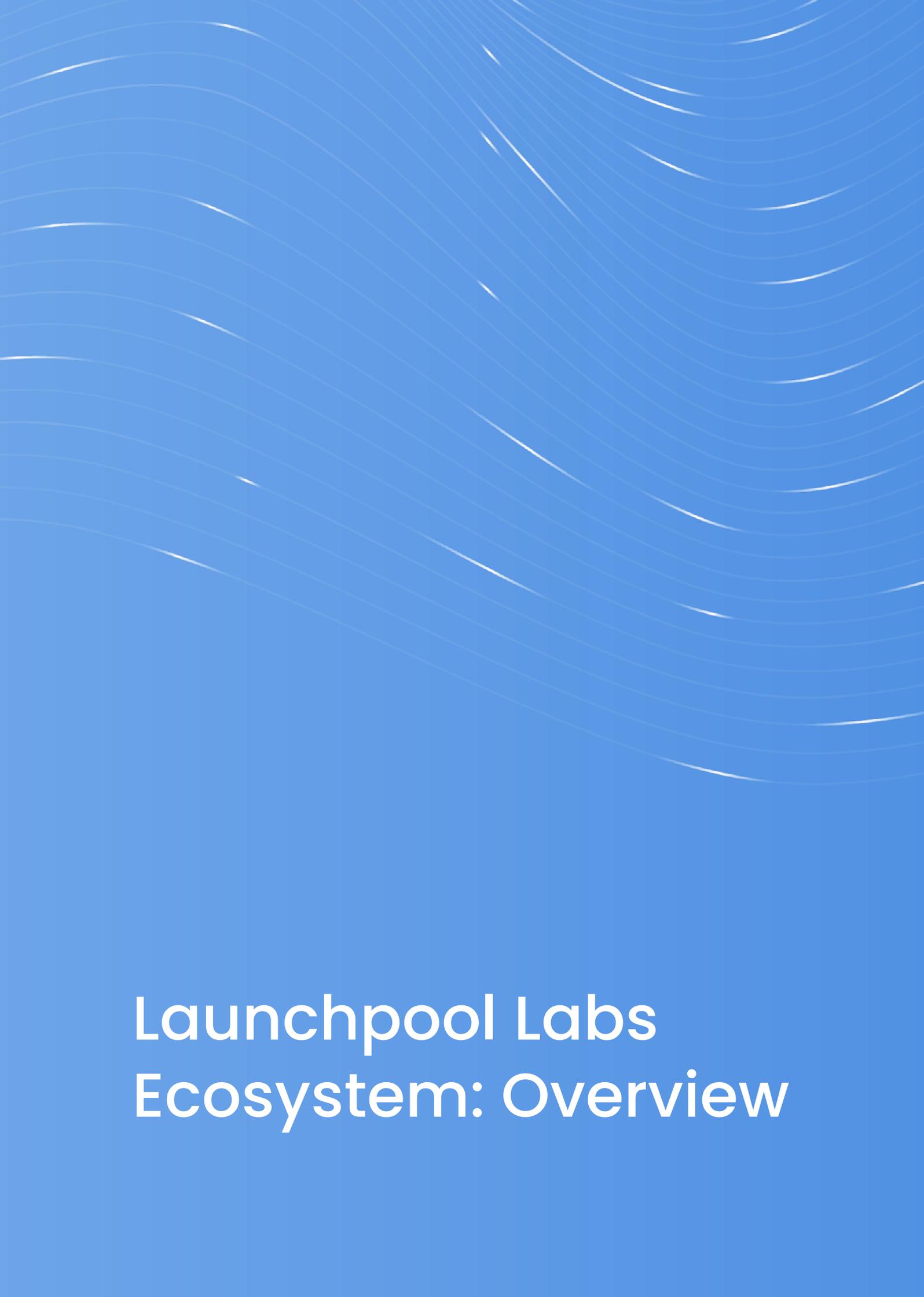
- Action 1. Can stake into seed pools.
- Action 2. Can participate in voting and community decision making.
- Action 3. Can participate in Labs Lotteries for a chance to win "1 out of n" Gold NFTs / and incubated project token giveaways. Subject to vesting schedules.

4. Gold NFT Owner: owns min. 1000 \$LPOOL for 12 months consecutively or has purchased a **Gold NFT**.

- Action 1. Can stake into Pre-Seed and Seed pools.
- Action 2. Can participate in voting and community decision making.
- Action 3. Can participate in Labs Lotteries for a chance to win "1 out of n" Diamond NFTs and incubated project token giveaways. Subject to vesting schedules.
- Access to private Launchpool Discord channel
- Exclusive project AMA's

5. Diamond NFT Owner: owns min. 5,000 \$LPOOL for 18 months consecutively or has purchased a **Diamond NFT**.

- Action 1. Can stake into pre-seed pools.
- Action 2. Can participate in voting and community decision making.
- Action 3. Can participate in Rare Labs Lotteries for a chance to win premium NFTs / and incubated project token giveaways. Subject to vesting.
- Access to Secret Deals, only available for Diamond NFT Owners.
- Access to private Launchpool Discord channel.
- Exclusive project AMA's
- Launchpool Council membership.

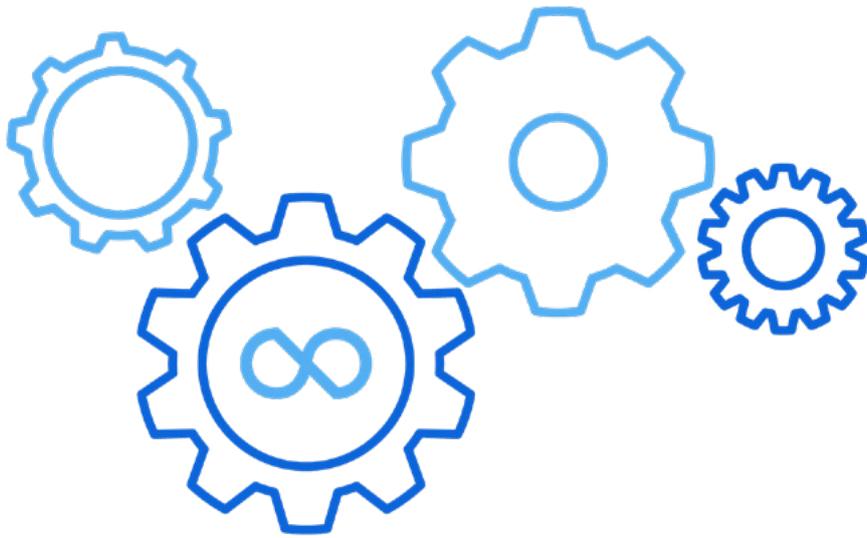
The background of the slide is a solid blue color with a pattern of thin, white, wavy lines that create a sense of motion and depth. The lines are more densely packed in the upper half and become sparser towards the bottom.

Launchpool Labs Ecosystem: Overview

Advisory Board

The advisory board will consist of members with a diversified background, ensuring to cover:

- Technical experience and insights, development support;
- Marketing and Product insights, market fit, and support;
- Legal insights, on regulations and entity-law to ensure compliance;
- Media and PR support, from established publications and agencies in the space;
- Industry Vertical (specific) experience, including: AI, VR/AR, Real Estate, Fintech, Agritech, Gaming and e-sports, and others.
- Internal community members from the Launchpool Council.



Strategic Partnerships

Here is a breakdown of strategic partnerships, stakeholders, and supporters we will be looking to bring into the Launchpool Labs incubator in due time.

- Polygon (MATIC)
- Solana (Foundation, Launchpads)
- Polkadot (Web3 Foundation)
- AAVE Protocol
- Binance Chain
- ADA (Cardano)
- Ethereum (Foundation, Launchpads)
- Tech Hubs and Co-Working Spaces focused on Startups
- Privacy Funds and Ventures
- Female & Minority Funds and Ventures
- Other Incubators and Accelerators focused on MVP-stage Startups outside of the crypto-blockchain ecosystem
- Grant Issuers and Dev Academies
- Local Ambassadors, Thought Leaders, Podcast Hosts
- Media Publications and Journalists
- Other Strategic Partners and Communities
- Marketing Agencies

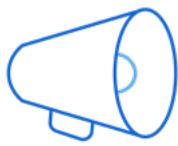
Minimum Viable Community (MVC)

From Day 1, until launch, Launchpool is looking to support, and co-build your MVC (minimum viable community), so that you are ready for launch.

Community is the core and has become a key component of business ROI.

Here is why & how:





1. Marketing

The community plays a major role in supporting the already existing marketing efforts, by providing projects with:

Fresh Content created and generated by the community. This can be in the form of questions that aid in the creation of FAQ documents; visual assets like memes, stickers, and gifs, that are so important in today's meme culture.

Targeted Content created by the community, and for the community. This is a brilliant exercise for companies to learn to communicate with their customers at the same level (and language), as well as for communities to get involved in reducing barrier entries for newer communities and newer jurisdictions.

Testing and Feedback as your community is the first to test, try, and invest (time, energy, finances) into the products you develop.

Virtual Experiences especially aiding projects to think "remote" and "virtual", instead of the classic face-to-face approach. They push the boundaries towards creating unique experiences that contribute to the marketing strategy and execution.

Brand Awareness Nothing speaks better for brand awareness as the community does. Having your community become your ambassadors, aid in building recognition, awareness around your products, services, and team is imperative.

Global Recognition When done right, a strong product or service has behind itself a strong community. They are typically referred to as pioneers & early adopters, who support the product, as well as the team in getting to the masses.

Referrals Word of mouth is still one of the most productive ways to attract new users or customers (or both). Your community is a powerful engine that can capture the hearts of many.

Trust and Security Numbers speak for themselves, and an engaged, dedicated community will add trust to your business brand.



2. Customer Success

Attrition While loss of customers is a natural occurrence in any business, the community either becomes your customer, or becomes part of the product which your end customer is looking to engage with. A minimum viable community (MVC) is necessary to sustain customer loyalty.

Satisfaction net promoter score (NPS) is a metric linked to overall customer satisfaction, and a reflection of brand sentiment and loyalty across different channels. This is something often overlooked, however, how people talk about your product and team, and how likely they are to refer your product or service to their family and friends, is imperative to the success of your company.

Product Adoption Pioneers, early adopters - these are people who will be there from Day 1 and support and use your products. A foundation in each product. The real challenge is product adoption: how likely are the masses to jump the wagon and use your product? Your MVC (minimum viable community) is what paves the first step towards adoption, across different geographies, verticals, and industries, together with strong partnerships and strategic alliances.

Customer ROI (financial, wellbeing, safety) Amazon has a customer-first approach, meaning that customer satisfaction, wellbeing, and safety are among top priorities. Such tech giants know and understand that a 1-time customer can easily become a recurring customer, if their basic needs are covered when interacting with your product or service. Often overlooked in crypto, this metric is what separates good projects from stellar ones: *Is your community getting a return on their investment? Are they happy with their return? Do they feel they can trust your team and your product?*



3. Product

Product Feedback A product is a work in progress. The best way to test and improve your product is to make the community part of the product journey. Feedback and beta-testing before any public release outside of your MVC.

Suggestions and Ideas *You miss 100% of the opportunities you don't take.* Don't miss out on suggestions and ideas that can innovate, improve, and help craft your USP (unique selling proposition).

Beta Testing Your MVC is there to help, support, and beta-test, whenever their technical skills match the requirements for beta-testing.

Mind Share (educational vertical) The best kind of knowledge is the one shared across the community, within the community, and by the community. The community helps itself learn and contribute to the product.

Early Adoption Global adoption is the ultimate goal, but early adoption is what steers the wheels in the right direction. Your MVC = your early adopters.

Product Trust The MVC is a reflection of product trust in the eyes of the world, or of potential adopters.



4. Support

Mindshare (Knowledge Exchange, take load off team, help each other grow). Similar to product, mindshare is vital for the Support component. Senior community members (those that attain education and experience with your product or tech suite) will often be the ones helping junior community members understand the craft and the product.

Community-generated content Particularly for support, questions that emerge from the community, and that are answered by the community (senior members, superusers) can contribute to the best support guidelines.

Case Deflection Community members find solutions to problems without company support, which is vital when the team can't be online 24/7.



5. Sales

Community Qualified Leads our MVC is part of the customer journey mapping and how other people, developers, or other teams find their way into your ecosystem. The best way to boost your sales is to have your MVC involved in generating leads and recommending your product.

Collaboration and Partnerships As to the point above, the MVC is a reflection of the product's success and potential, which companies look for before signing any strategic or collaborative partnerships.

Competitive Advantage Your product is as strong as your MVC. What this means is, oftentimes, before your product or service has the ability to prove being superior over rival products/services - a factor often tied to global adoption - the competitive advantage can be achieved in early stages with your minimum viable community. Driving force behind product adoption.

Expansion This can be achieved with ambassador programs, hackathons, and global partnerships. Your MVC has significant weight in all of the above. Senior community members that have proven vital to the growth and success of the community can be appointed as local market leaders, ambassadors to represent your brand and your product, and help onboard their local communities into the global product. Same applies for hackathons and global partnerships, where your MVC plays an important role.



6. Investment

Opportunity to #BeYourOwnVC The investment made through the Labs community under the 'be your own VC' mantra will cover an initial setup cost for projects (Legal, Incorporation, Salaries, Marketing, and Reserve).

Regulatory compliant investment frameworks Partner Funds will have the opportunity to invest alongside the community from Day 1. Investment is done via regulatory compliant frameworks, which the Launchpool community is already accustomed to.

Collective Grants & Community Sponsorships Previous projects that did an allocation mining event on Launchpool can take part in 'collective grants' & 'community sponsorships', with a small amount in tokens / USDC.

Summary

NFT = access to exclusive deals.

Investors require \$LPOOL to join Lotteries, Giveaways.

Investors require \$LPOOL to join Labs AMEs.

Buy your way into premium NFTs (limited) or get it by staking x holding.

Investors holding a minimum amount of \$LPOOL for a minimum of months and will receive an **NFT** into their wallets. This **NFT will grant access** to projects, opportunities, and rewards.

4 types of NFTs:

- Bronze
- Silver
- Gold
- Diamond

Two-tiered investment opportunities (subject to NFT ownership):

- Private pre-seed round 1 investments
- Private seed round 2 investments

Note: These NFTs will impact the access to (% of distribution) private pre-seed allocations in projects incubated into Launchpool Labs, as well as upcoming features and opportunities linked to staking.

Examples: access to OTC deals, lotteries and raffles,

Example distribution

LPOOL Amount x Time held = NFT Status				
	18 months	12 months	6 months	3 months
Type of Pools	Diamond NFT (5000 LPOOL)	Gold NFT (1000 LPOOL)	Silver NFT (500 LPOOL)	Bronze NFT (200 LPOOL)
Unlimited	Pre Seed 40%	Pre Seed 20%	Seed 15%	Seed 10%
2001 - 5000 LPOOL limit	Pre Seed 20%	Seed 15%	Seed 12.5%	Seed 7.5%
200 - 2000 LPOOL limit	Seed 15%	Seed 10%	Seed 10%	Seed 5%

Acquiring an NFT card:

All 4 types of NFTs will be automatically distributed to the Metamask address used in the KYC verification process and sign-up. Distribution will happen when conditions are met:

(2021) July: *First Distribution of Bronze NFT cards: ON. Bronze Club.*

(2021) October: *First Distribution of Silver NFT cards: ON. Silver Club.*

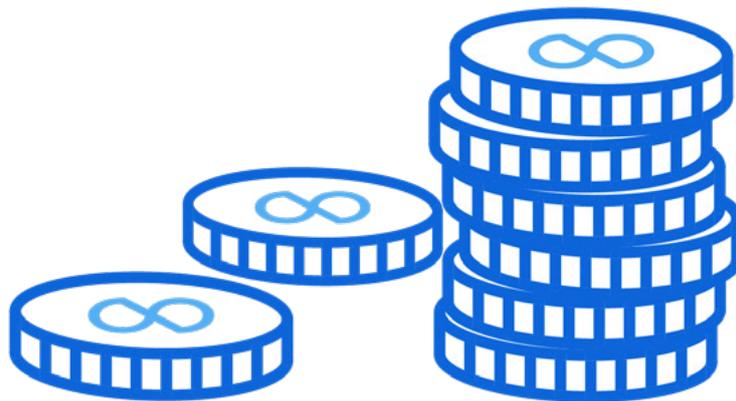
(2022) April: *First Distribution of Gold NFT cards: ON. Gold Club.*

(2022) October: *First Distribution of Diamond NFT: ON. Diamond Club.*

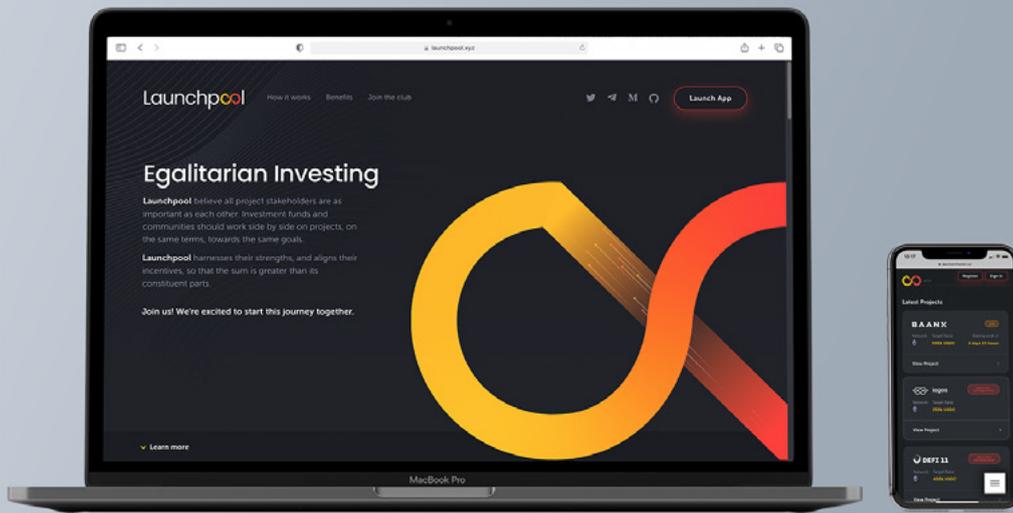
Investors can buy Gold NFTs with 1000 LPOOL (that amount will be bought and burnt) before [the natural distribution occurs](#) (April 2022).

Investors can buy Diamond NFTs with 5000 LPOOL (that amount is bought and burnt), [before the natural distribution occurs](#) (October 2022).

The Launchpool investor community will be able to mine a guaranteed private pre-seed or seed allocation round for all incubated projects for that cohort, for the duration of the incubation program of a certain cohort (between 3 and 6 months), by staking once into the available staking pools per their NFT-guaranteed access.



About Launchpool

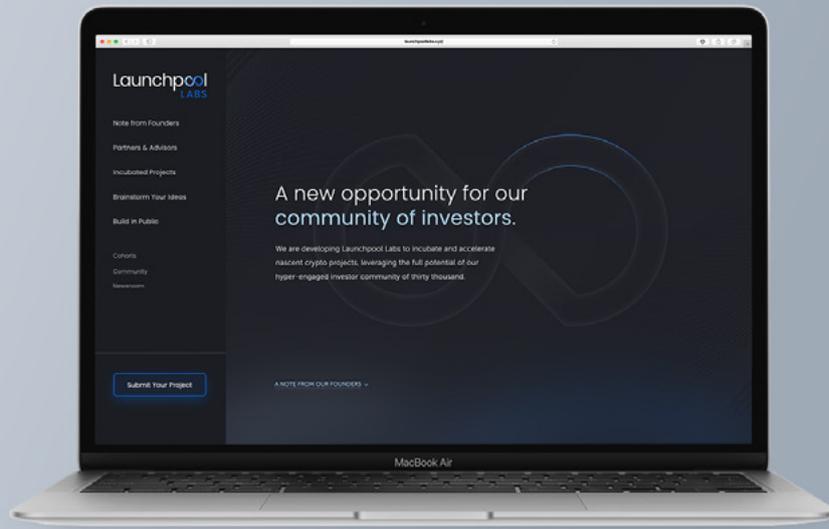


About Launchpool

Egalitarian Investment is our mantra! We are an investment instrument that offers exposure to community, and support, private seed prices and transparent vesting terms, as well as guaranteed allocations across different projects (pre-IDO).

Highlights: guaranteed allocations by the use of our LPOOL token; blockchain agnostic; supporting raises in ETH, USDC, BNB, BUSD (for now). Over 10,000 people have so far KYC'ed to access regulatory-compliant investment opportunities. The Launchpool community counts over 35,000 members (across Twitter, Telegram, and our dApp).

Launchpool believes all project stakeholders are as important as each other. Investment funds and communities should work side by side on projects, on the same terms, towards the same goals. As an egalitarian investment access enabler, we harness the strengths of everyone involved, and align their incentives, so that the sum is greater than its constituent parts.



About Launchpool Labs

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Private pre-seed deals for Launchpool investor community, high risk - high reward. Unique experience to grow together and witness the journey from ideation/ prototype to MVP (minimum viable product) and MVC (minimum viable community).

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