

THE TRADING PLATFORM OF THE FUTURE

THE LOTTERY MISSION

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 the lottery should not be bound geographically or tied to local financial systems. Instead, our focus is to develop further transparency and fairness in gaming, creating a lottery where every player has better win odds while providing a solid investment strategy for token holders while contributing to the community.

PARTNERS FINIXIO

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

FUNDING

A planned soft launch will engage high net worth individuals to invest at a special reduced rate with a minimum investment of \$5k to a maximum of \$50k

PRESALE

- A presale event will take place in Q4 2021 for the LUCKY BLOCK token launch
- 32.5 billion tokens will be available for 60-90 days to allow early adopters at an advantageous rate
- Buyers can purchase tokens directly from luckyblock.com via our our internal DEX
- 20-25% of presale launch proceeds will be allocated to the liquidity pool via a 1-year smart contract lock-up

LAUNCH PancakeSwap

On presale conclusion, the LUCKY BLOCK 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.

MARKETING STRATEGY

FINANCIAL SITES

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

INFLUENCERS

50+ Influencers with a combined 38 million followers, selected for high engagement and reach in target demographics

TFL CAMPAIGN

- 20 Black Cabs
- 100 City Buses
- 5000 Tube Posters

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 / 22.5% Presale / 10-15% Liquidity Pool
5% Marketing / 2.5% Dev Team / 20% Partners
Max Sale Per Transaction - 50,000,000 : Anti Whale / Anti Bot

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 / 10% Token Holders / 70% Winners

ROADMAP

P1

- Develop website, Discord, and social media communities
- Deploy LB token and apply for Coin Gecko
- Design marketing strategy and identify influencers that align with our cause
- Develop white paper to educate on the concept and LB team
- Identify charity organisations and create partnerships
- Identify high net worth investors for staking

P3

- Launch Lotto
- Make the first donation
- Introduce online scratch cards
- More paid advertising - look into commercial advertising of LB token
- Expand social media influencers for maximum outreach
- Continue to grow and promote LB Token
- Create LB merchandise store to help support the causes

P2

- Soft launch
- Contact exchanges who can accommodate our tokenomics and assist in getting listed
- Identify groups in need across different continents
- Launch TFL campaign for brand awareness London, Manchester via AMP
- Certify smart contract with an independent reputable audit service
- Presale
- Identify businesses, potential celebrity endorsements and partnerships
- Generate global press release about LB NFP organisation and our community efforts

P4

- Show dedication to donating by hosting fundraising events, social gatherings
- Make the LB token a worldwide phenomenon token
- Develop cryptocurrency education platforms, positioning LB as an expert
- Metaverse incorporation
- Online gaming incorporation
- Developer fund to fund developers gaming projects: LB will invest in development for a royalty fee that is redistributed to coin holders and charities: metaverse/online gaming
- Create lucky block NFT's using royalty fund, royalties redistributed to the community
- Create and register a foundation for global causes

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

