



LOOTMOGUL
Litepaper v1.0.3

An Introduction to **LootMogul**

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INTRODUCTION

What is a Metaverse?

Metaverse is a digital world where users can socialize, work, produce revenue, and more in a shared space. Users can interact with friends and colleagues over Metaverse, party, go shopping, and continue all the tasks. Metaverse lands can be purchased, rented, and sold through the platform. Virtual gigs, like fashion shows, concerts, and events, can be conducted on different platforms.

In the last few years, there have been tremendous advancements in the digital world, especially in the Metaverse. The prefix "meta" (beyond) and the stem "verse" are the origins of the phrase "metaverse" (universe). The phrase translates to "beyond the universe." Neal Stephenson's 1992 science fiction book *Snow Crash* served as the inspiration for the Metaverse. Additionally, it appears in *Neuromancer* by William Gibson and *Ready Player One* by Ernest Cline. Even though the concept has been pondered for a while, it had immense growth during the Covid-19 pandemic. According to Bloomberg, due to a spike in interest during the pandemic, the Metaverse may be valued at \$800 billion by 2024.

What are Digital Collectibles (NFTs)?

Digital Collectibles are one-of-a-kind digital assets that cannot be replaced. Any items can be tokenized- land, artworks, videos, and more. The digital collectible is designed to efficiently transfer ownership claims that can be transparently recorded in the blockchain. In addition, digital collectibles share the blockchain's transparency and immutability because they are built on the blockchain. Suppose you have an original painting by a famous artist. Even though there will be replicas, the original painting will have value compared to the replicas, just like there is only one painting of 'Monalisa' by Leonardo da Vinci.

What is LootMogul?

LootMogul is an athlete-led sports metaverse (web 3 platform) that is powered by virtual real estate, training academies, blockchain games, meta shops for athletes, and brands with in-real-life (IRL) rewards.

- » Athletes own land, studios, stadiums, and experience hubs to generate lifetime royalties by engaging with fans through Learn2Earn and Play2Earn models.
- » Fans engage with their idols to learn new skill sets, earn rewards and gain access to real-world VIP events & limited edition merchandise.

For example, LootMogul's NBA and WNBA athletes engage fans through various metaverse community & gaming hubs such as:

1. Lisa Leslie's leadership academy for empowering women in sports and real-life challenges,
2. Michael Cooper's defensive basketball academy to teach young athletes the power of defense moves using metaverse AI game,
3. Mario Chalmers's RIO fantasy island for gaming and entertainment

LootMogul is expanding the web3 community by bringing web 2 gamers and sports fanatics to the metaverse.

By delivering approachable and challenging gameplay centered around the best digital collectible, LootMogul seeks to revolutionize the metaverse gaming industry. The games include basketball, football, mixed martial arts, baseball, cricket, hockey, and more.

The Ethereum blockchain has the majority of digital collectible. However, other blockchains have their implementations of digital collectible. Like Solana and Binance. Ethereum is a cryptocurrency, but its blockchain accounts for who owns and exchanges digital collectibles. But there are limitations to the Ethereum blockchain:

- » Rising transactional expenditures- The rising demand for Ethereum has increased transaction fees. Transaction costs on Ethereum sometimes referred to as "gas," can vary and be highly expensive. That's excellent if you're making money as a miner, but it's not as advantageous if you're attempting to use the network. Ethereum forces participants to pay the fee, unlike Bitcoin, where the network rewards transaction verifiers.
- » Risk of inflation in cryptocurrencies- Although Ethereum has a yearly cap of 18 million ether released, there is no cap on the total amount of tokens we could create. Because Bitcoin has a fixed lifetime restriction on the number of coins, this could mean that Ethereum functions more like cash and may not value as much as Bitcoin as an investment.
- » A lengthy learning process for developers- The transition from centralized to decentralized networks can make it challenging for developers to learn Ethereum.

These issues have contributed to building the LootMogul platform in multiple blockchains like Polygon, Binance, Solana, Elrond, and Klaytn



OUR VISION

As one of the pioneers in this \$800 billion market, LootMogul aims to develop a platform that embodies a full gaming platform together with digital collectible that enables the community of influencers and gamers to entertain and channel recurrent revenue. We work to bring new advancements in the upcoming days for influencers, fans, gamers, and land owners. As the digital platform is growing fast, we believe that all users should get an essence of it and try to make this dream possible for everyone. We also want to be a community rather than another digital collectible(NFT) marketplace.

- » Creating a model for sports fan engagement using our multiplayer, competitive blockchain games, digital collectibles, and in-person celebrity experiences.
- » Providing easy-to-use tools so that game developers, athletes, fans, and metaverse platforms may customize and integrate with our sports community.
- » Enabling gaming communities, businesses, and guilds to purchase, rent, and earn lifetime royalties from digital collectible, ad spaces, seats, avatars, and wearables.

The next step in the development of socializing and space is the Metaverse. The goal of Lootmogul is to help bring the Metaverse to life. Thus we are creating sports arenas in 3D environments that will enable you to interact, study, work together, and play in ways that are unimaginable to us now.

Long term, we will collaborate, expand the number of Metaverse platforms for which our products are appropriate, and create more innovative and engaging ad types.

PROBLEM AND SOLUTION

PROBLEM

The hefty entry price of digital collectible and metaverse games has made it difficult for many people. digital collectibles now on the market also offer no real-life rewards or tangible advantages. This causes skepticism about the benefits of investing in digital collectibles. For a token to have utility, a token economy must show how it will be used in an ecosystem. Most of the time, token economies had neither products nor customers to back them up; they were based only on speculation. Since there was no functioning token economy, there was no need for the token's utility, leaving the token's price at the whim of market participants.

SOLUTION

The Loot protocol and framework provide users with an Ethereum-compatible platform and efficient solution for Blockchain networks. This is crucial in a gaming environment where digital collectibles or other digital asset transactions call for a single currency and a compatible platform. This is the first unified and comprehensive gaming platform available on the market.

Characteristics of the Loot Framework and Protocol:

- » Interoperable Protocol
- » Multichain
- » Single Protocol for the gaming ecosystem partners
- » Modular and Secure
- » Extensible for growing networks

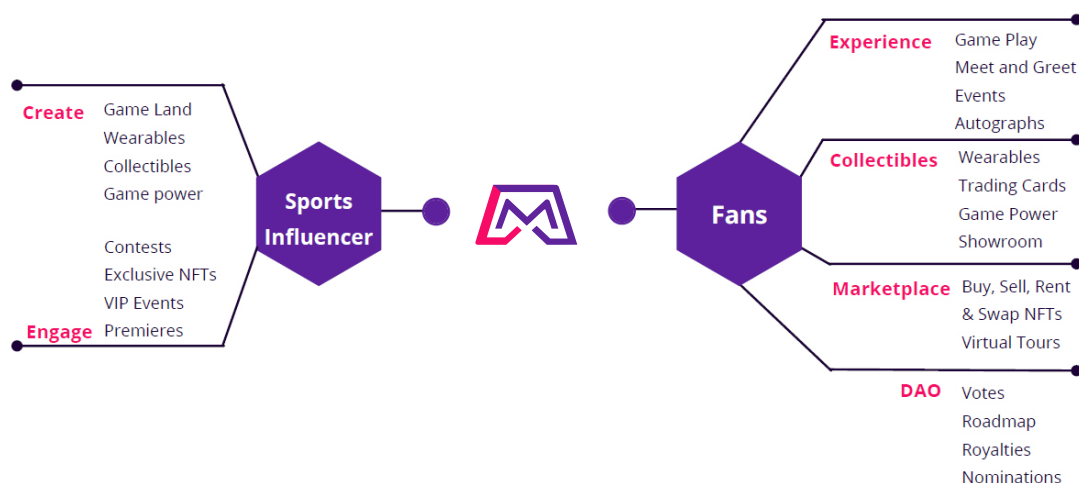
Free-to-play games' in-app purchases and virtual currencies haven't always been immutable. They were, in other words, perishable consumables. Now anything purchased using digital collectible will genuinely belong to the owner. The purchaser's name will be linked to the asset. Users are free to openly distribute and redistribute assets without the developer's permission, as each object can be uniquely identified and is demonstrated to have a finite number of copies. LootMogul has many features to provide. These includes

- » Our top athletes employ the Learn2Earn and Play2Earn models to coach and interact with their fans using unique academy and gaming approaches.
- » Players can establish their metaverse community centers, link their social impact causes, or establish non-profit foundations to further their objectives.
- » Gives our community the ability to earn lifetime royalties on lands, digital collectibles, wearables, characters from metaverse games, and LootMogul tokens.

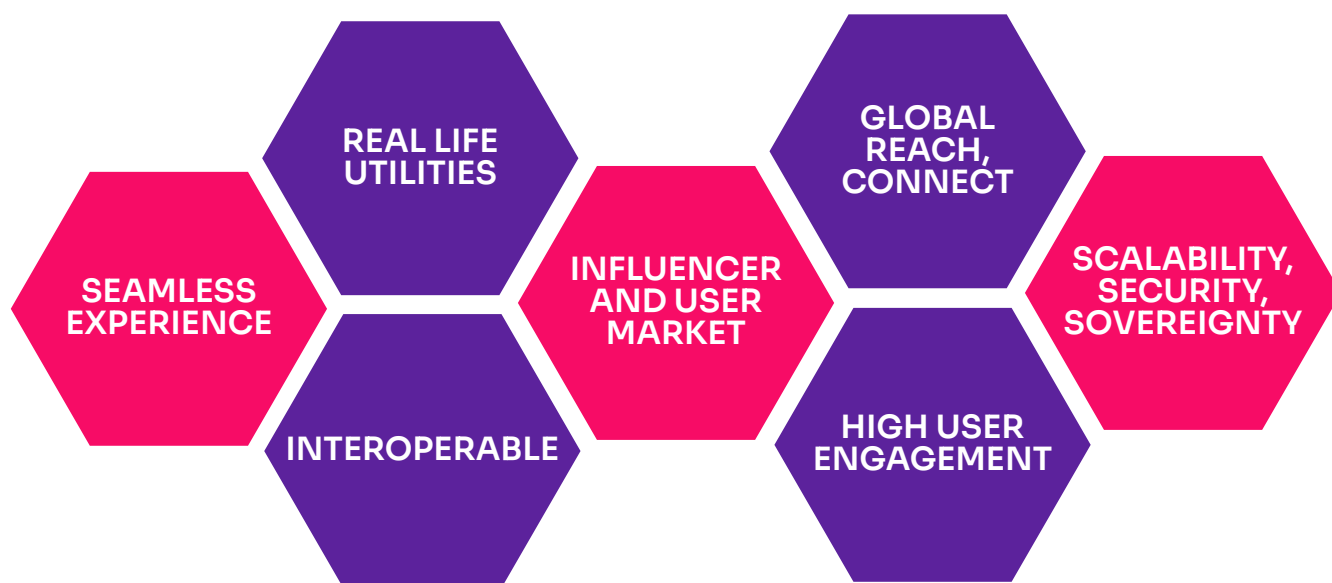
Gamifying features that make use of the special applications of blockchain

- » A friendly, customer-focused brand built on a real love of blockchain technology
- » A platform that is open to users with all degrees of technical expertise
- » A long-term revenue-based framework (as opposed to an ICO)

LOOTMOGUL
COIN
TOKEN UTILITY



ADVANTAGES OF LOOTMOGUL PLATFORM



TECHNOLOGY



Lootmogul runs on the Ethereum, Polygon, Klaytn, Solana, Elrond, and Binance Smart Chain (BSC) blockchains. Ethereum and polygon is a useful blockchain for minting digital collectibles on the OpenSea marketplace. BSC, klaytn, Solana, and Elrond is an attractive consumer-centric chain with a growing user base and inexpensive transactions. Lootmogul is trying to make its presence on multiple chains and working on the mission to make in-game assets interoperable.

Its front-facing applications, web and mobile, are built on leading cutting-edge technologies, which include React, Solidity, Rust, react-native, Next-JS, and Node JS (backend).

On-Chain and Off-Chain Transactions

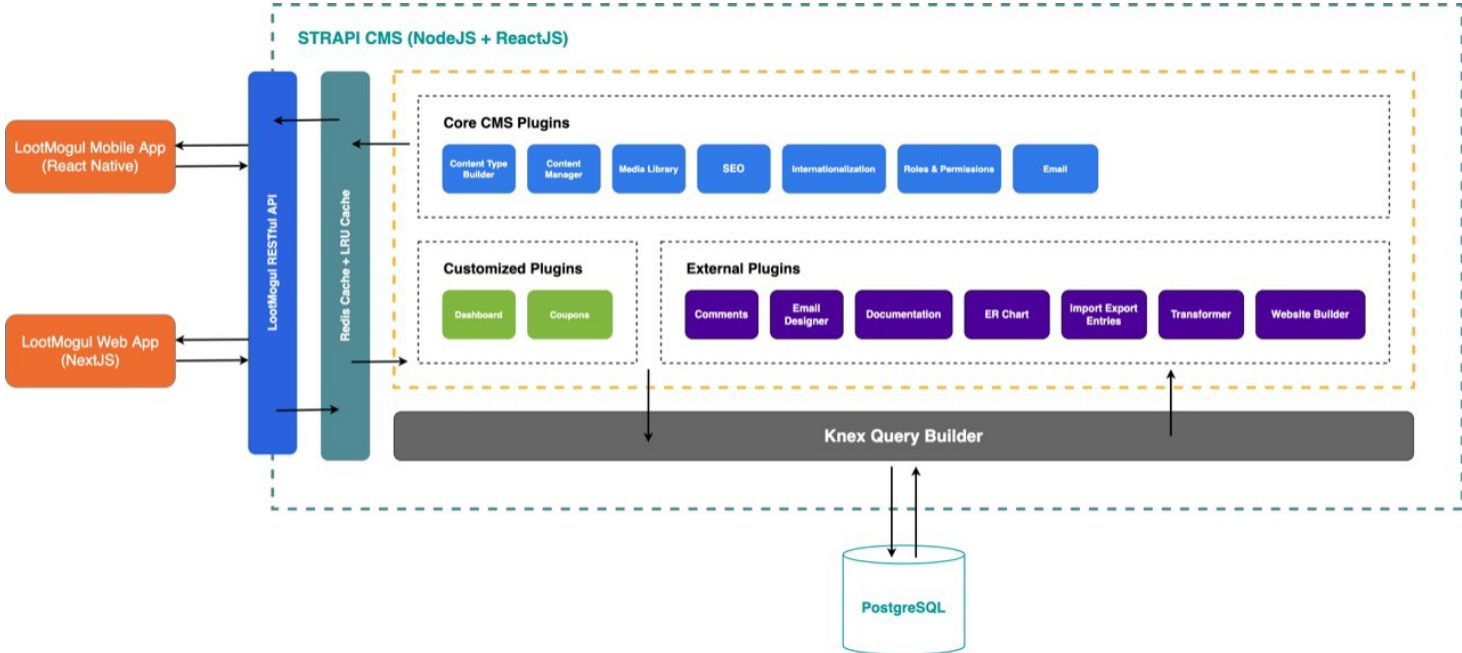
All Lootmogul’s in-game assets, digital collectibles, and metaverse lands can be purchased using off-chain like credit, debit cards, or other payment gateways. However, in the future, all these items can also be bought using decentralized wallets like Metamask, phantom to make on-chain purchases. Also, we will be integrating fiat into the crypto transaction system where non-crypto users can purchase blockchain digital collectibles without difficulty.

Lootmogul’s Cross Chain DIGITAL COLLECTIBLES

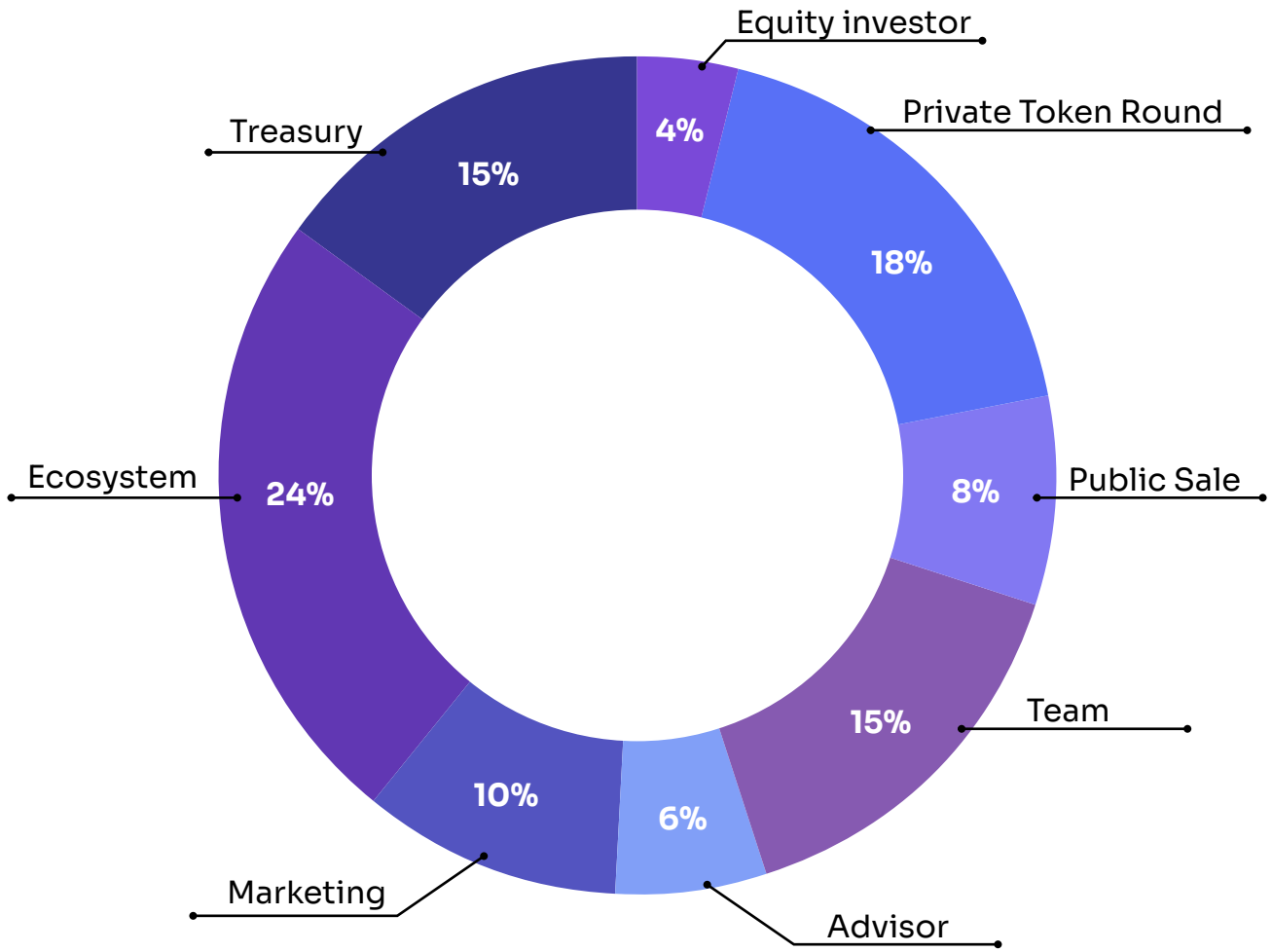
In Lootmogul’s digital collectible Platform, every digital collectible minted is either an ERC-721 (a fully non-fungible token) or EIP-1155 (semi non-fungible tokens); the difference is that the latter allows a new class of token where a single, smart contract can govern an infinite number of tokens (think of it as a single bundle of non-fungible tokens). Additionally, for every digital collectible, the creator can set their own royalty percentage, and they also could provide some preview of the content,

Lootmogul’s digital collectibles are available on multiple blockchains like BEP-20, Solana, Klaytn, Ethereum, Polygon, and Elrond. The team is also working on adding the cross-chain bridge (XP-network bridge) to transfer and trade any digital collectible from one chain to another. bridge) to transfer and trade any NFTs from one chain to another.

CURRENT PROJECT ARCHITECTURE



TOKEN ECONOMICS



TOKEN FLOW



Influencers

- Game Marketplace
- NFT Marketplace
- Special Event
- Physical Event
- Metaverse
- Quests
- Staking



Fans/Gamers/ Users

- Game Marketplace
- NFT Marketplace
- Special Event
- Physical Event
- Metaverse
- Quests
- Staking



Sponsors/ Brands

- Game Marketplace
- NFT Marketplace
- Physical Event
- Metaverse
- Quests
- Staking
- Bonding



Blockchain Game Publishers

- Game Marketplace
- NFT Marketplace
- Physical Event
- Bonding



Fan Clubs (Guilds/Daqs)

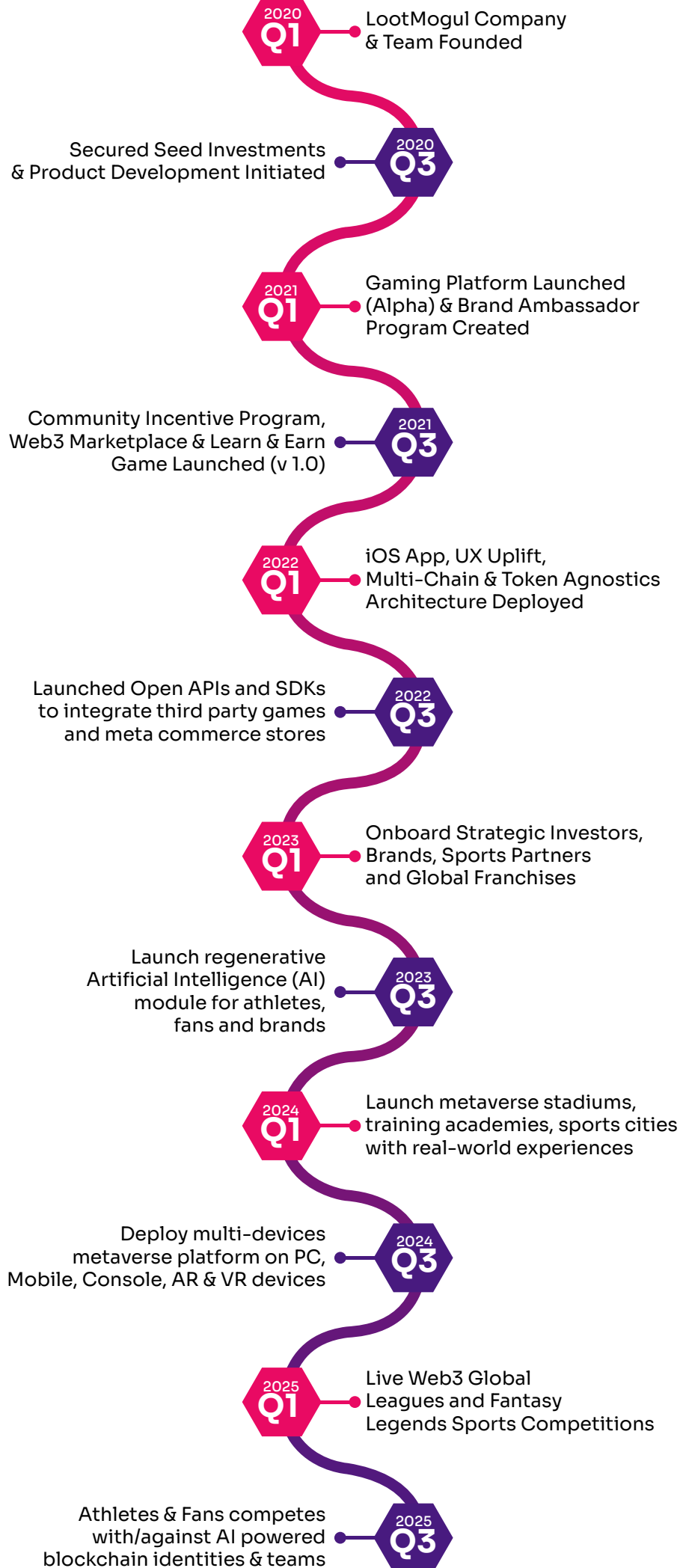
- NFT Marketplace
- Physical Event
- Metaverse
- Staking
- Bonding



Game Studio

- Game Marketplace
- NFT Marketplace
- Special Event
- Physical Event
- Metaverse
- Staking
- Bonding

ROADMAP



FOUNDERS & CORE TEAM



Raj Rajkotia
Founder CEO



Kuntal Sampat
Co-Founder COO

Raj Rajkotia

Raj Rajkotia is the founder of LootMogul, NextGen. He has worked in the computer and video game sectors for almost fifteen years. In recent years, he has spent time at major Esports and gaming companies, including Riot Games and Warner Bros. Raj has extensive experience creating, marketing, and leading gaming and esports businesses in the United States, Europe, and Asia.

Kuntal Sampat

LootMogul's COO and co-founder, Kuntal Sampat, has worked in the field of influencer acquisition for over 26 years. He has also worked in the fields of influencer gaming platform development, digital collectible creation, product management, data analytics, and marketing acquisition, among other things. Kuntal's professional history includes Sugal & Damani Group, The Khel Group (including partnering with Playtech, Microgaming, Flutter etc. and deploying sports betting, Poker, Casino platforms), In2M Technologies, etc., before he joined the LootMogul team.



Nilesch Sukalika
Engr. Team Lead



Corsley Edwards
Influencer Management



Vibhu Srivastava
Community Management



Devendra Yadav
Head Gr. Designer



Sumeet Dudani
Finance Head