Pitch Report Outline Lukso

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**Introduction**

Lukso is a groundbreaking blockchain protocol specifically designed to revolutionize the fashion and lifestyle industry. Leveraging the power of blockchain technology, Lukso aims to transform the way we interact with fashion, digital assets, and the broader creative economy. By combining the benefits of decentralized networks, smart contracts, and non-fungible tokens (NFTs), Lukso introduces a new paradigm for authenticity verification, digital ownership, and innovative fashion experiences.

In a rapidly evolving digital landscape, Lukso addresses the growing demand for transparency, traceability, and consumer empowerment within the fashion industry. It provides a secure and immutable platform where brands, creators, and consumers can seamlessly engage and transact, fostering trust and enabling new opportunities for creativity and commerce.

**General Background on Protocol**

Lukso was founded by Marjorie Hernandez, an entrepreneur and fashion tech expert, who recognized the potential of blockchain technology to transform the industry. The protocol builds upon the foundation of Ethereum, one of the leading blockchain platforms, while introducing specialized features and functionalities tailored to the fashion and lifestyle domain. It runs a Casper consensus algorithm (PoS) combined with an Ethereum Virtual Machine (EVM) execution engine. The Lukso protocol is a blockchain-based infrastructure designed specifically for the fashion and lifestyle industry. It is built on top of the Ethereum blockchain, utilizing its solidity smart contract capabilities, while introducing domain-specific features and functionalities to cater to the unique requirements of the fashion sector. Lukso leverages the decentralized and transparent nature of blockchain technology to address challenges in the fashion industry, such as verifying the authenticity of digital assets and enabling secure digital ownership. It provides a trustless system where users can verify the origin, ownership, and history of digital fashion items through the immutability and transparency of the blockchain. At its core, Lukso facilitates the creation, distribution, and trading of non-fungible tokens (NFTs) that represent unique fashion items, artworks, collectibles, and other digital assets. These NFTs are indivisible and cannot be replicated, ensuring the uniqueness and scarcity of digital fashion assets.

**Macro Factors Impacting Protocol**

Technological Advancements: The continued advancement of blockchain technology, smart contracts, and decentralized applications (dApps) can influence the adoption and scalability of the Lukso protocol. Improvements in areas such as transaction speed, scalability, and interoperability can enhance the functionality and user experience of the protocol.

Industry Collaboration: The extent to which fashion industry players embrace blockchain technology and collaborate with the Lukso protocol can have a significant impact. Partnerships between fashion brands, designers, retailers, and technology providers can drive the integration and adoption of the protocol, creating a robust ecosystem and expanding its reach.

Regulatory Environment: The regulatory landscape governing cryptocurrencies, blockchain technology, and digital assets can impact the development and operation of the Lukso protocol. Favorable regulations that provide clarity, consumer protection, and legal frameworks for digital fashion assets can foster a conducive environment for the protocol's growth.

Consumer Acceptance: The willingness of consumers to embrace and engage with digital fashion assets and NFTs can influence the success of the Lukso protocol. Factors such as ease of use, security, and perceived value of owning and trading digital fashion items can shape consumer adoption and determine the demand for the protocol's offerings.

Sustainability and Ethical Concerns: Growing awareness and concerns about sustainability and ethical practices in the fashion industry can drive interest in alternative models, such as digital fashion assets. The Lukso protocol's focus on sustainability and reducing environmental impact aligns with evolving consumer preferences, making it relevant in a changing industry landscape.

Economic Factors: Economic conditions, including consumer spending habits, market trends, and global economic stability, can impact the adoption and market demand for digital fashion assets facilitated by the Lukso protocol. Economic factors that drive the fashion industry, such as fashion trends, luxury brand partnerships, and consumer preferences, can influence the relevance and utility of the protocol.

Technological Infrastructure: The availability and accessibility of robust technological infrastructure, including internet connectivity and hardware devices, can impact the usability and reach of the Lukso protocol. A well-developed infrastructure supports seamless user experiences and ensures broader participation in the digital fashion ecosystem.

***\*General Auditing Background for Protocol\****

5 audits in the last 3 years

**Specific on What Protocol Does**

In a technical sense, the Lukso protocol serves as a blockchain infrastructure specifically designed for the fashion industry. It provides a set of tools, standards, and features that enable the creation, exchange, and management of digital fashion assets. Here are some key technical aspects of the Lukso protocol:

Digital Fashion Asset Creation: The protocol allows designers, brands, and creators to tokenize and create non-fungible tokens (NFTs) representing digital fashion assets such as garments, accessories, artwork, and virtual items. These NFTs can be minted on the Lukso blockchain using standardized smart contracts, ensuring consistency and compatibility across applications.

Fashion Object Model (FOM): Lukso introduces the Fashion Object Model, a structured format that defines the metadata and attributes of digital fashion assets. FOM provides a common language for describing fashion items, including details about design, materials, styles, sizes, and sustainability characteristics. This standardized model enables interoperability and seamless integration of fashion assets across different applications and platforms.

Digital Identity and Authentication: The Lukso protocol incorporates mechanisms for establishing the authenticity and provenance of digital fashion assets. It allows creators and owners to verify the origin and history of each asset, ensuring transparency and trust within the digital fashion ecosystem. This helps combat counterfeiting and ensures the integrity of the assets.

Sustainability Tracking: Lukso includes features to track and display sustainability attributes of digital fashion assets. It allows the recording of information related to materials used, production processes, carbon footprint, and other sustainability metrics. This promotes transparency and empowers consumers to make informed choices based on the sustainability impact of fashion items.

Interoperability and Composability: The protocol facilitates interoperability and composability of digital fashion assets across different applications and platforms. It allows seamless integration and exchange of assets, enabling designers, brands, and users to combine, remix, and collaborate on fashion creations in a decentralized and permissionless manner.

Smart Contract Functionality: Lukso supports the execution of smart contracts written in Solidity, the programming language of the Ethereum Virtual Machine (EVM). This compatibility allows developers to leverage their existing knowledge and codebase from the Ethereum ecosystem. Developers can build decentralized applications (dApps) and implement custom functionalities on top of the Lukso blockchain.

Scalability and Performance: The Lukso protocol addresses scalability challenges by implementing innovative scaling solutions. It utilizes techniques such as sharding, which involves partitioning the blockchain into smaller subsets called shards, to increase transaction throughput and improve network performance. Layer 2 technologies are also employed to enhance scalability and reduce fees.

Overall, the Lukso protocol provides a technical infrastructure that empowers the fashion industry to embrace the digital realm. It enables the creation, exchange, and management of digital fashion assets while ensuring authenticity, interoperability, and sustainability.

**Why the Protocol Offering Matters to Consumers**

The Lukso blockchain, by building infrastructure for the fashion industry, unlocks several benefits for consumers, enabling them to participate in the fashion and creative industry in ways they may have never thought possible before. Here are some specific examples:

Creation and Collaboration: The Lukso protocol enables consumers to actively participate in the creation of fashion assets and collaborate with designers, artists, and brands. Through virtual fashion design tools or platforms, consumers can contribute their creative ideas, customize designs, and co-create virtual fashion items. This allows for a more inclusive and participatory fashion ecosystem where consumers become active contributors rather than passive recipients.

Digital Fashion Assets: With the Lukso protocol, consumers can create and own digital fashion assets that exist purely in the virtual realm. They can design and personalize virtual garments, accessories, or even entire outfits. These digital fashion assets can be showcased in virtual worlds, social media platforms, or shared with others. Consumers have the opportunity to express their unique style, experiment with fashion, and explore new creative possibilities.

Fashion Governance and Influence: The Lukso blockchain introduces governance mechanisms that enable consumers to have a say in shaping the fashion industry. Through decentralized decision-making processes, such as on-chain voting or consensus mechanisms, consumers can participate in fashion governance. They can influence design choices, brand collaborations, sustainability initiatives, or other aspects of the industry. This empowers consumers to have a direct impact on the fashion ecosystem they are part of.

Virtual Fashion Events and Communities: The Lukso protocol facilitates the creation of virtual fashion events, exhibitions, and communities. Consumers can participate in virtual fashion shows, digital showcases, or immersive experiences where they can explore the latest collections, discover emerging designers, and connect with like-minded fashion enthusiasts. These virtual environments break down geographical barriers and offer consumers the opportunity to engage with the fashion industry regardless of their physical location.

**Protocol Versus Competitors Chart**

**Lukso-** Lukso, operates as a “fork” on the etherum network, enblaing protocols to be ultized across both chains. Its primary focus to provide creators and users a set of standards that enable them to express their creative identity.

**Flow-** high performance blockchain thats main focus is on creating nft platforms. Unlike etherum, it is built using an efficiently scale for billions of users interacting on its network.

**Clone X-** a collection of 20,000 nft avatars. Holders can be able to ultizle the assets for nft based games, augmented reality filters, metaverse and zoom platforms.

**Aura-** a non for profit association of luxury brands who invest into tech to enhance the customer experience. Aura focuses on luxury authentication, supply chain transparency, transfer of ownerships, convenience and circular economy as well as being sustainable.

**Protocol Go To Market Strategy Versus Competitors**

Lukso's go-to-market strategy involves positioning itself uniquely in the market by focusing on its strengths and differentiation factors compared to its competitors. Here are some aspects of Lukso's go-to-market strategy in relation to its competitors:

Niche Focus: Lukso positions itself as a specialized blockchain protocol specifically designed for the fashion and creative industry. Unlike general-purpose blockchain platforms, Lukso understands the unique needs and requirements of the fashion industry and tailors its features and functionalities accordingly. This targeted approach allows Lukso to provide industry-specific solutions and establish itself as a go-to platform for fashion-related use cases.

Partnership and Collaboration: Lukso emphasizes building strategic partnerships and collaborations within the fashion industry. By teaming up with fashion brands, designers, influencers, and other stakeholders, Lukso aims to create a strong network effect and ecosystem. These partnerships can result in real-world implementations, showcasing the practical value and adoption potential of the Lukso protocol. Such collaborations can also provide access to a wider customer base and enhance Lukso's brand recognition within the industry.

Developer-Friendly Environment: Lukso strives to provide a developer-friendly environment and robust tooling to attract developers and foster innovation on its platform. By offering comprehensive developer resources, software development kits (SDKs), documentation, and support, Lukso aims to encourage developers to build decentralized applications (dApps) and smart contracts on its blockchain. This approach fosters a vibrant developer community and accelerates the growth of the Lukso ecosystem.

User Experience and Design: Lukso recognizes the importance of user experience (UX) and aims to deliver a seamless and intuitive interface for both developers and end-users. By focusing on UX design and user-centric features, Lukso aims to make blockchain technology more accessible and user-friendly, reducing barriers to adoption. This approach can attract a broader audience, including fashion industry professionals, creative enthusiasts, and consumers who may have limited technical knowledge.

Education and Awareness: Lukso places emphasis on educating the market about the potential benefits and opportunities offered by blockchain technology in the fashion industry. By organizing workshops, events, and educational initiatives, Lukso aims to raise awareness, provide insights, and address any misconceptions or skepticism surrounding blockchain adoption. Educating stakeholders within the fashion industry can help build trust and drive interest in utilizing the Lukso protocol.

**How the LYX Token Extracts Value**

LYX is the native cryptocurrency of the LUKSO Blockchain, and is required to secure this decentralized infrastructure. It is used to pay for transaction fees and need to be locked (staking) to participate in the block production.

LUKSO has a limited token supply, with approximately 15 million tokens currently in circulation. LUKSO's go-to-market strategy involves partnering with companies in the fashion and creative industry to provide user-friendly solutions. For example, a partnership with an imaginary shoe company called KNIKE could enable customers to easily transfer NFTs to their digital wallets through a user-friendly app powered by LUKSO. Companies like KNIKE, which require LUKSO coins to pay for transactions and fees, create constant demand for LUKSO tokens. These companies may buy large blocks of coins to maintain a treasury and protect themselves from buying coins at inconvenient times. LUKSO coins are utility tokens, meaning they have a function and are needed by projects to perform actions on the LUKSO network. This utility-driven demand, coupled with the involvement of successful businesses and projects, can contribute to the value and price of LUKSO tokens.

Validators on the LUKSO network, who keep the network running and provide decentralized processing power, receive staking rewards in LUKSO coins. Some of these coins may be sold back to the market, creating a recycling effect where projects re-acquire the coins and the network's value increases.

LUKSO's success does not solely rely on partnerships with giant companies like Nike. The network's true potential lies in the adoption by a wide range of projects and startups, fostering decentralization and creating value.

LUKSO's long-term holders and stakers may have good odds for potential wealth accumulation, considering the utility-driven demand, growing network adoption, and positive tokenomics.

**Tokenomics/Vesting Schedule**

The current circulating supply of Lukso is 15,575,422. There is around 50,000,000 currently being held by the team to help build the ecosystem. Lukso marketcap is 100,000,000 tokens in circulating supply. There is also 10% being held in a reserve fund by the team.

LYXE holders have the ability to participate in the governance of the Lukso network. Token holders can propose and vote on protocol upgrades, changes to network parameters, and other important decisions through a decentralized governance mechanism.The Lukso platform can implement various incentives to encourage network participation, adoption, and development. These incentives can include rewards for validators, liquidity providers, developers, and other contributors to the ecosystem. Lastly, token holders can participate in the network's consensus mechanism by staking their LYXE tokens. By staking, users can contribute to the security and stability of the network while earning staking rewards.

***Road Map***

There road map is to continue making active partnerships with web 2 luxury brands as well as incentivize developers to utilize the

**Conclusion**

Lusko is here to redesign the fashion industry through the use of blockchain technology. Lukso was founded by Marjorie Hernandez who is an entrepreneur and fashion tech expert. Lukso primary focus is on authenticity verification, digital ownership, and innovative fashion experiences. The tokeneconomics of Lukso also are importnat factor in this ecosystem. Holders can participate in decision making processes that help shape the future of Lukso platform. Lukso aims to create a dynamic and innovate platform that allows new possibilities for creators, brands and users.

**Fund Recommendation**

1 ETH swap for 190 Lukso

**Modelling:**



