

GAMES PLATFORM OF THE FUTURE

OUR GAMES PLATFORM MISSION

The internet has created a demand for online games, with companies offering easily accessible online games of chance. So, it's hardly surprising these websites are fast-growing and highly profitable. We believe games of chance should not be bound geographically or tied to local financial systems. Instead, our focus is to develop further transparency and fairness in games, creating a games platform where every player has better win odds while providing a solid rewards strategy for token buyers 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 engaged high net worth individuals to contribute at a special reduced rate with a minimum contribution of \$5k to a maximum of \$50k.

PRESALE

- A presale event took place in Q4 2021 for the LUCKY BLOCK token launch
- Two hundred million tokens were available for 60-90 days to allow early adopters at an advantageous rate
- Sales requests were made to our team, who then provided purchase instructions
- 10-15% of presale launch proceeds were allocated to a locked liquidity pool via a 1-year smart contract lock-up

LAUNCHES PancakeSwap LBANK

(26/01/2022) On presale conclusion, the LBlock token was listed on Pancakeswap, a leading decentralised exchange (DEX) that allows users to buy, sell, and trade DeFi tokens without a third-party exchange.

(11/02/2022) The LBlock token was listed on LBank, a leading centralised exchange (CEX).

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	20%	Partners
22.5%	Presale	22.5%	Marketing & Cex Listings
2.5%	Locked Liquidity Pancake Swap	2.5%	Dev Team
20%	Team Allocation		

Max Sale Per Transaction - 50,000,000 : Anti Whale / Anti Bot

HOW IT WORKS TRANSACTIONAL TAX

4% Gaming 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 contributors for staking

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

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

