



Lukso

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VALUATION

Founders



Innovation
consultant for EY
innovation lab in
Berlin. Early advisor
for IOTA

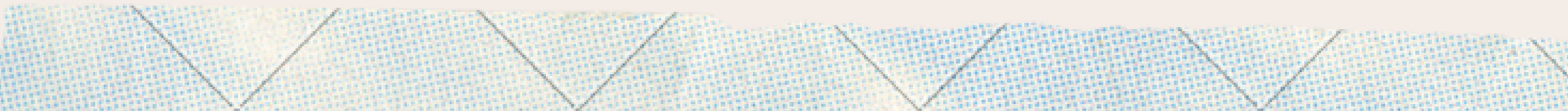


Majorie Hernandez



Fabian Vogelsteller

From 2015-2018
was at the Ethereum
foundation. Author
of ERC-20 and 721
token standards,
Mist browser



What is Lukso?

It is a Ethereum layer 1 fashion blockchain.

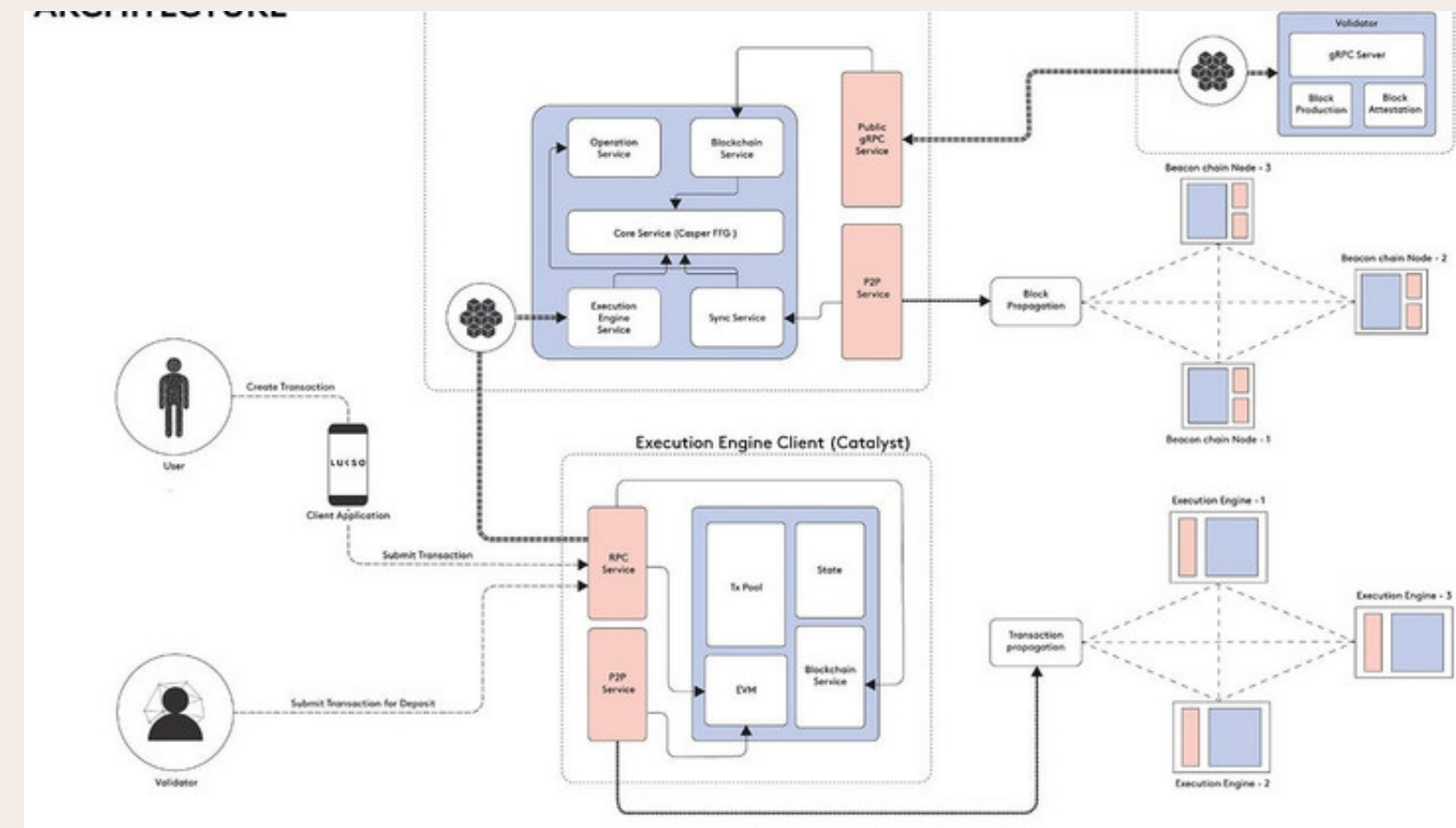
It uses smart contracts

pioneered reversible ICO, SDK's and LSP.

Founded in Berlin, Germany.

Raised over \$18 million in venture backed capital in 2020

Uses Casper Proof of Stake consensus with EVM execution engine

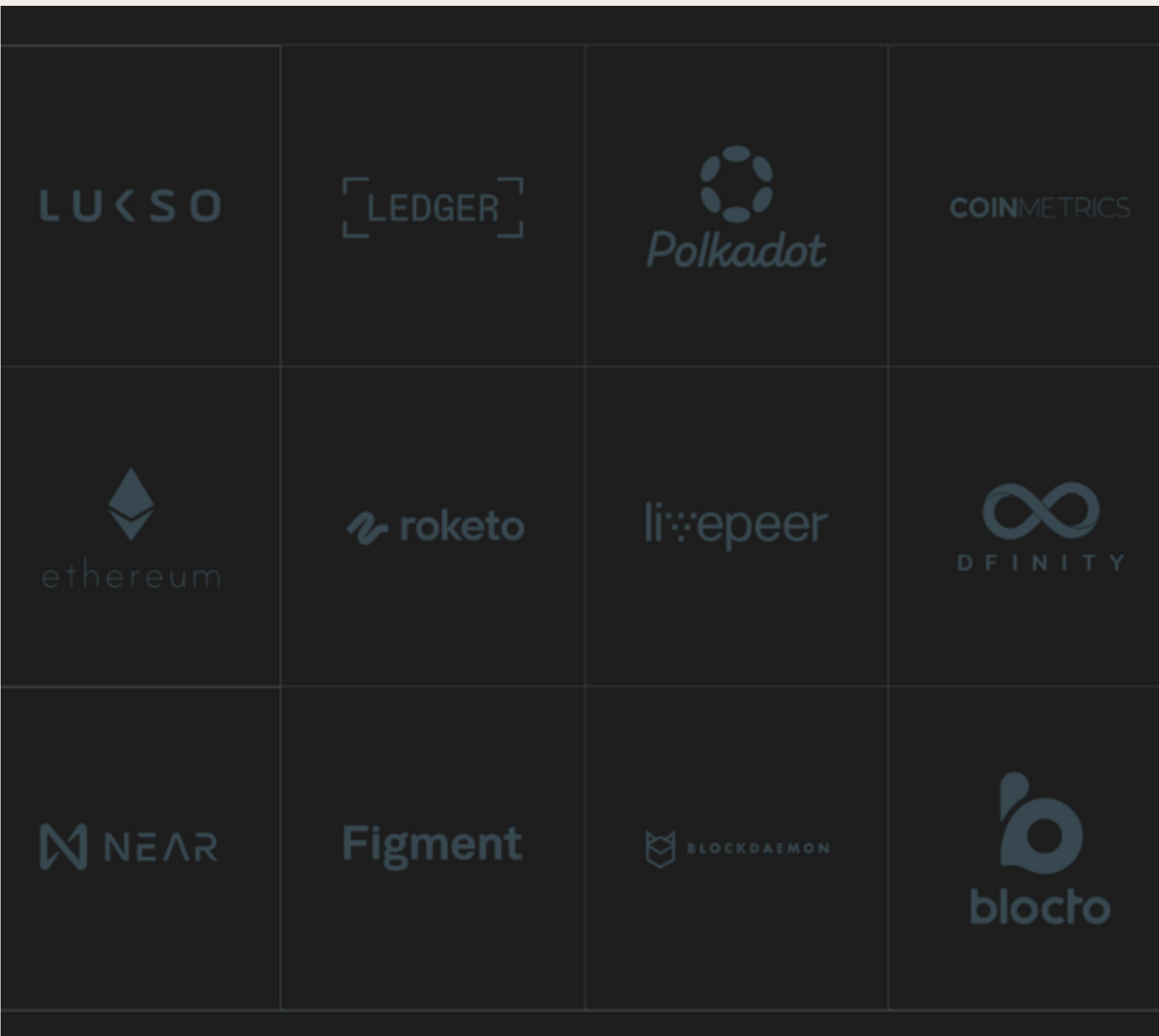




How LYX captures value

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 appreciation of LUKSO tokens.

As Lukso makes it easier for the fashion and creative economies to enter the blockchain space, they capitalize on the velocity of LYX being the economic driver of the ecosystem



Investors

01. *ANIMAL VENTURES*

02. *WARBURG SERRES*



Reversible ICO

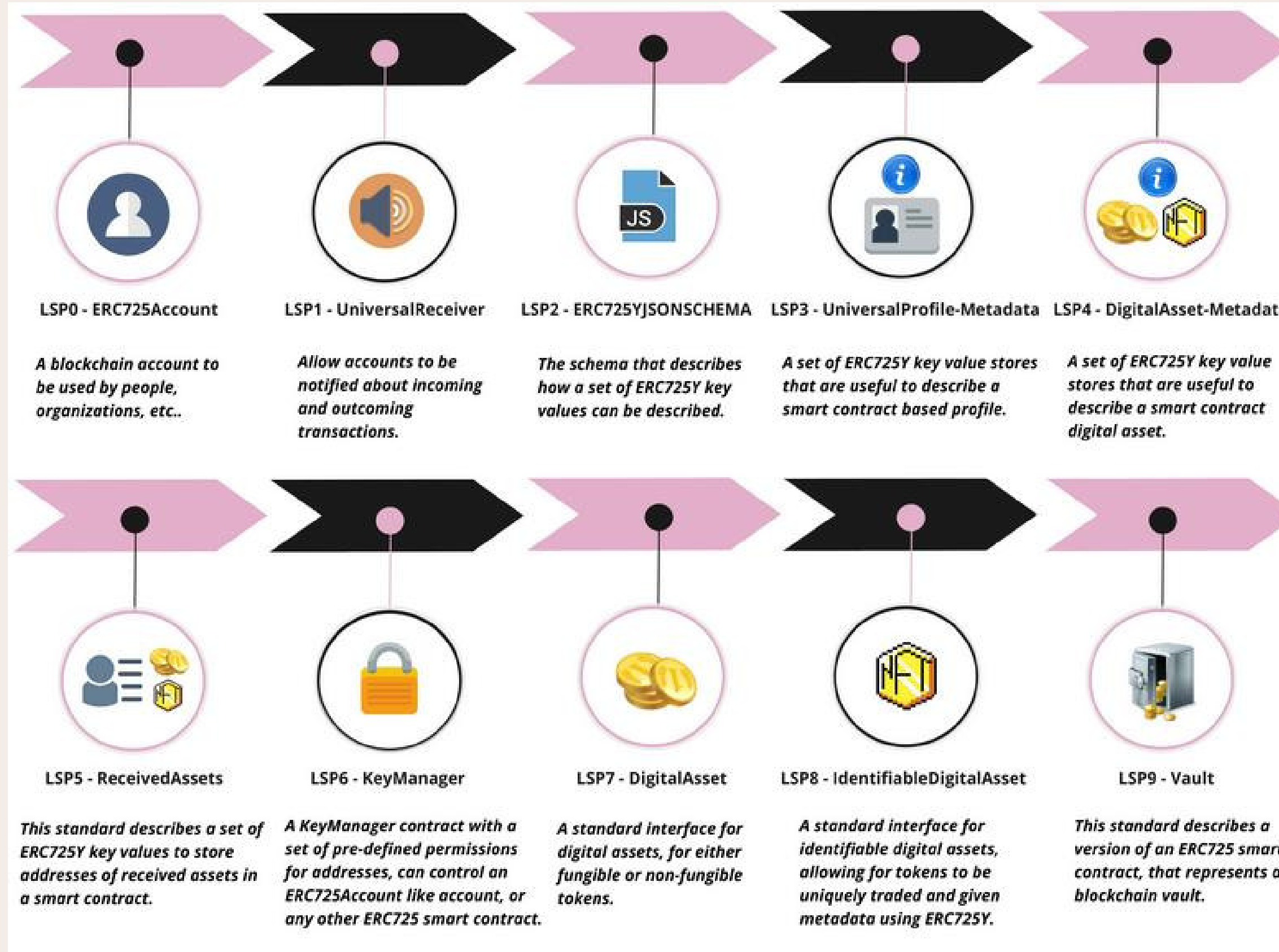
The reversible ICO allows you to buy LYX over time while maintaining the ability to reverse your commitment partially at any point within 8 months

German regulatory authority BaFin approved of Lukso's rICO

“Actually the regulators really like it because the whole point of what they are doing is trying to keep people safe, right? And that's what the rICO is designed to do,”
Vogelsteller



Existing LSP



Problems



Problems Number 1

The fashion, lifestyle, and creative industries suffer from counterfeiting (-\$450B) ,

Problems Number 2

Lack of trust, inefficient royalty management, and fragmented digital identity systems.



Hinders growth, transparency, and ability to protect intellectual property.



Solutions

Counterfitting Issue

1. Transparent and immutable record

Lack of Trust Issue

2. Decentral network to eliminate intermediaries



Inefficient Royalty Management Issue

3. Smart Contracts

Fragmented digital identity system Issue

4. Unified digital identity system



Universal Public Profiles

Allow universal logins → eliminate the need for usernames and passwords

Digital Certificate Standards

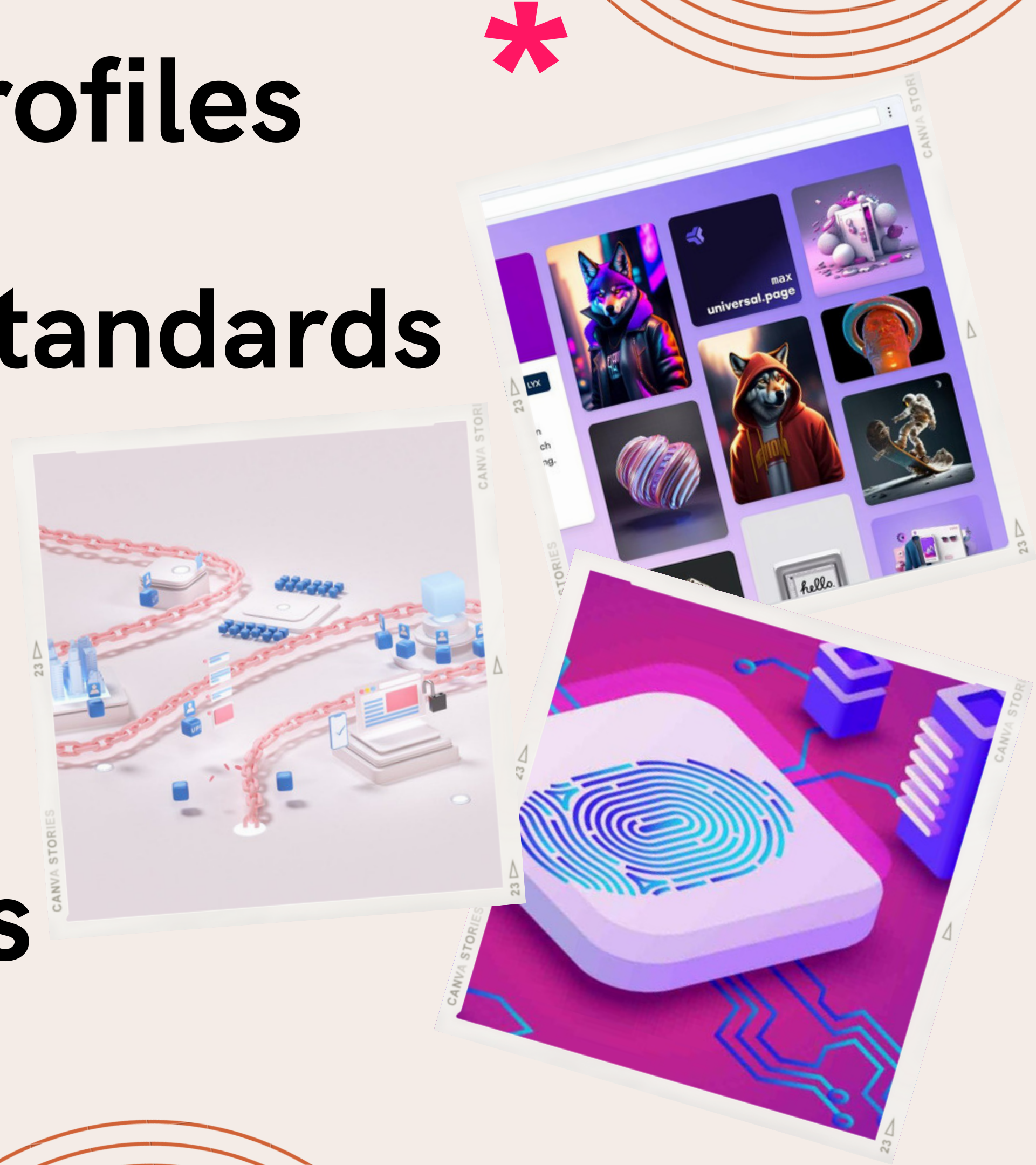
Products will be easy to link to a corresponding record of data, which means that physical and virtual worlds will establish a bridge that will make them closer

NFT 2.0

Flexible NFTs that are extensible and directly composable with Universal Profiles. Made safer, have unlimited metadata, updatable

Culture Currencies

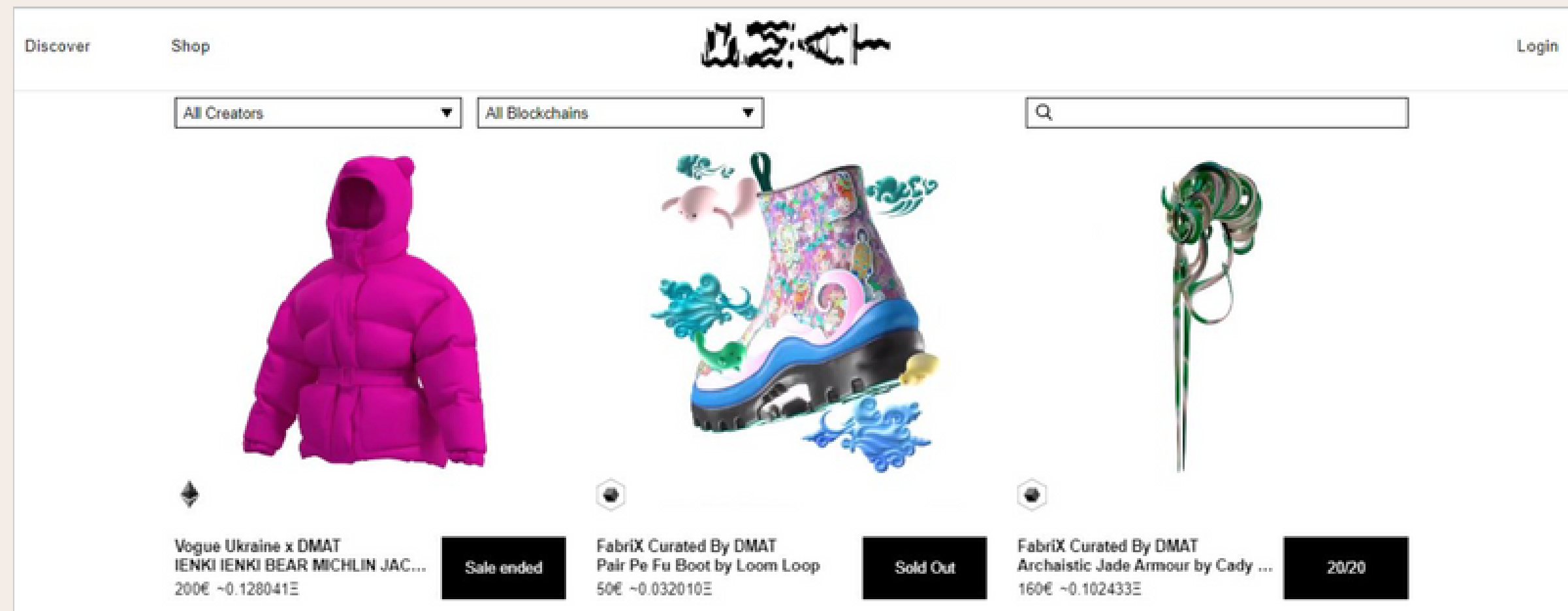
Tokens are becoming a new form of interest, status, value, participation. By tokenizing communities, creatives can transform their businesses into dynamic economic ecosystems



Protocols Taking Advantage

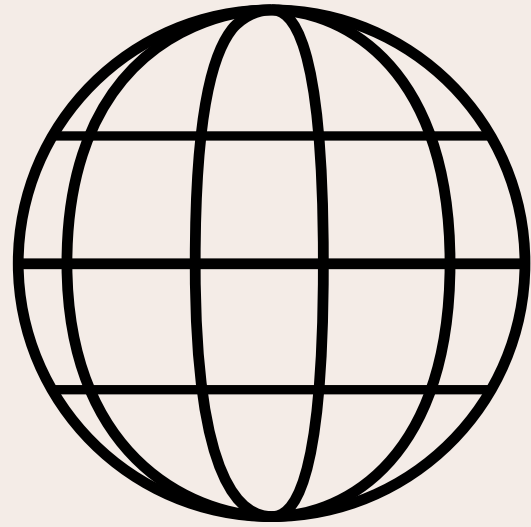


1. Keez Protocol – allows individuals to create a DAO using a Universal Profile (UP).
2. Universal Page – An application to create a customized website and sell digital fashion items.
3. Lookso – An event-based social feed using user-generated content
4. DMAT - experimental virtual goods marketplace





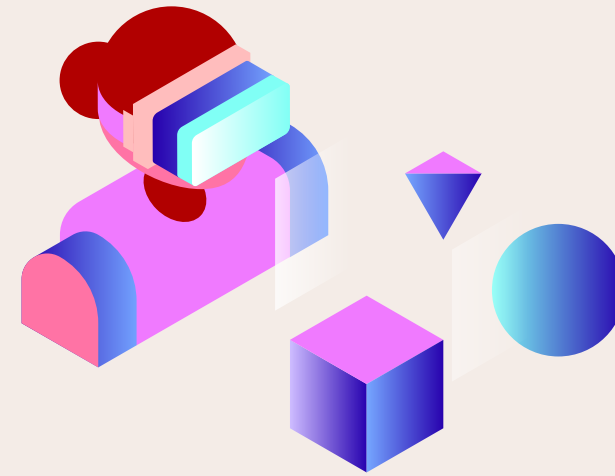
Use Cases



Digital Fashion



Gaming



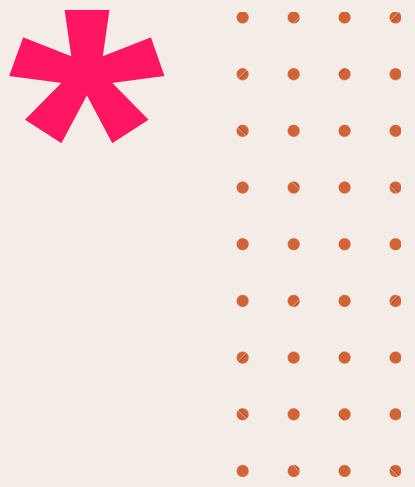
Metaverse



Web3 social



5 Audits in Last 3 Years



CONSENSYS



Chainsulting

Market Opportunity



We are in a culture and
attention based economy



Market Opportunity

Over 80% of luxury sales today are digitally influenced from across the globe

23% of luxury sales were from e-commerce







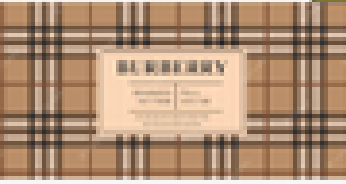





The value from loyalty programs are generally locked within limited jurisdictions

56% increase in online counterfeit sales in the first six months of 2020.

The global market for digital fashion is expected to grow from \$498.7 million in 2021 to \$4.8 billion by 2031 at a CAGR of 26.4%. Blockchain and Web3 comprised 33% of this market size and are expected to lead through 2031



Most Recognizable Brands

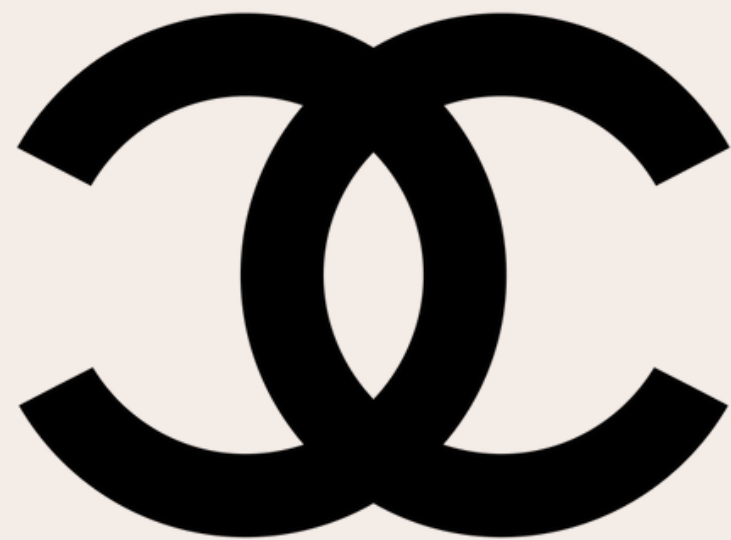
Chanel		▼	Apple		▼	Nestlé		▼
ADIDAS		▼	Gucci		▼	Nike Store		▼
Louis Vuitton		▼	Google		▼	BMW		▼
Mercedes Benz		▼	ZARA		▼	Ferrari		▼
TOYOTA		▼	Rolex		▼	Burberry		▼
H&M		▼	Audi			Volkswagen		▼
Lidl		▼	Versace			Porsche		▼
IKEA		▼	Hermès		▼	Prada		▼

50 %

Market Adoption



HIGHSNOBIETY



oboo



X

.Arianee

Arianee is a Digital Certification Standard for digital goods based on an open source, token-based smart contract protocol

One of the first protocols on the network

LUKSO and Arianee are two separate, complementary and essential layers, While LUKSO offers the first dedicated network and blockchain infrastructure for the lifestyle sector, Arianee is a protocol that allows implementations and distribution of Digital trusted identities for serialized products.





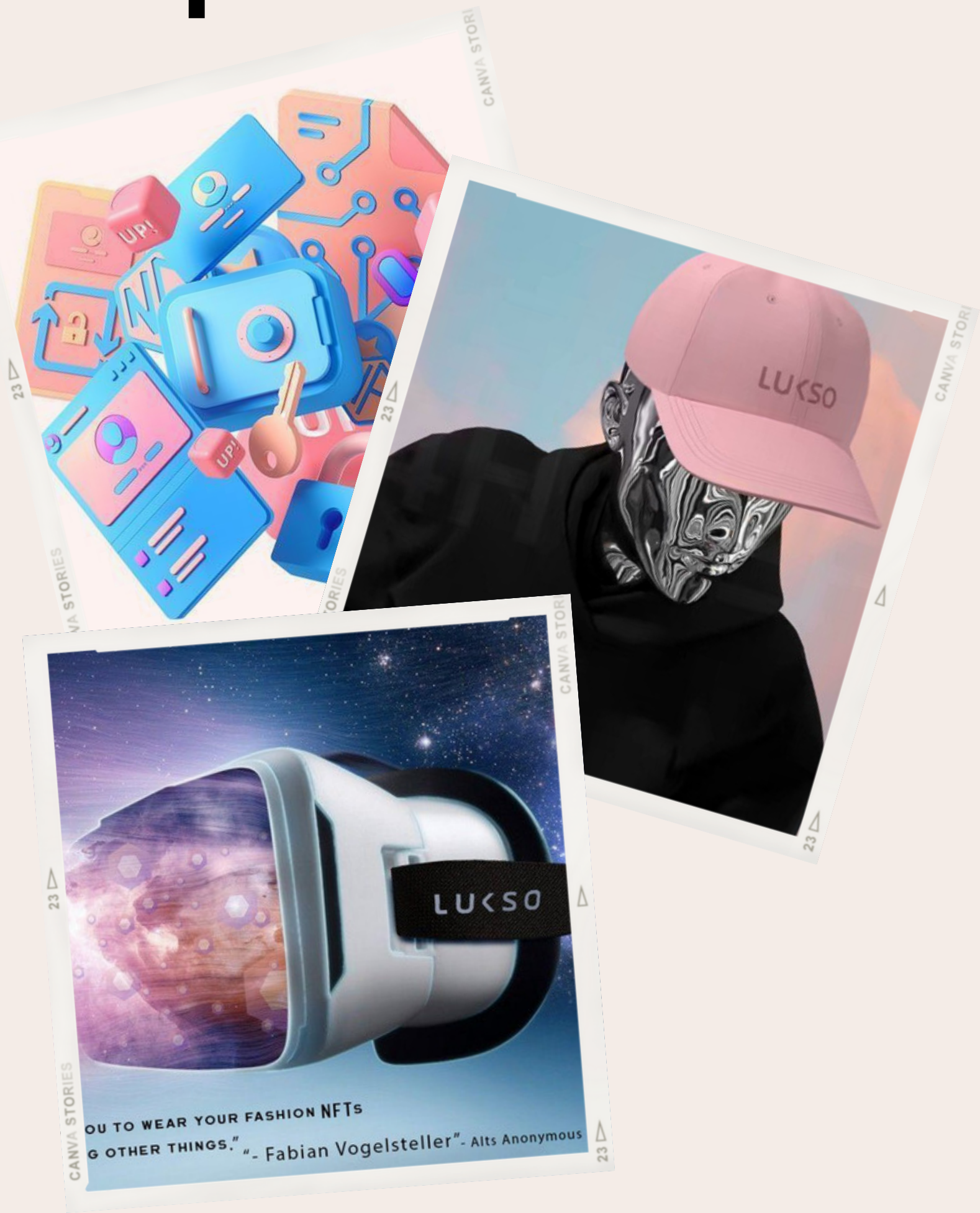
Helsinki Fashion Week 2022

30 international fashion designers were showcased during Helsinki Fashion Week.

To participate item had to be digitalized and registered on the LUKSO Blockchain. This process ensured that the showcased fashion items were unique, authentic, and traceable.



Importance of Partnerships



An evident demand for ...

- Transparent Fashion
- Virtual experiences
- Decentralized Fashion Ecosystem
- New creative economy Business Models

Stats and Numbers

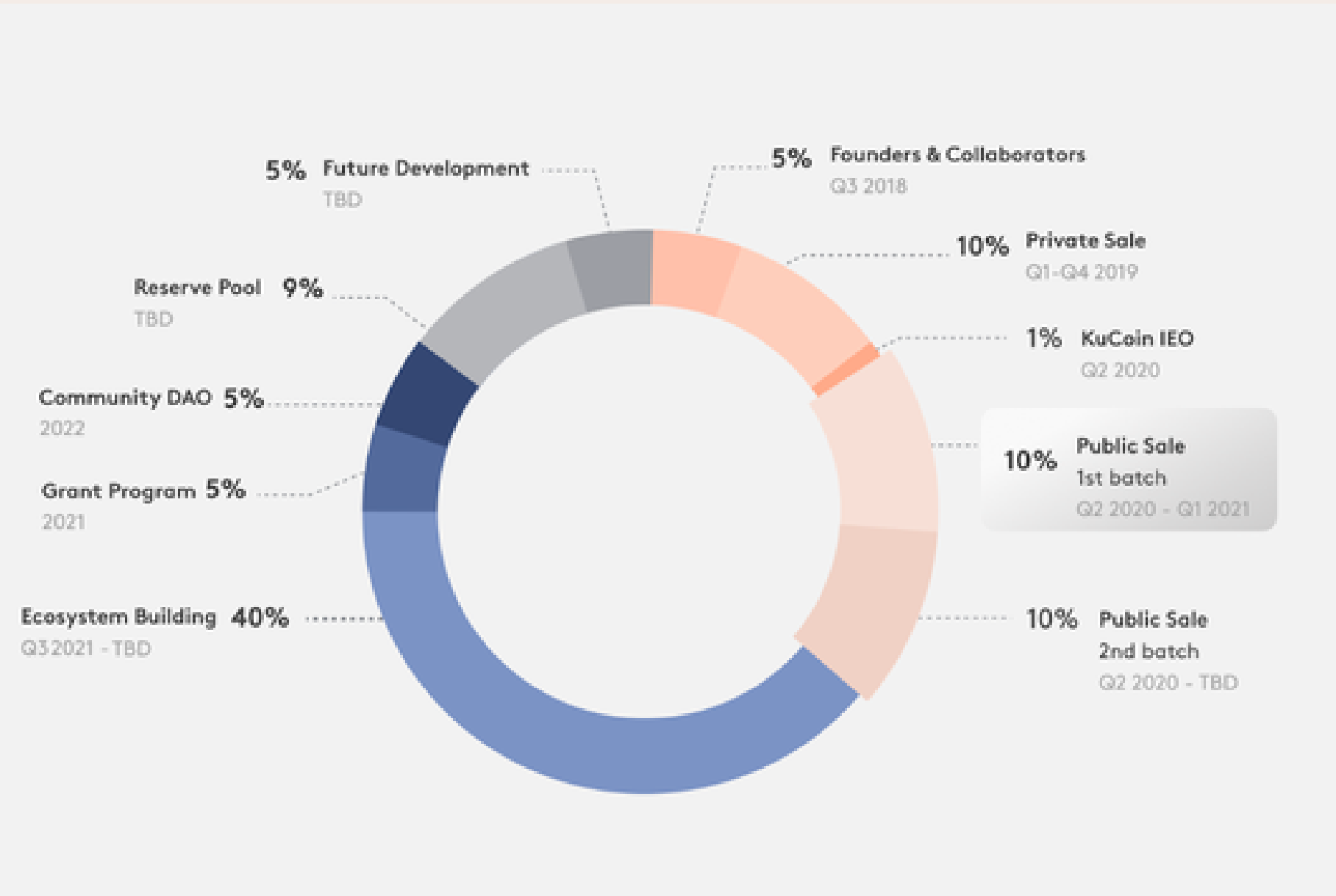
Price Today: \$9.71

ATH Price: \$41.30

Market Cap: \$174,722,400

Max Supply: \$100,000,000

Circulating Supply: \$15,575,916



8,644 Followers

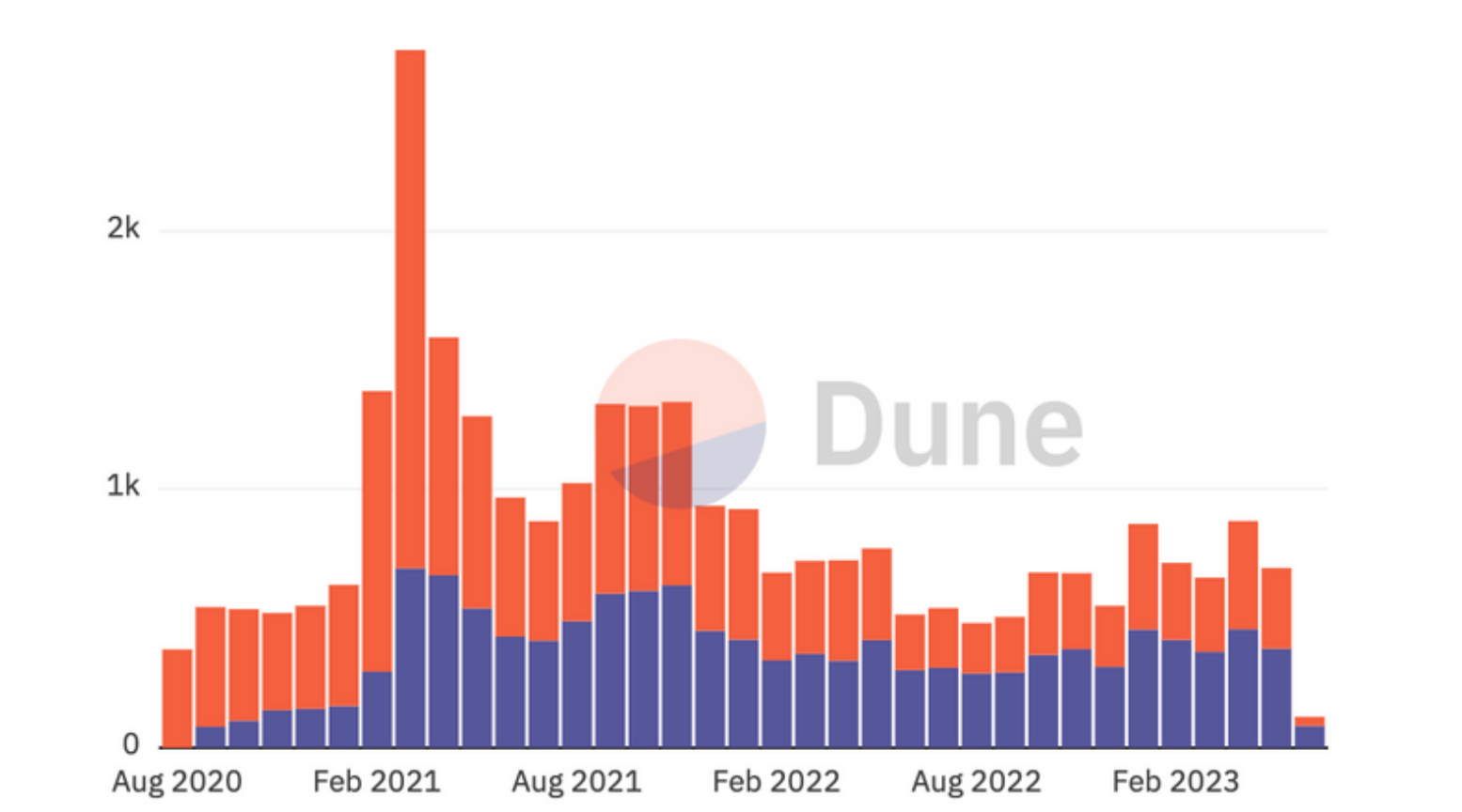


52.7K Followers

Stats and Numbers



Monthly active users(LYXE)



Two white rounded rectangular boxes on a light pink background. The left box features a stack of red coins with 'LYX' written on them, followed by the text 'TOTAL LYX STAKED' and '330,752 LYXe'. The right box features a silver key icon, followed by the text 'TOTAL VALIDATORS' and '10,336'.

No True Competitors



Flow

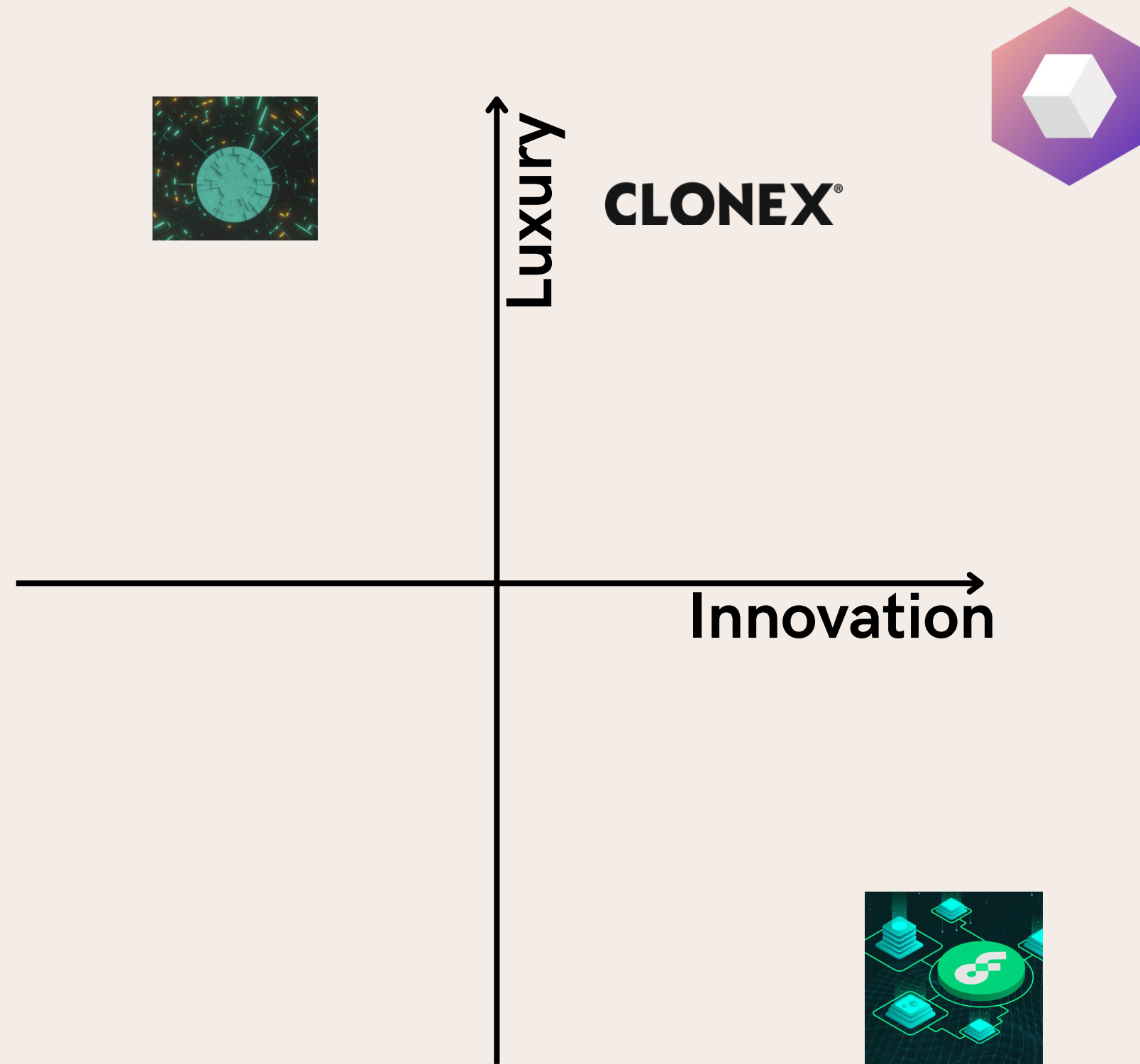


Clone X

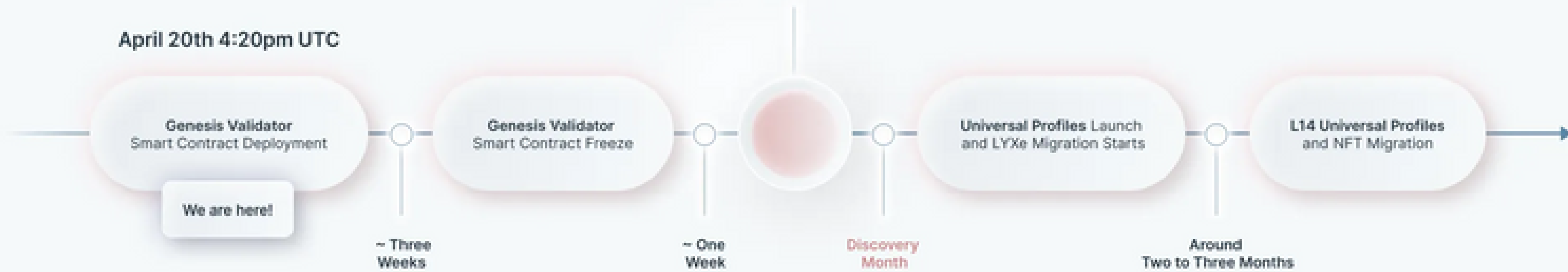


Aura

Positioning Map



LUKSO Mainnet Starts



RoadMap



Valuation



Raised \$18 million in 2020

The circulating supply now is 15,575,915

In 2021 the digital fashion industry was valued at 498.7 million → Lukso market value share of 3.6%

By 2031 the digital fashion market is expected to reach 4.8 billion

Market Value in 2031 = \$4.8 billion * 3.6% = \$172.8 million

CAGR of digital fashion market 26.4%

Market value growth rate
 $(\$172.8 \text{ million} / \$17.928 \text{ million})^{(1 / 10)} - 1$
Market Value Growth Rate $\approx 19.85\%$

$26.4\% * (19.85\% / 26.4\%)$
Market Share Growth Rate / year $\approx 15.02\%$

2031 market share: 10.11%

$4.8 \text{ B} * 0.1 = 480 \text{ million}$

Valuation Continued



1.1556303434 is the ratio of the value of lukso (2020) by the supply of the token,

- 179.88% price difference premium to the market value of token

Discount rate: 18%

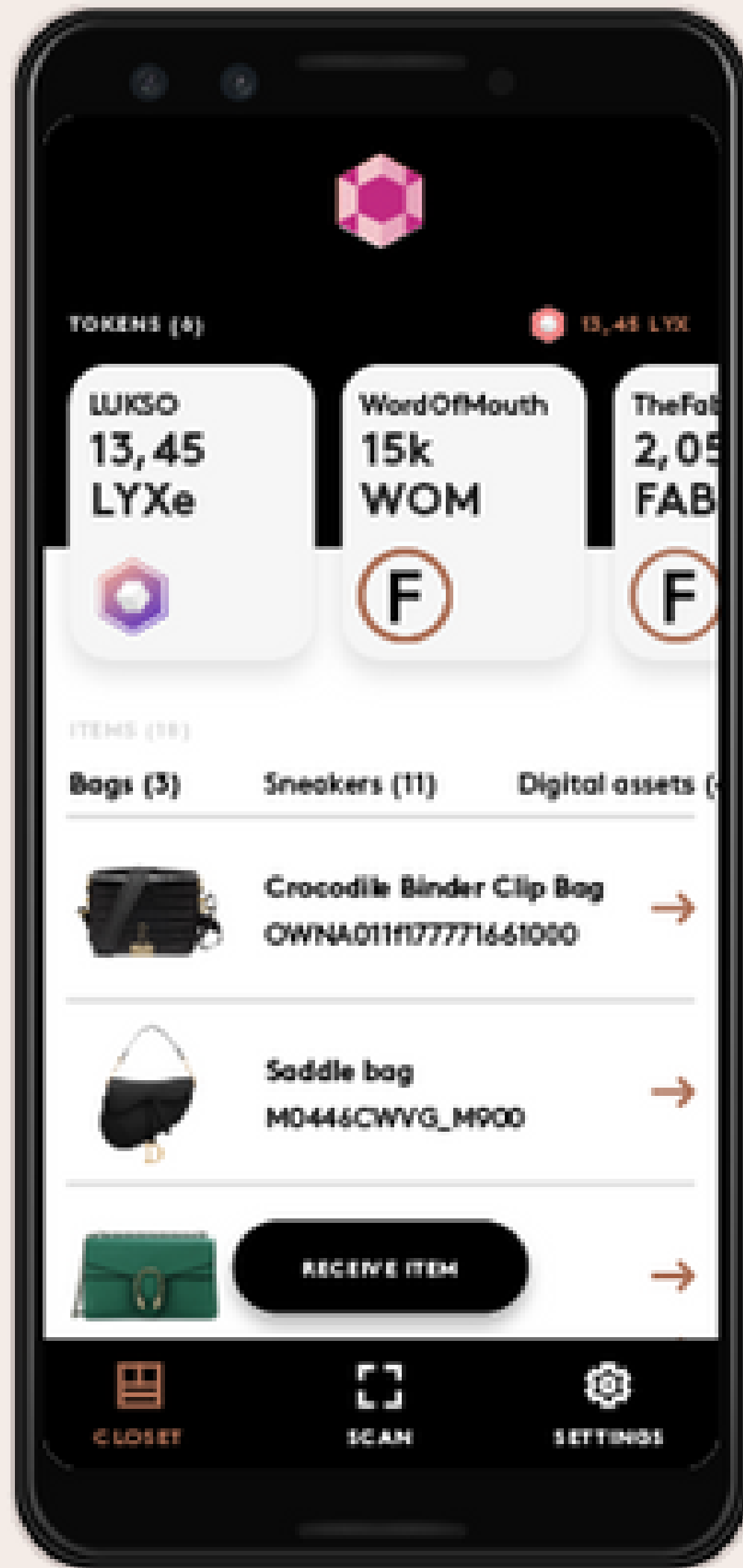
If Lukso's market value is 480 million in 10 years → 91 million NPV

Present value of 91 million / 15,575,915 (circulating supply today) = 5.8879972136

5.8879972136 * 158.6% market premium demand = \$12.68 implied price today



Investment Thesis



2017 was the first time that a blockchain was used to secure an item of clothing

Today we have already seen brands like Puma, Hugo Boss, LVMH, Rimowa. Lacoste, Adidas. Louis Vuitton collaborated recently with the videogame League of Legends. Gucci with Bored Apes.

The luxury goods market is expected to grow 3.4% annually.

Luxury fashion and goods are coming on chain, so let's make sure the OBG portfolio is exposed to this emerging market through Lukso

Action Steps



1 ETH -> ~190 LYX

Thank You

