



# lovepowercoin

WHITEPAPER

2023

# Introduction

**Love Power Marketplace is a decentralized marketplace for NFT professionals and amateurs. We create the best conditions for your successful sales.**

**LovePower — made with love for every user!**

Decentralization, the popularization of cryptography and the creation of Web 3.0 technology have completely changed humanity's perception of financial freedom. Various DAPPs, which are a direct reflection of Satoshi Nakamoto's concept of financial independence, anonymity and usability, have opened access to new tools of profit without the involvement of centralized structures such as banks, funds and investment companies. In 2022, the popularity of decentralized applications grew even more.

This was caused by the collapse of one of the largest CEX FTX, increased scrutiny by global regulators, including the SEC, and endless attempts by hackers to attack centralized companies, stock exchanges, and wallets.

Today, more and more users are opting for DAPP. Modern protocols and platforms make it possible to exchange cryptocurrencies anonymously and quickly, to lend or borrow in cryptocurrencies, and to buy various goods, including non-fungible tokens (NFTs).

Our team combined best practices from around the world to create a transparent and accessible marketplace for digital professionals and enthusiasts.

Efficient business model, favorable terms for users and complete decentralization provide the best conditions for sales and purchases to satisfy the needs of NFT community members.

# Why is decentralization the key?

The year 2022 showed the vulnerability of centralized systems and their weakness when facing a crisis

The FTX collapse and the events that followed made us remember that the most important idea embodied in the cryptocurrency by Satoshi Nakamoto is the decentralization. It is the decentralization that forms a solid ground for social stability and trust.

The ideas of the LovePowerCoin movement have resonated with NFT artists around the world. And it was decentralization that has become the basis of our community where each community member can impact the movement development.

## The Movement Control Center



LovePowerCoin is represented on Discord by NFT artists from over 50 countries.



At LovePowerCoin, we welcome the initiative and give anyone interested the opportunity to grow.



LovePowerCoin adheres to the principle of openness. Anyone can join our Control Center.



The most active participants are to become leaders of the LovePowerCoin movement.

# Market Overview

With 2022 being one of the most challenging years for the blockchain industry, the decentralized application market (DAPP), NFT and artificial intelligence (AI) have seen tremendous growth. According to Dapp Radar analysis service, over the past 12 months, the adjusted blockchain liquidity of decentralized applications has increased to \$106 billion. Moreover, this figure peaked in May 2022, when crypto winter has already caused serious damage to centralized companies, stock exchanges, etc.



[DappRadar report data as of 01.03.2023](#)

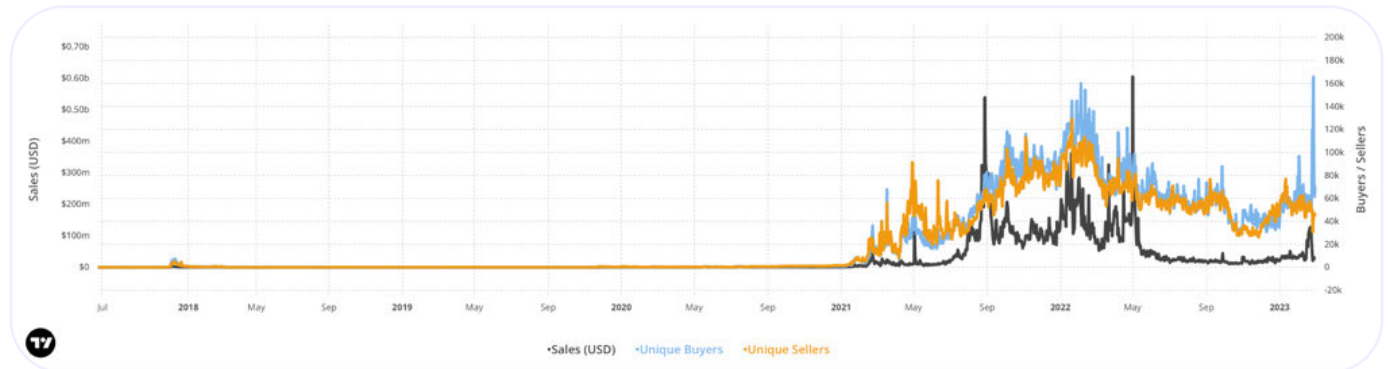
This indicates that users actively used DAPPs during the crypto winter period, and large investors invested significant amounts in the development of decentralized apps.

As for the market of non-fungible tokens, overall buyer activity declined significantly only by September, when the expected recovery of the crypto market and the strengthening of VTCs and ETNs didn't occur. And as early as the beginning of 2023, there has been a sharp influx of unique users to NFT marketplaces.



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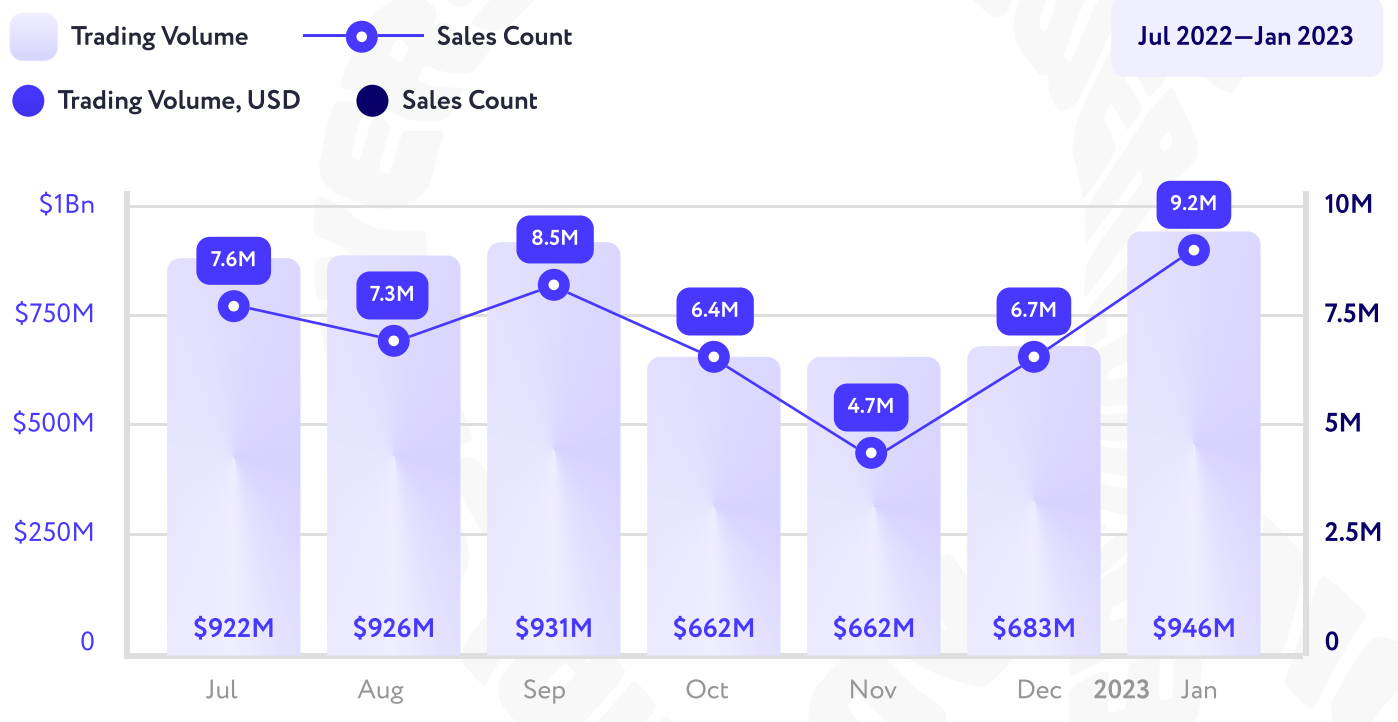
### CryptoSlam NFT Global Sales Volume Index



DappRadar report data as of 01.03.2023

In January 2023, trading volumes on NFT marketplaces rose 42 % from December 2022 up to \$946 million, the highest since June 2022.

### NFT Trading Volume and Sales Count



# 1.1 Trends

**Based on current situation, experts identify several key trends in the NFT market development:**

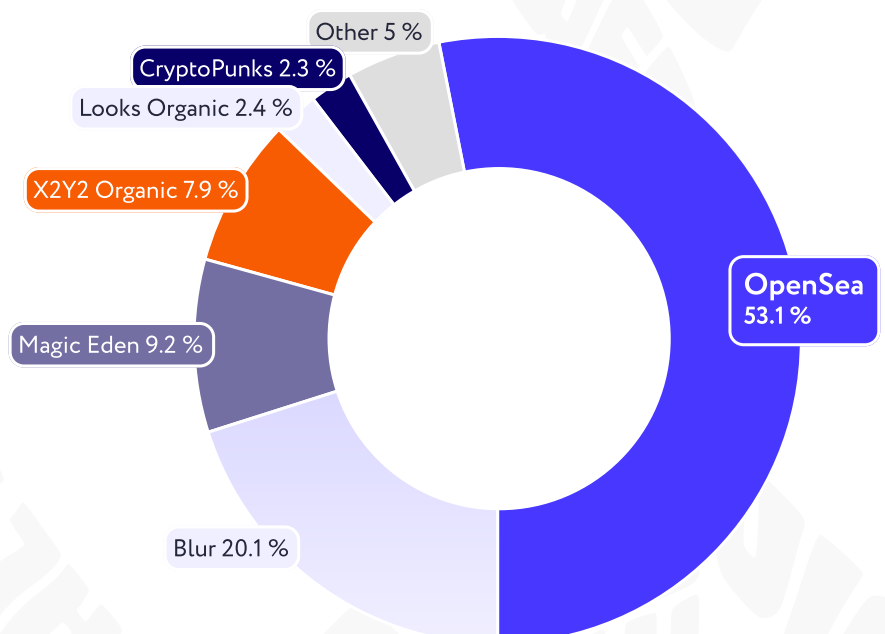
- 1 The growing popularity of NFTs which support AI development. It wouldn't be surprising if the creators of ChatGPT and similar tools launch their own collection of non-fungible tokens.
- 2 The formation of a new caste of NFT-artists who will digitize literally everything: from paintings and songs to movies and books. It's worth noting that in the crisis year of 2022, NFT-artists earned over \$1 billion. Leaders were Yuga Labs and a number of other NFT creators.
- 3 Increased competition among marketplaces, which will compete not only for the attention of collectors, but also for the loyalty of creators.

**OpenSea, Blur, MagicEden and others remain the leading marketplaces in the NFT market today**

## Marketplace Dominance in NFT Trading Volume

January 2023, Organic Volume

[DappRadar report data](#)



## Despite the seemingly well-established market segmentation, there are a number of problems that hold back the development of the NFT sector:

- 1 The manual policy of royalty payments and commissions. In 2022, a number of marketplaces abandoned the fixed creators' commissions, letting collectors determine it;
- 2 The formation of a new caste of NFT-artists who will digitize literally everything: from paintings and songs to movies and books. It's worth noting that in the crisis year of 2022, NFT-artists earned over \$1 billion. Leaders were Yuga Labs and a number of other NFT creators.



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@LovePowerCoin



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@LovePowerCoin

On the right is the original work, and on the left is a copy



Low protection of artists' and buyers' data.



The lack of organized policy of marketplaces towards buyers and sellers, as well as the low ability of marketplaces to establish a united NFT-community.

## How does LovePower solve market problems?

In response to the market challenges, LovePower offers balanced and comprehensive solutions

### We offer

fixed commissions and royalties to creators, which guarantee profits from every sale, including resale

### We use

blockchain technology to track a user's unique address, which allows us to prove authorship of a particular NFT

### We create

a global open community that brings creators and collectors together on one platform

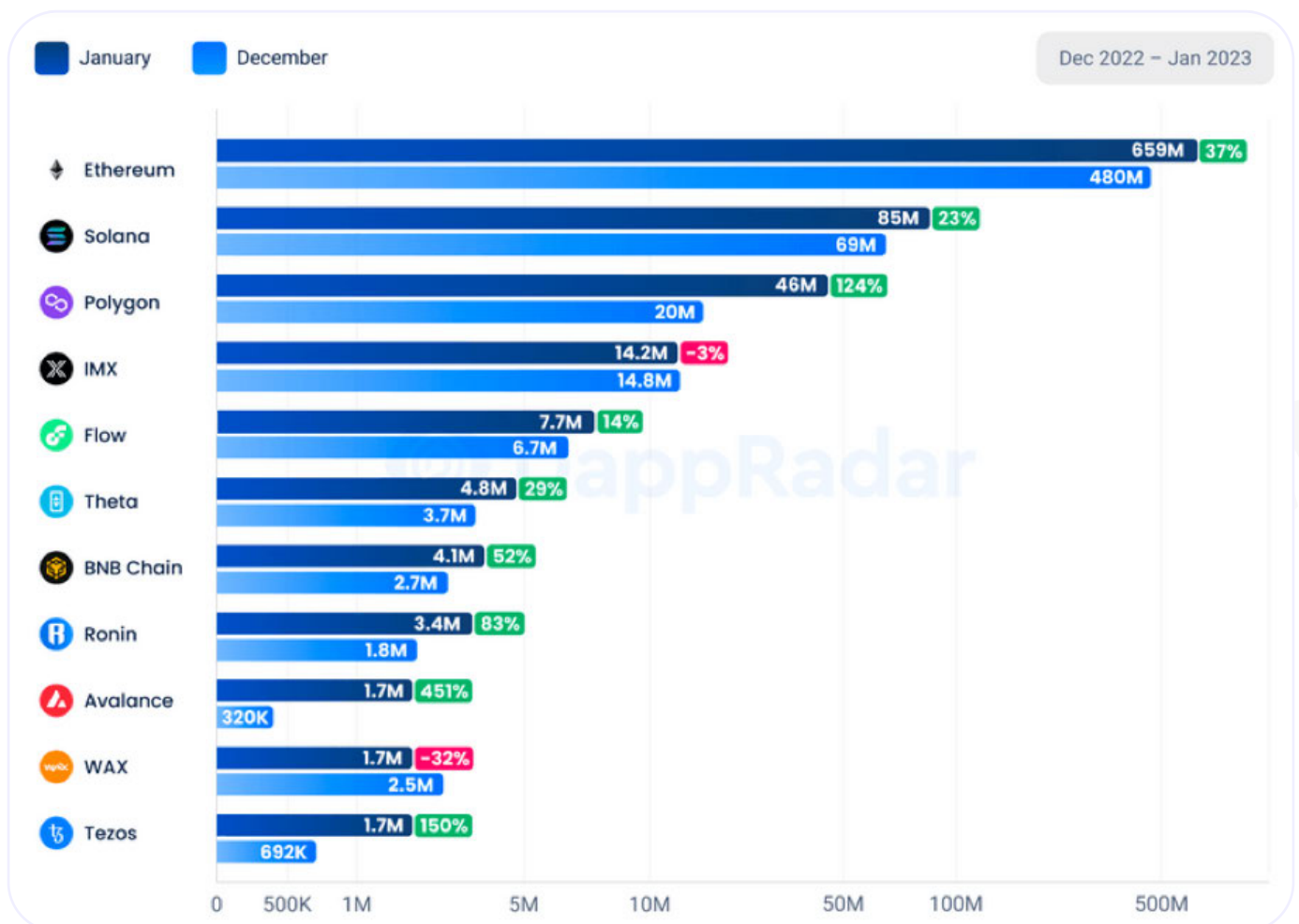


## 1.2 An overview of blockchain usage

Ethereum is the most popular blockchain for developing NFTs.

Since 2023, sales in this network has reached \$659 million, followed by Solana, Polygon, IMX, Flow, and Theta.

Top NFT Blockchains by NFT Trading Volume in January 2023



Blockchains used in NFT. DappRadar data.

# Why Ethereum?

LovePowerCoin is based on the Ethereum blockchain

## There are many blockchain platforms and we had to make a choice. So why ETH?

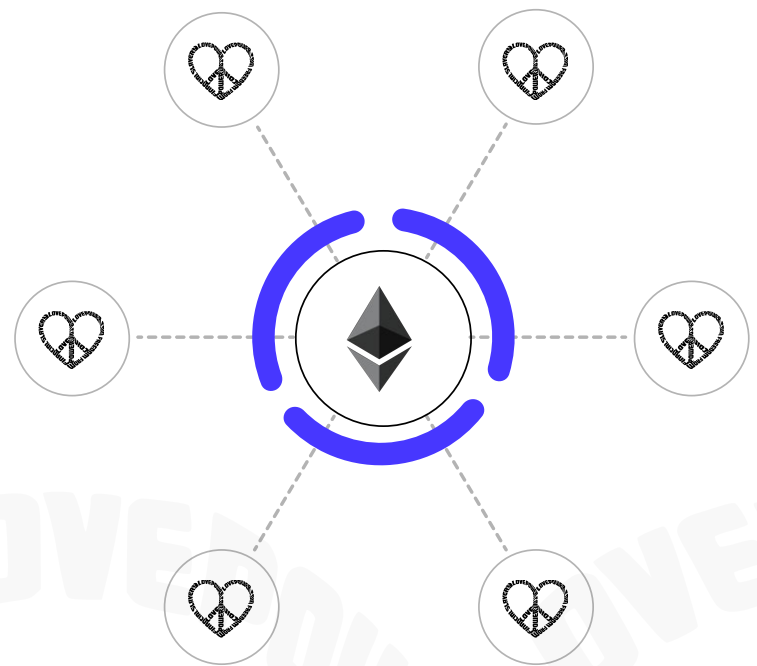
First of all, because of its sustainability and the capacity to provide real decentralization and popularity.

The Ethereum network has come a long way and become the most popular in the NFT environment.

A whole ecosystem of ratings, analytical services, launchpads, catalogs, calendars, marketplaces and other important resources for launching collections has been created.

We organically grow inside of the Ethereum environment. 'We stand on the shoulders of giants' in order to do our best developing the project and bringing in new followers.

We are impressed by many Vitalik Buterin's ideas, whom we consider an outstanding visionary of our time.



His views on the decentralization, as well as his approach to centralized systems, in particular the confirmation of CEX assets and a reasonable risk analysis of algorithmic stablecoins, has determined the development of the crypto industry. Together with him we stand for openness, transparency and honesty in the economy of the future.

# About the LovePowerCoin Movement –background

Today, projects based on strong community support are more in demand than ever.

The LovePowerCoin movement unites people who care around the world.

By bringing together efforts and talents of creative people, we build a decentralized collaboration tool which is bound to lead our movement to success and prosperity.

We believe that our community is our key strength. Since the beginning of 2022, more than 10,000 followers around the world shared and promoted our ideas.

Together we are building a new financial system based on freedom and love.

The popularity of our doctrine grows, and new followers join the movement every day. There are many of us, but everyone's voice is heard!

**A decentralized management system allows each member of the community to participate in the management process and be heard**

We are the future. Only strong unities of people around the world can become the basis of a new financial system and the crypto industry.

There are many people sharing our ideas. Now each and every one of them has the opportunity to join the LovePowerCoin movement. Only together and only united will we break the system of financial enslavement that has existed for centuries.

The LovePowerCoin project attracts artists and collectors to its NFT platform due to its transparency, decentralization and constant growth.

Do you believe in freedom? Then you are looking in the right direction!

# LovePowerCoin NFTs

The LovePowerCoin movement's own collection consists of 1,000 NFTs. Each one is inspired by the Voynich manuscript.

The most valuable NFTs of the movement are featured in the 'The main riddle' album and represent the mystery of the thousand-year enslavement of mankind, the answer to which can free you from financial slavery for the time being.

Our NFTs are issued on the Ethereum blockchain.

Each new NFT is a contribution to the development of the crypto industry. In less than a year, the LovePowerCoin movement spent about \$100,000 supporting the NFT community.

During this time, we introduced a new term to the community — 'support wave', which means collecting NFTs from artists after selling our own NFT.

We have organized the events that united the community.

The LovePowerCoin movement has created a gallery in the Onkyber metaverse that features art collected during the 'support waves'.

Our version of social responsibility is to give 80 % of the sales profits from each LovePowerCoin NFT back to support the NFT community.

We return a large part of our profits to circulation, contributing not only to our movement, but also to the development of the entire market.

We counterpose love and togetherness against selfishness and disunity.



# LovePower Marketplace

The most important step in the development of LovePowerCoin is the creation of an NFT marketplace. This idea was supported by the community, and we are working on its implementation.

LovePowerMarket is to be launched in the first half of 2023. The team of developers and IT-specialists is working hard to engineer the best solutions to ensure stable and convenient functioning of the marketplace.

The new platform will accept the LOVE token as payment. This will become an additional driver for maintaining the high cost of the token and high demand for it.

The marketplace will be a center of attraction for collectors and support for NFT artists.

Along with its main function as the marketplace, it will provide incentives that will support the activity of collectors on the platform, including a regular contest with expensive prizes.

Unlike other NFT marketplaces, we will not just list artists' works, but actively create demand and sales growth. This is an essential difference and competitive advantage of the LovePowerMarket platform.

## What is beneficial for collectors is beneficial for artists

The existing excess of NFT marketplaces has already led to the sheer decrease in sales for artists. So, what is the point of posting works in useless showcases?

Our vision will help to develop the sales system and ensure its stable growth.

To attract buyers, there will be an affiliate program with payment for sales of a percentage of the artwork's price. This is a proven development tool that experienced affiliate marketing specialists help us implement.

Our marketplace will become a global social network for artists. All registered authors will be able to post their videos, interviews and actively communicate with the community and collectors on the platform.

Creating a personal brand, fame, demand for new works — we understand what people of art want. We are well versed in the needs of buyers of all categories (investors, collectors, flippers, agents).

# Support system for NFT artists



The LovePowerCoin movement is constantly evolving, and we are open to the best ideas proposed by the NFT community. This inevitably leads to the expansion of the team. New people mean new opportunities and challenges.

Our actions speak louder than words. Those whom we supported became full-fledged leaders of the LovePowerCoin movement. These are NFT artists who share the views expressed in the Movement's Manifesto.

Now we are ready to lead the new followers and builders of the future financial system.



A turning point in the history of the LovePowerCoin movement was the recognition of the need to change the approaches to supporting the NFT community.

Even in spite of the high costs of supporting artists, this support still remained insignificant.

There are still millions of artists in this space, whom we could not support.

**We received hundreds of messages daily. We heard those who contacted us. The request for a new approach to what we have been doing all this time became obvious.**

# Support system for NFT artists



In response to this call, LovePowerCoin launched a contest of concepts in order to expand the support of our NFT community. The winner received a prize of 1.5 ETH and 10 LovePowerCoin NFTs. This is how the LOVE token and the LovePowerMarket marketplace were brought into life.

Starting with standalone projects and sporadic moves, we have evolved to a comprehensive and sustainable approach that demonstrates stable success and allows scaling up.



We hear everyone. When creating our support system, LovePowerCoin always considers the opinion of the community. The LovePowerMarket marketplace was created to support NFT artists and collectors.

We conducted a survey to establish the percentage of the sales profits the artists themselves were willing to give back to the community? The response was to pledge 50 % of the sales profits from each NFT. This amount will go to supporting the community.

# Tokenomics of LovePowerCoin

Like all our NFTs, the LOVE token is based on the Ethereum blockchain.

When choosing a blockchain, we set the following criteria: guaranteed free development and stable growth of the project with no external regulation.

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## Distribution:

The Total issue	1 000 000 LOVE
Withdrawn for expenses	300 000 LOVE
In free circulation on the market	700 000 LOVE

## Expenses:

Marketing	100 000 LOVE
Team	30 000 LOVE
Charity	170 000 LOVE
<b>Total</b>	<b>300 000 LOVE</b>

Being active in supporting NFT artists and creating a steady stream of inflows inevitably incurs some costs. To cover such costs and keep the system running, we reserve 30 % of the total issue.

# Tokenomics of LovePowerCoin

## These funds go to:



Project scaling



NFT art market development



Helping NFT artists



Charity

## Fees from the seller:

Listing fee	1 LOVE
Community contribution fee	50 %
The minimum sales fee is	5 LOVE

## Community contribution of 50 % of the sales profit is distributed as follows:

### 30 %

Is contribution to charity and NFT artists' support.

### 70 %

Is the NFT lottery pool (the lottery prize fund was created to support the community. It provides the opportunity to win prizes and donate part of the funds to charity).

For all artists, smart contracts provide royalty fees, which they can set at their discretion from 0 to 20 %. Royalty will be paid on top of the NFT price for each subsequent sale (similar to VAT).

Royalty is an additional incentive for the development of the artist's personal brand, through the use of the marketplace tools. The artist has a financial interest in being more active on the site, while for collectors, this ensures a stable increase in the value of acquired NFT assets.

We have a generous cashback program, granting up to 30 % of each NFT listing to community leaders (accessible via unique referral link).

# Additional emission

The project, at its discretion, may decide to issue an additional amount of tokens in the event that the market supply decreases by more than 70 % of the initial issue

## 20 %

The first additional emission is 20 % of the initial market (from 700 000 tokens).

## 50 %

Each subsequent emission – 50 % of the previous additional emission.

**Thus, a balance will be maintained between the supply of the token on the market, liquidity and its value.**

We do not want to limit the potential of the movement and have developed a financial scaling model, which, even with additional emission, will restrain inflation and ensure a constant increase in the token price.

# Charity

Our project aims at supporting aspiring and advanced NFT artists around the world. Our support includes collecting NFT works and gift tokens for NFT listing and running charity events in different countries.

Our community also develops real-life exhibitions, creative promotions and auctions.

The leaders of the LovePowerCoin movement will organize and supervise such events in their home countries. Proceeds from the NFT sales will go towards supporting the NFT community.

In the future, we also plan to hold creative promotions and auctions, the proceeds of which will be used to support talented NFT artists on a competitive basis.

## Helping the scientific community

One of our charity activities is helping scientists

We support the development of innovative technologies that facilitate the transition of humanity from the existing financial system to the free world of cryptocurrencies.

We are happy to support researchers and economists who develop and study the ideas of decentralization and blockchain implementation in various industries. We consider the financial sector especially important.

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# LovePowerCoin Roadmap

The idea of uniting NFT artists into a movement was born in 2021.

By 2022, our community was growing rapidly, communicating and launching joint promotions.

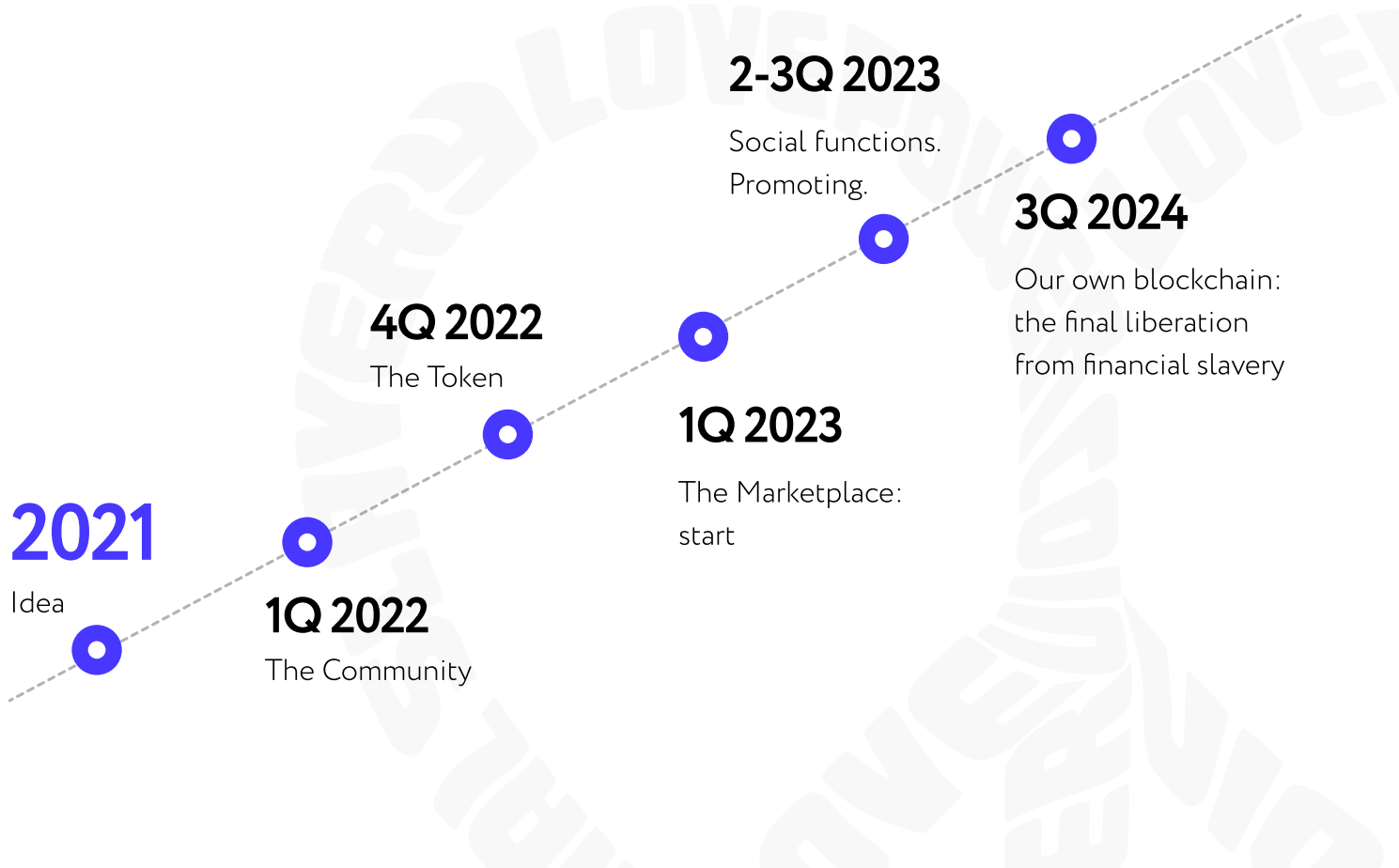
By the end of 2022, based on the common decision of the NFT community, we created our own LOVE token. It has become a symbol and a driving force behind our community.

In 2023, we will launch the LovePowerMarket marketplace, a powerful milestone for our movement.

By the beginning of 2024, we will scale up the LovePowerCoin project.

We also plan to create and launch our own blockchain so that the LOVE token becomes an official means of payment.

## Our roadmap:





# Team



Our team brings together NFT artists, IT specialists, scientists, engineers, enthusiasts, and creators of crypto currencies.

Our team includes experienced community managers, members and creators of alpha groups, collaboration managers, experienced media buyers, journalists, and copywriters. Not only ideas, but also the professionalism of the participants affects the growth of the community.

For us, there are no state borders, we are of different nationalities and different skin colors.



Our movement unites those who are already contributing to the development of the crypto industry, as a guarantor of the victory of mankind over the fiat financial system.

We ourselves are NFT artists and we needed to consolidate. We have united and our common voice is on behalf of LovePowerCoin.

**We are the people of the new world**

# Conclusion

The LovePowerCoin movement started with an idea. The idea of freedom and love is implemented through the creation of a strong community and a decentralized system.

The union of NFT artists, IT specialists and developers around the world creates a decentralized movement.

Together we will lead LovePowerCoin to success and prove that a product created by a strong community is in demand and competitive on the market.

Our ideas and values attract new followers, and there will always be a place for them in our movement.

Our development path is determined by the participants. LovePowerCoin is the voice of the community. What we have done, are doing and will do is the result of our joint decisions.

Our mission is to spread freedom and love around the world! We will remove the shackles of financial slavery and build a new future!

The era of fiat is about to end, and the attempts of banks to save themselves with CBDC, confirm that the imminent end is coming.

We will have to make an effort to create a new fair financial system based on decentralization and the result is worth it!

Thanks to those who are already with us. Join us as we move forward under the LovePowerCoin symbol and are armed with the power of LOVE.

**lovepowercoin.io**

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