

A GLOBAL LOTTERY SYSTEM WITH PLAYERS USING BLOCKCHAIN PROTOCOLS

LUCKYBLOCK.COM

THE CRYPTO LOTTERY WHERE EVERYONE'S A WINNER



WHITEPAPER 2022

VERSION 2.0



The Lottery

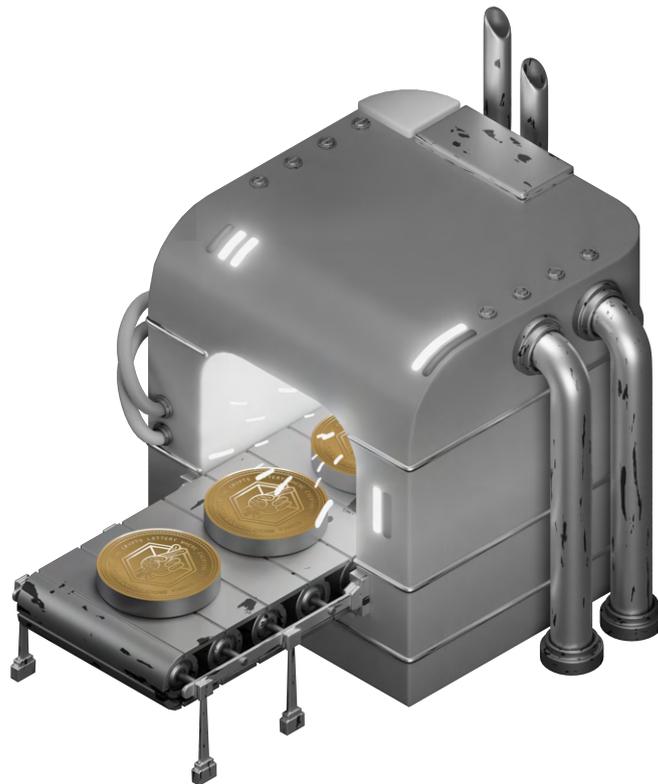
Playing the lottery is speculative, offering a chance for players to win either prizes or a jackpot. Most games run for a particular length of time, and entrance requirements are simply the purchase of a unique ticket, with multiple purchases increasing odds. However, lotteries that offer personalised number selection may result in shared wins.

Due to the limited barriers to entry, lotteries are internationally popular and legal in over one hundred nations, albeit controlled by local regulation.

The Lottery throughout history

Betting and games of chance have been a common pastime for thousands of years. The earliest historical record of a lottery system is the 'drawing of lots' determined in ancient texts, used to define ownership or confer rights to the winning party. Other lotteries of historical note date from 205 to 187 BC from the Chinese Han Dynasty.

The earliest known European lotteries date from the Roman Empire, followed by King Francis I who used lotteries in France to fund his military campaigns in Italy. King James I established a precedent for British lotteries in 1612 by granting a licence to the Virginia Company to raise money for settler establishment in the colony at Jamestown, Virginia. Since then, lotteries have been used to raise funds for various public infrastructure and works projects, war and educational establishments.



Our core focus

Develop transparency and fairness in gaming

Create a global lottery where every player has better win odds

Provide a solid investment strategy for token holders

Contribute to good causes and the community

The internet has created a demand for online gambling, with companies offering easily accessible online wagering. So, it's hardly surprising these websites are fast-growing and highly profitable.

We believe lotteries should not be bound geographically or tied to local financial systems.

**LUCKY BLOCK
ENVISIONS A
WORLDWIDE LOTTERY
WITH PLAYERS USING
BLOCKCHAIN PROTOCOLS,
OPERATING ON THE
BINANCE
SMART CHAIN**



Ensuring a secure, transparent & fair system

Online lotteries operate at a far lower expense than offline lotteries, as they don't need physical equipment or dispensing staff. Still, they face unique issues which undermine consumer trust, including security, speed, and sometimes a lack of liquidity to pay-out players.

There are inherent financial and operational risks when running a lottery and managing these can be resource intensive. Platforms on a centralised server are vulnerable to hacking, whilst physical systems are more likely to experience 'fixing'. For example, digital games are legally required to use Random Number Generation (R.N.G) to maintain the fairness of chance.

Casinos and lotteries must declare they have an accurate Random Number Generator; however, physical machines can easily be rigged, and digital versions hacked. (Amy Kane, 2012).

One such fraud case was the Multi-State Lottery Association which launched a New York Times special investigation. An individual changed the R.N.G functionality, allowing millions of dollars to be 'won' by others involved in the scam. (Forgrave, 2018)

Risks can be reduced by increasing security, transparency, and resilience: fundamental features of blockchain technologies. The Blockchain distributed database transparency by default as information is publicly available with anybody able to view transactions and draws. This ledger of interactions prevents undetectable system tampering. Additionally, any modification to the Smart Contracts Governance is subject to a three-day time-lock of platform features which means any changes are available to 3rd party review before implementation.

Winning, withdrawing & ID

Withdrawal of winnings is a notoriously slow process. It may include paperwork, administration fees, and bank transfers, creating a poor user experience with substantial time lapse from win to pay-out, with even more complexity added when there is no record of who purchased a specific ticket. Furthermore, if a ticket is lost or destroyed, the player would be unable to claim their prize and it could make money laundering more likely.



Person A has a winning ticket

Person B holds illicit cash

Person B identifies Person A before they claim the prize

Person B offers cash equal to Person A ticket

Person B then claims the prize and launders

Blockchain allows for faster (instant usually) prize pay-out alongside full tracking and recording, regardless of the win size via Distributed Ledger Technologies.

In addition, blockchain certifies both players and their tickets, reducing the likelihood of information loss, destruction or tampering.

House Edge / Odds

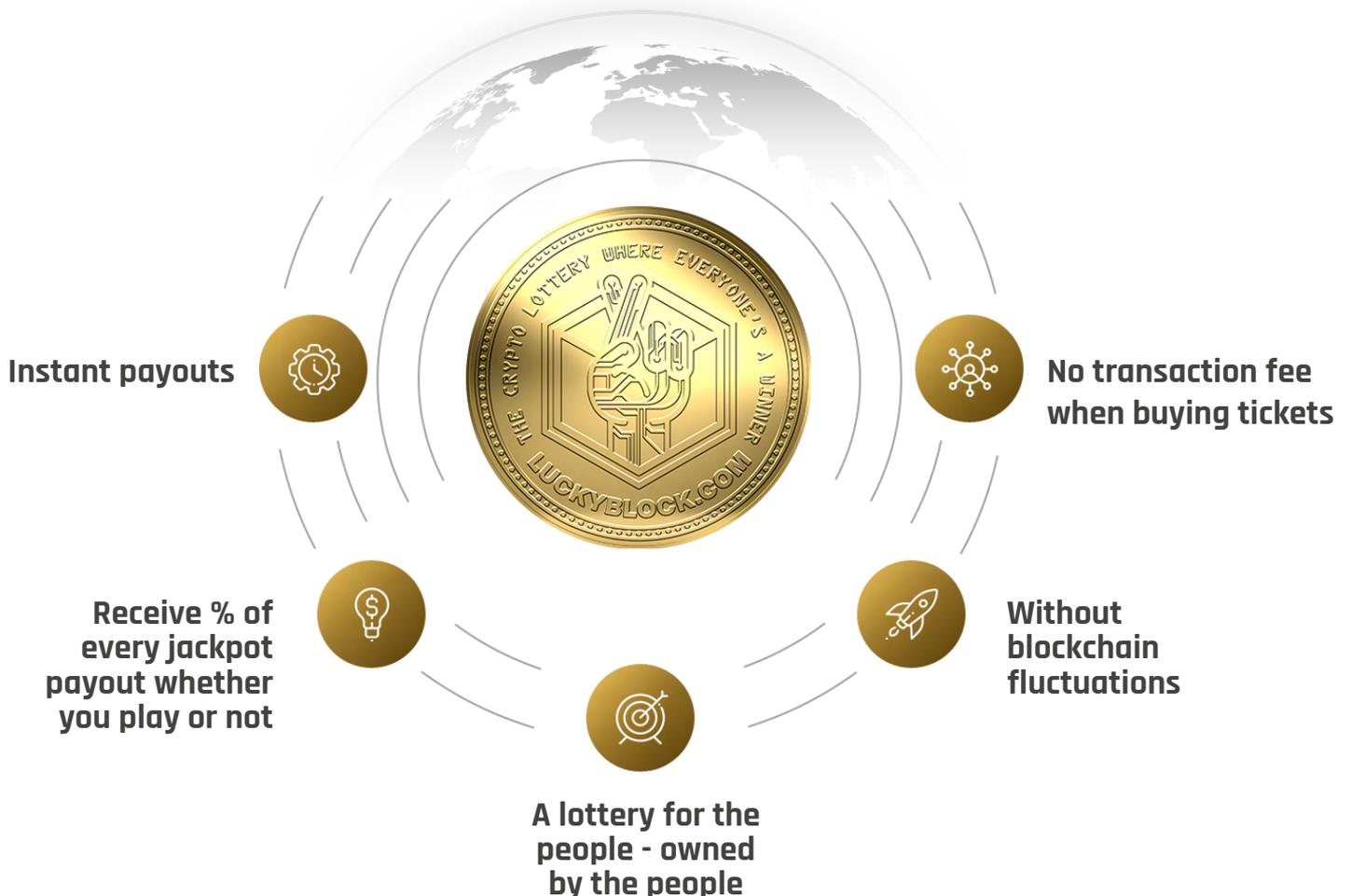
There are high costs to operate a lottery, which can impact revenue for prize formation and pay-out.

A 2019 article divulged lottery operations, including the House Edge - funds to cover costs, typically 37% - 50%. While the percentage varies depending on local regulation, operator model, and game design, only unclaimed prizes positively impact potential winning sizes (Booker, 2019).

If a lottery can reduce costs, there is more money for larger prizes and technological innovation, changes which are ultimately beneficial to players.

Lucky Block will reduce draw times and allow multiple draws per day, giving players more chances to win while lowering costs per lottery. In addition, low margin operations will allow players to partake in lotteries aligned with their risk appetite for better odds.

The LBlock Token



Our team



Scott Ryder
CEO



James Bason
CPO



Alkesh Gupta
Lead DEV



Darnell McWilliams
Marketing



James Thatcher
CTO



Nelson Campelo
CMO



Oliver Calveley
CCO



Will B
Business DEV

Our advisors

Guarantors of the success of our project



Lucas Davison

Lucas comes from a strong business operations and organizational development background, having worked with clients and businesses all over the world. Overseeing all People Operations, Recruitment, and Internal Infrastructure, he had a hand in building Finixio from a small scale finance affiliate start-up to a global force of 200+ people with over 50 leading websites, seeing incredible month on month growth - most of which in the crypto space. This experience and network will be invaluable to LuckyBlock, and his stewardship vital to its success.



James Fennell

"After completing a Computer science BSC at Cardiff University and holding a long term senior role at Sage I turned my sights to cryptocurrency in 2016, venturing into spot trading before moving into futures trading. Since then I have developed a healthy portfolio of large, medium and low cap assets. As current CEO of CryptoPR, a cryptocurrency marketing agency, we've successfully raised millions of dollars for clients across multiple geos via DeFi and NFT PR and I look forward to steering Lucky Block towards its rightful success."

We only collaborate with the finest

Ambassador

Jamie Jewitt

Jamie Jewitt spent the his early years travelling the world as a fashion model until his late 20s, then after two appearances on television he was seen to use his new found fame to help others by working with various charities and organisations. Having always had a keen interest in business he has now settled into his passion of finding new ways to develop businesses that have the ability to give something back.



Partners & supporters

THE MANC

The Manc Group is the UK's most engaged local social publisher, an audience-first platform focused on everything Greater Manchester and slightly beyond - with a loyal following of over 1 million people.

Our aim? To keep you in the know, entertained, and educated on what's happened, or happening, in the greatest region in the world.

LUCKY BLOCK has partnered with European financial marketing sensation FINIXIO. A London based media company that runs 15+ leading comparison brands across personal finance, cryptocurrency & technology sectors.

FINIXIO

50+ Financial News Websites
60 Million Pound Market Cap
200 Staff
4.5 million Unique Visitors Per Month
Experts in Marketing and SEO



BritishRedCross

For the last 150 years, we have put kindness into action.

"We help anyone, anywhere in the UK and around the world, get the support they need if crisis strikes. We provide international aid to help people in emergencies, support refugees and survivors of trafficking, and those facing chronic hunger."

Crypto wallets & gateways



Trust Wallet



BINANCE



METAMASK

Featured in



Trust Wallet
COMMUNITY

INSIDE
BITCOINS
the future of virtual currency

ECONOMY
WATCH
— Follow The Money —



Kryptoszene



THE ECONOMIC TIMES

finaria



ETF Nachrichten

be [IN] crypto



COINCHAPTER



CRYPTOMODE



LearnBonds



Cryptonaute



LUCKY BLOCK PRESALE SELLS OUT
21 January, 2022 by Alan Draper



StockApps

THE LUCKY BLOCK PRE-SALE HAS SOLD OUT HAVING RAISED \$5.7M
21 January, 2022 by Dassos Troulides



FIVE OF THE BEST CRYPTOCURRENCIES TO INVEST IN FOR 2022
07 January, 2022 by CRYPTO PR



LUCKY BLOCK CELEBRATES 2022 WITH DONATION TO THE BRITISH RED CROSS
14 January, 2022 by Connor Brooke

Funding

A soft launch took place with high net worth individuals investing at a special reduced rate with a minimum investment of \$5k to a maximum of \$250k.

Presale

A presale event took place in Q4 2021 for the Lucky Block token launch.

32.5 billion tokens were available for 60-90 days to allow early adopters in at advantageous rate.

The total amount sold out within 49 days of the presale start date

10% of the presale launch proceeds were allocated to the liquidity pool via a 1-year smart contract lock-up.

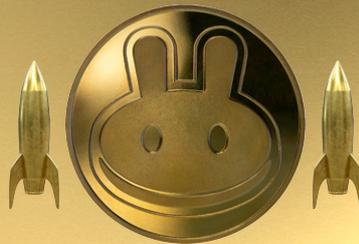
Pancakeswap launch

Exchange
Pancakeswap

Network
Binance Smart Chain

Launch Date
26th January 2022

Time
18:00 GMT



The LBlock token will be listed on Pancakeswap

A leading decentralised exchange (DEX) that allows users to buy, sell, and trade DeFi tokens without a third-party exchange.

It utilises an Automatic Liquidity Pool system to facilitate trades. Since its launch in September 2020, Pancakeswap has developed rapidly, supporting millions of active users and billions in liquidity within decentralised pools.

As a result, Pancakeswap is the obvious choice for Lucky Block's initial exchange listing as it will enable an instant transaction marketplace for both buyers and sellers.

Marketing strategy

TFL CAMPAIGN

20 Black Cabs · 100 City Buses · 5,000 Tube Posters

INFLUENCERS

50+ Influencers
Combined 38million followers
Selected for high engagement and reach in target demographics

FINANCIAL SITES

40+ financial sector websites are teaming up with Lucky Block
Focused on Investment and financial media

GLOBAL SOCIAL MEDIA CAMPAIGNS

We have several campaigns releasing in Q1 2022

EVENTS

Contracts secured with three affluent bar chains across London & Cheshire to host regular Lucky Block events including daily happy hours sponsored by Lucky Block allowing patrons to play Lucky Block sweepstakes, an in-house lottery and scratch card games.

LUCKY BLOCK GOLD COINS

Lucky Block minted 1,000 gold Lucky Block coins for high level LBLOCK Token holders who want to request a gold coin and join our members club.

FUNDING

A planned soft launch engage high net worth individuals to invest at a special reduced rate with a minimum investment of \$5,000 to a maximum of \$250,000 under the tiered smart contract lock up demonstrated below.

PRESALE - SMART CONTRACT LOCKUP

\$0-10,000
no smart contract

\$10,000-25,000
3 month lock up

\$25,000-50,000
6 month lock up

\$50,000-100,000
9 month lock up

\$100,000-250,000
12 month lock up



Tokenomics

TOTAL SUPPLY
100,000,000,000

10%

Private Sale
(10 billion LBlock)

22.5%

Presale
(22.5 billion LBlock)

10%

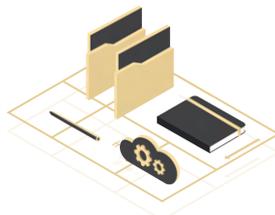
Presale raise
(added to Liquidity Pool)



Anti Whale



Anti Bot



Burn calculation

Predicted based on the market analysis of equal competitors, their transactional count, practically assumed value and an approximate figurative formula.

These calculations have been made to show a basic theory on the following projections

- Token burn per day
- Burn rate at the last countable date
- Time taken to burn half of the total token quantity
- USD value rate of change in token value
- Burn rate at first day
- Rate at which the token burn rate changes
- Time taken to burn a quarter of the total token quantity

We are basing this on two case scenarios

\$10,000 transaction volume per day • \$100,000 transaction volume per day

Average value over potential according to market dynamism:

Volume \$10,000	Token burn rate 1%	Average tokens 2777.77 transaction
Transactions 450 per day	Token value \$0.008	Market cap \$800,000,000 (0.008*100Billion)

Disclaimer - value calculated on the exponential factor with median calculation for average

Tokens burnt

$$\begin{aligned} &= [\text{transactionquantity}/100] * [1 + (\text{volume} / \text{total supply price})] \text{ days} \\ &= [450 * 2777.77 / 100] * [1 + (10000 \text{usd} / 100 \text{billion} * 0.008)] 1 \\ &= 12500 * (1.0000125) 1 \\ &= 12500.0156 \text{ tokens} \end{aligned}$$

The deflationary exponential factor can be projected as follows:

$$\begin{aligned} &\text{Token burnt at the end day alone of 50 years (18250 days)} \\ &= 12500 * (1.0000125) 18250 \\ &= 15703 \text{ tokens} \end{aligned}$$

$$\text{Token burnt at the first day alone of 50 years} = 12500.0156$$

Exponential growth is the same but in reverse order:

$$\begin{aligned} &\text{The average \% of token burn} \\ &\text{rate change over 50 years} = 15703 - 12500.015625 / 18250 \text{ days} \\ &= 0.175505\% \end{aligned}$$

The total tokens for 10,000 transactions each day up to 50 years

$$\begin{aligned} &= [(15703 * 18250 \text{ days}) + (12500.0156 * 18250 \text{ days})] / 2 \\ &= 514,704,750 \text{ tokens} / 2 \\ &= 257,352,375 \text{ or } 257 \text{ million} + \text{ token burn for 50 years} \end{aligned}$$

The rate of token burn (done on deflationary exponential growth of the token value for every day) means the value of a token will increase in the below calculated value for every day:

$$\begin{aligned} \text{Token price growth} &= \text{token current price} * \text{rate of token price change:} \\ &= 0.008 + (0.008 * 0.175505) \\ &= 0.0094040 \text{ price of a token} \end{aligned}$$

So, if the value of the current first day token is 0.008 and the transaction is \$10,000, then after token burn, the next day value will be 0.0094040 per token.

This results in an increase in next day token value if burn happens with the above configuration.

For 100 years 500 million+ tokens will be burnt based on this model.

However if the volume is \$100,000 per day instead of \$10,000:
The burnt value will be 25 billion+ tokens in 50 years and 50 billion tokens burnt in 100 years.

How it works

TRANSACTIONAL TAX

4%

Lottery Pool

4%

Liquidity Pools

3%

NFT & Gaming Royalty Fund

1%

Token Burn

12% Transaction Fee on Sale

JACKPOT DISTRIBUTION

10%

Charity

10%

Lucky Block Marketing

10%

Token Holders

70%

Winner

Roadmap

PHASE 1

- ✓ Develop website, discord & social media communities
- ✓ Deploy Lucky Block token
- ✓ Apply for coin gecko
- ✓ Design marketing strategy and identify influencers that align with our cause
- ✓ Develop a white paper for the community at large to learn more about LuckyBlock team
- ✓ Identify charity organisations and create partnerships
- ✓ Identify high net worth investors for staking



PHASE 2

- ✓ Soft launch
- ✓ Contact exchanges that can accommodate our tokenomics for future listings
- ✓ Identify public charities and groups in need across different continents and ask how we can help
- ✓ Launch TFL campaign
- ✓ Brand awareness scheme London & Manchester
- ✓ Certify our smart contract with an independent reputable audit service
- ✓ Presale
- ✓ Identify businesses and potential celebrity endorsements and partnerships
- ✓ Generate global press releases about LuckyBlock charity organization and our community efforts to donate
- ✓ Start donating – make the first donation



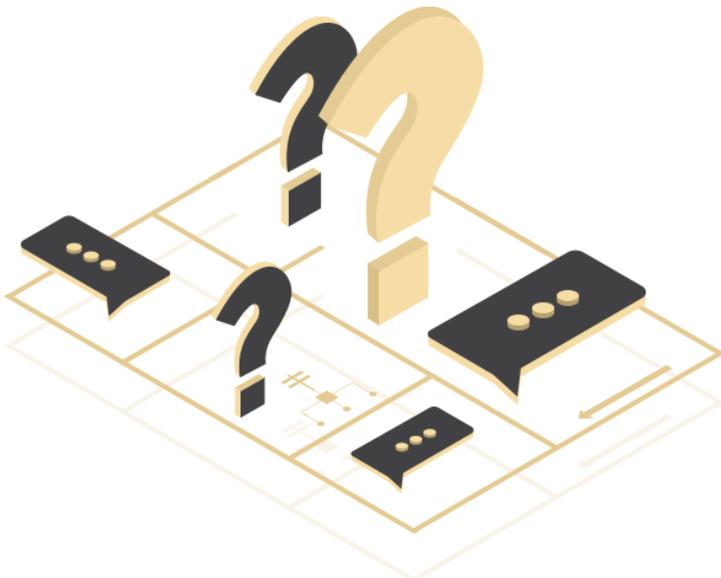
PHASE 3

- List on Pancakeswap, Poooin, Dextools, Defi Swap, Stakemoon Exchange
- Development of the Lucky Block lottery app
- Coinmarketcap and Coingecko listing
- PR Campaign on listing on cmc and coin gecko
- Apply to list on Binance
- Coinsniper listing, social campaigns to drive trending token status
- Watchlist campaign; increase watchlist holders across all decentralised exchanges
- Trust Wallet Logo and Listing
- Paid media advertising banners, buy now buttons on Coingecko and Coinmarketcap Dextools, Poooin
- Centralised exchange listing OKex, Crypto.com, Kucoin
- Rapidly increase trading trading volume
- Implement Facebook/ Instagram ads
- Run Lucky Block Lottery via TestNet
- Apply and launch IOS and Android lottery apps
- Launch Lucky Block Desktop app via Mainnet
- IOS and Andriod ads run through Google network
- PR Campaign on our DEX
- Introduce Lucky Block competitions for big prizes



PHASE 4

- More paid advertising – look into commercial advertising of LuckyBlock token
- Increase outreach by introducing more large social media influencers
- Create LB merchandise store to help support the charity cause
- Show dedication to donating through the organization by hosting fundraising events, social gatherings, and more
- Make the Lucky Block token a worldwide phenomenon
- Develop cryptocurrency education platforms allowing the world to learn about crypto from the LBLOCK token
- Metaverse incorporation
- Online gaming incorporation
- Developer fund to fund development of gaming projects – Lucky Block will invest in development for a royalty fee that is then redistributed to coin holders and charities – metaverse/online gaming, etc
- Create LuckyBlock NFT's using the nft/gaming fund where owners receive a royalty of secondary market sale and get exclusive access within Lucky Block community
- Create and register our own foundation for global causes



Lucky Block risk statement

LB RISK STATEMENT

Those taking part in the Lucky Block platform through the purchase of the LBlock token must conduct their own due diligence. Lblock token buyers must make themselves aware of any and all applicable laws and the regulations therein for the jurisdiction in which they reside.

Buyers of the Lblock token must take into account the risks and challenges set out in this whitepaper. If the risks described here became apparent in a material way then it could have a detrimental impact on the performance of the Lucky Block platform and its Lblock native token.

Risks identified in this document are not necessarily the only risks that Lucky Block might face that could present a threat to the functioning of the platform as set out in this version of its whitepaper and the Lblock token as set out in this whitepaper. Prospective buyers of the Lblock token must be aware that there may be risks yet to be identified or identified by a third party that have not been stated here.

Buyers of Lblock should also be aware that a number of risks may appear simultaneously that could, taken together, pose a threat to the continued functioning of the Lucky Block platform.

REGULATION

A significant material risk for Lucky Block is the evolving nature of the regulatory perimeter regarding crypto assets and, specifically, crypto assets in the gambling industry.

Although Lucky Block does not believe there is a legal obligation to obtain a licence to operate a blockchain-based lottery, the team, motivated by its moral standpoint, is nevertheless exploring applying for a licence with the Malta Gaming Authority. There is a risk that the licence will not be granted or that it will involve onerous requirements or expenses that could materially impact the functioning of the platform as described in this document.

There are obligations regarding anti-money laundering (AML) and countering terrorist financing (CTF) for entities using digital technologies and/or accepting virtual currencies.

There is a concomitant risk that Lucky Block may not be able to satisfy the regulator that adequate systems and/or processes are in place to mitigate the risk of unwittingly receiving laundered funds or funds that have touched terrorist financing transaction chains.



SECURITIES REGISTRATION

If the native token of the Lucky Block platform is determined to be a security by the US Securities and Exchange Commission (SEC), then prospective buyers and ticket holders in the US may be prevented from accessing the platform.

Although Lucky Block is based in the UK, its products can be accessed globally. The US is one of the largest regions of activity for crypto assets and a determination by the SEC that Lucky Block is issuing an unregistered security in the form of the LBlock token may materially impact adoption.

TECHNOLOGY

Developments in blockchain (also known as distributed ledger technologies), smart contracts, decentralised computing networks and associated technologies such as NFTs are evolving rapidly. As highly innovative and dynamic technologies, developments could arise that directly impact the successful conducting of the business as described herein, and the security of the related processes and procedures.

Knowledge and understanding of blockchain technologies is still at an early stage among the general public and this may also be the case for those taking part in the Lucky Block network as token holders and/or ticket buyers, and this may lead to misunderstandings about how the platform works and the new risks that might arise which are currently, or in the future, not fully comprehended.

ADOPTION AND MARKETING

Customer acquisition by the Lucky Block platform in its addressable market may fall short of projections, thereby threatening the viability of the business as currently designed.

Marketing through digital and non-digital methods such as print and outdoor, alongside the hiring of brand ambassadors to help build social media communities, may lead to a depletion of the funds allocated for such purposes.

Also, as a global lottery platform, marketing and community development and engagement may need to be undertaken globally, targeting major markets and geographies, adding to expenses and cash-burn risk.

Shifting consumer trends in lottery participation may negatively impact the adoption rate achieved by the platform, forcing Lucky Block to change its product offering, which could reduce the attractiveness of playing the promoted lotteries and reduce or destroy the value of passive income streams paid to token holders.

Regulators in the UK and the eurozone plan to tighten regulations governing financial promotions in regard to crypto assets. This may restrict the scope for marketing.

SECURITY

Maintaining technological infrastructure entails bearing certain risks related to, but not limited to, cyber attacks, data theft, other breaches, unauthorised use of data and other malicious interferences.

Where parts of the technological infrastructure are outsourced to third parties, there may be threats that lie beyond the direct ability of Lucky Block to control.

LEGISLATIVE UNCERTAINTY

Lucky Block is subject to laws, including regulations and rules issued thereunder, and is at risk in relation to changes in the laws and the timing and effects of changes in such legislation. This includes changes in the interpretation of any such legislation and cannot be predicted by Lucky Block.

TEAM

The success of Lucky Block's undertaking is in part attributable to the efforts of its management team and other key human resources. If a key member of the team were no longer able to fulfil the functions of their current position, the possibility that they could not be replaced in a timely manner, or the skills and attributes of the team member were not readily replaceable, could have an adverse impact on the performance of the Lucky Block platform.

COMPETITION

Competition from other blockchain lottery platforms and existing legacy lottery operators could pose a risk to the successful rollout of the Lucky Block platform and its adoption by consumers.

BRAND CONTAMINATION

The product offerings of the Lucky Block platform trademarked brand could be tarnished by mistaken association with brands of a similar name. Lucky Block and its native token is not connected, in any form, with Lucky Block Mod for Minecraft, luckyblock.org or crypto asset Lucky Block Network (LBN).



RISK DISCLAIMER

Purchasing LBlock tokens involves an element of risk and may lead to the loss of a substantial part or the entirety of the principal monies advanced. Before purchasing LBlock tokens, diligently and thoroughly assess and take into account the risks identified in this whitepaper, as well as others risks not included or anticipated in this document.

Only purchase LBlock tokens if you fully understand the tokenomics of LBlock supply and issuance and the Lucky Block economy.

Crypto assets can be subject to expropriation and/or theft. Computer hackers or other malicious groups or organisations may attempt to interfere with the Lucky Block platform in a number of different ways – these may include malware attacks, distributed denial of service attacks and consensus-based exploits such as a 51% attack that could result in the loss of LBlock tokens or the loss of the ability to access LBlock tokens.

Because of the immutable nature of blockchain transactions there may be no remedy if a successful attack by malicious actors was to take place against the Binance Smart Chain that the Lucky Block platform is built on.

Crypto assets are not regulated as financial instruments and there is no refund or compensation available from regulatory bodies such as the UK's Financial Services Compensation Scheme and similar bodies in other jurisdictions.

The regulatory status of crypto assets remains in flux and varies from jurisdiction to jurisdiction, presenting owners of crypto assets with a level of legal uncertainty. It is possible that in the future, certain laws, regulations, policies or rules relating to crypto assets, blockchain technology or decentralised applications may be implemented that affect or restrict token holders' acquisition, ownership rights, and ability to buy, sell, convert or use crypto assets such as the Lucky Block token (LBlock).

Uncertainties regarding tax legislation relating to crypto assets could leave token holders exposed to unforeseen consequences such as taxable events retrospectively applied or to be applied in the future.

Each prospective LBlock purchaser should weigh up their own individual appetite for risk and consider consulting an independent financial adviser before making any decisions.

Readers of this whitepaper may also need to consult a tax professional, accountant, lawyer or other professionals in order to fully satisfy themselves regarding any outstanding matters related to how the Lucky Block platform is designed and operated, before deciding whether a purchase of LBlock tokens would be in line with their risk profile.

CONTACT



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