# LKSCOIN
# WHITEPAPER

Knowledge sharing social token

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# 1   LKS Foundation Goals

## 1.1  Problem

In today's social media driven world, more and more people are using social networks not only to pass their time, but also to interact with other people, **to share their stories, to share videos and photos, and to write helpful posts and courses.**

**Today users are responsible for creating social networks, a treasury of knowledge and wealth, but at what cost?**

**The problem with almost all of today's social networks is that by using them, users lose most of their content rights.** Also, there is no way to track the ownership of the user produced content and original authors are quickly lost in a sea of reposts, reshares, and outright stealing.

At the same time, more and more people are online and the demand for any kind of digital content is increasing exponentially but given these factors, **it will be mainly the platforms that will benefit from this growth and enrich themselves, not the producers of the content themselves.**

## 1.2  Solution

**The LKS Foundation aims to reverse this trend by giving content producers a tool that allows them to be the main beneficiaries of this ongoing revolution.**

This tool is the LKSCOIN, the most significant knowledge sharing social token of the future.

**A token that takes the power from the social network owners and gives it back to the user**, a token that is easy to implement, easy to maintain and a token where users maintain the security of the network and are incentivized to do it.

**Thanks to revolutionary blockchain technology, LKS Foundation has managed to create an instrument that can be applied to all existing or future social networks and which combats the copyright problem.**

## 1.3  Mission

LKS Foundation is a non-profit organization which aims to promote and disseminate scientific, technical and economic culture, with particular regard to the utilization of the internet in social, economic and cultural life, to the knowledge of virtual currencies and blockchain and to their application to cultural, economic and social projects, through civic, solidarity and socially useful actions.

**LKSCOIN is the the first big step for the LKS Foundation and it will remain from now onward one of its pillars.**

By educating social media end users about their rights and possibilities LKSCOIN will become the instrument that gives users access to any type of digital content in any platform that decides to integrate it, **while safeguarding  all the intellectual property rights for the content creators.**

LKS Foundation's mission is to revolutionise social networks of today and fight for social network's users shared content of tomorrow.

Ultimately, LKS Foundation wants to shape the future where no one needs to think about fine print "terms of use" when choosing a social network they want to use, as all **their content will be protected and they will be compensated for the time they have put into creating it.**

For this mission to fully succeed, **LKS Foundation knows that the implementation a secondary NFT (Non Fungible Token) will be necessary.**

# MARKET

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# 2   Market

The amount of digital content, such as photos, music, and video has exploded in recent years. **The growing number of smart connected devices and their flexibility of place and time is one of the major factors driving the digital content market growth.** Furthermore, innovations in devices have led to an increased data traffic and a huge variety of content consumed online.
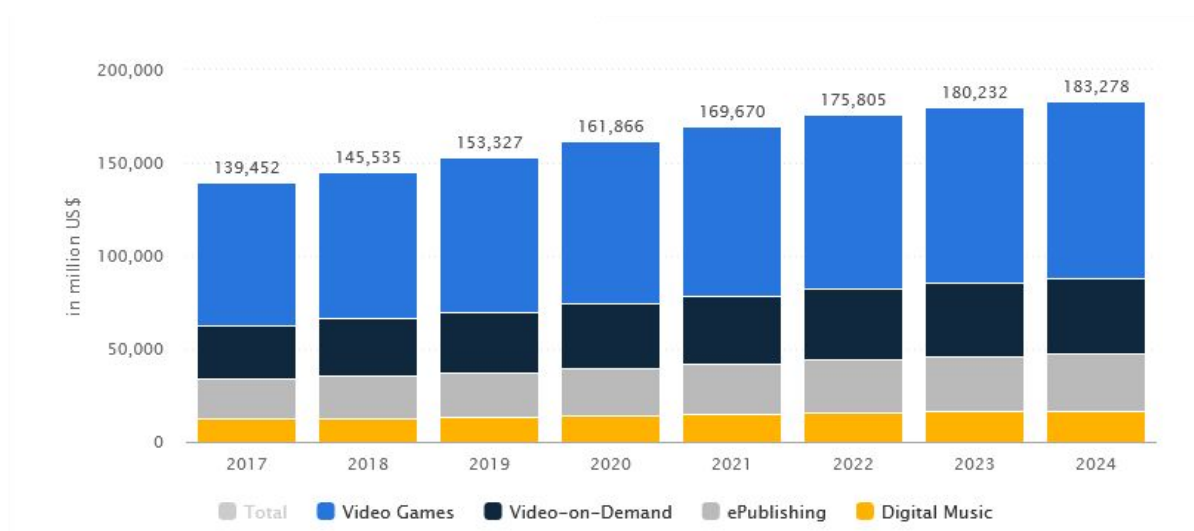


Source: Statista, January 2020.

All these factors are driving the demand for digital content. The market is now **worth 153.3 billion dollars** (excluding UGC-User-Generated Content) and it is expected to grow substantially during 2020-2024 reaching 183.2 billion dollars.

**Market trends**

- **High utilization of social media**
- **Expansion in the variety of content**
- **Proliferation of mobile applications**

The high utilization of social media is one of the major trends being witnessed in the global digital content market. **Social media has become a major data source for many organizations because of their ability to provide instant feedback about the content through blogs and social networking sites.** Content developers and advertisers are tapping social computing tools for branding, marketing, broad-based

knowledge management initiatives, and recruitments, which will drive cost-efficient collaborations across the global workforce. By registering on social networking sites such as Twitter and Facebook, vendors explore new platforms to market their latest services, products, and solutions in order to gain public feedback and opinions. Furthermore the increased importance of sentiment analysis and the advances in text analytics are encouraging organizations to include social media in their business processes[1].

Digital content has seen an increase as more households now have access to the Internet. Therefore, it is easier for people to receive their news and watch TV online, rather than from traditional platforms.

**This generated the birth and diffusion of different forms of digital content in order to reach readers and users on any device including eBooks, online publishing, photos, videos and even Facebook posts[2].**

However, **it has become a super-centralized market with a small number of companies controlling the majority of distribution**. This means that creators must sign away rights and control over their content, along with a large percentage of the revenue their content is generating, in order to participate.

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[1] "Global Digital Content Market 2019-2023 | Growing … - Business Wire." 30 Nov. 2018, https://www.businesswire.com/news/home/20181130005473/en/Global-Digital-Content-Market-2019-2023-Growing-Online.

[2] "Digital Content Market 2018 Global Analysis, Opportunities …." 11 Oct. 2018, https://www.marketwatch.com/press-release/digital-content-market-2018-global-analysis-opportunities-and-forecast-to-2023-2018-10-11.

## 2.1 Different Type of Digital Contents

**Books and e-publishing**

The most used digital content are obviously the publications which with the advent of the internet have seen the rise of digital dramatically surpass the readings of the paper being more accessible, easy to share, less cumbersome and cheaper.
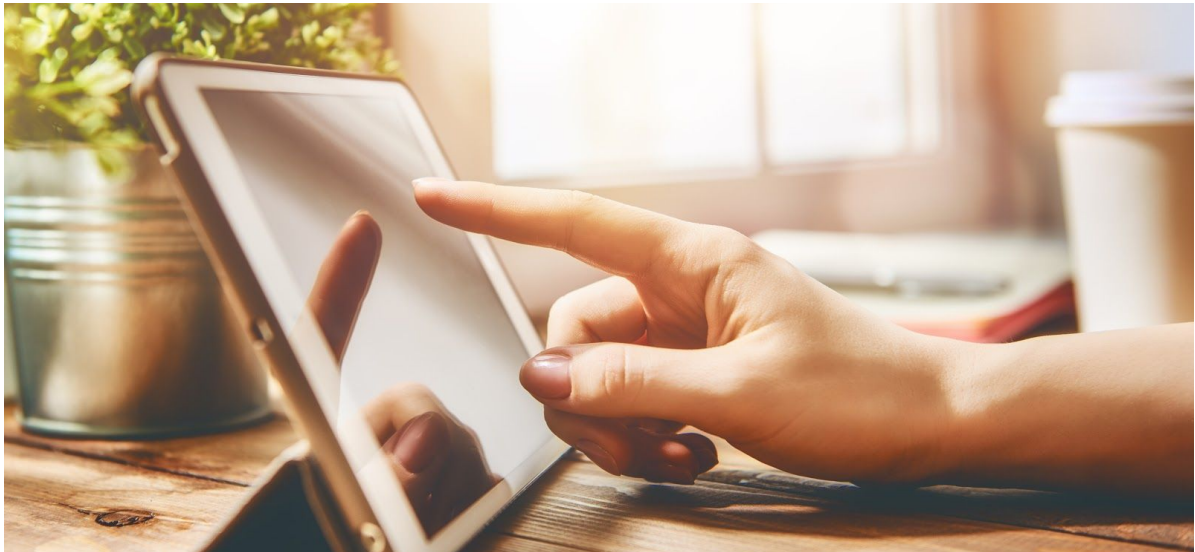


There are several categories of online publications that are sold through the Internet, in particular:

- Paid digital editorial written content distributed over the Internet
- eBooks (fiction, non-fiction & academic eBooks)
- Digital editions of consumer & trade/business magazines (eMagazine)
- Digital editions of daily or weekly newspapers (ePapers)

Highlights[3]:

- Revenue in the ePublishing segment amounts to US$25,345m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 5.1%, resulting in a market volume of US$30,887m by 2024.
- User penetration is 20.7% in 2020 and is expected to hit 23.9% by 2024.
- The average revenue per user (ARPU) currently amounts to US$14.20.

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[3] "ePublishing - worldwide | Statista Market Forecast."
https://www.statista.com/outlook/204/100/epublishing/worldwide.
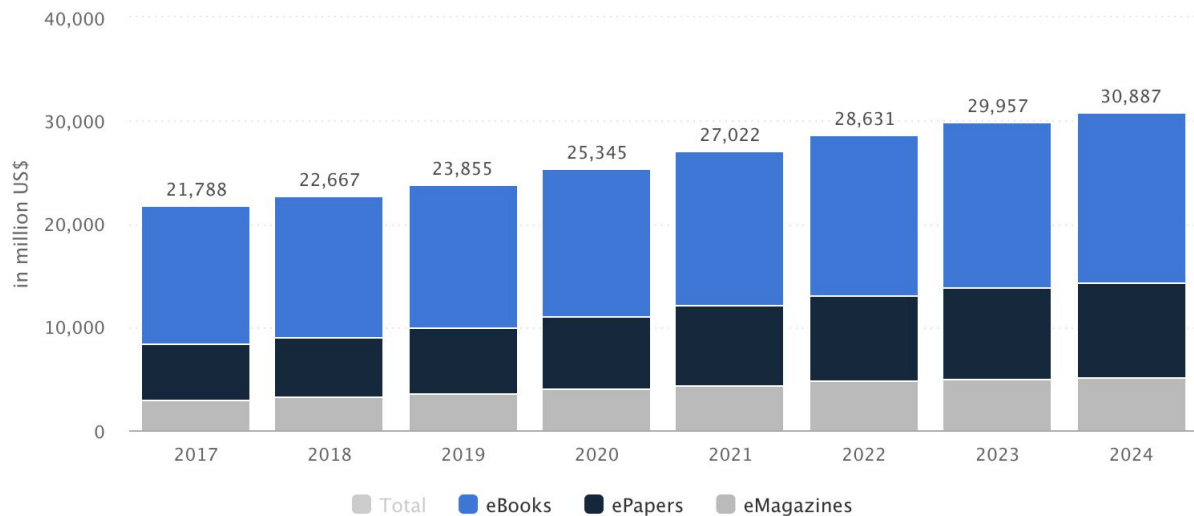
The market's largest segment is eBooks with a market volume of US$13,926m in 2019.

eBooks are dominating the digital e-commerce space. The reason is that they are simple to produce and even easier to distribute.

Nowadays people can easily self-publish their eBooks (thanks to Kindle, Kobo, and other devices) and statistics show that self-published books dominate in sci-fi, romance and mystery over traditionally published authors.

Anyway self-publishing is not free and there are certainly costs to be considered, such as editing, proofreading, cover graphics, page layout, conversion to ebook format and ISBN. **For example Amazon retains a percentage of sales of 30% (online copies) or 40% (paper copies) to repay all that the platform offers you: web space, insertion in the catalog, management of payments, returns, reviews, personal data of buyers, etc.**

Other platforms such as Kobo and iBooks also hold 30%; Google Books withholds 48% and if you rely on an intermediary for publication, this costs you 40% or more.

## Photos and Art



Stock photography is a super-centralized $4B industry, with agencies like Shutterstock and Getty Images controlling much of the market[4]. Because customers have a relationship with the agency, and not directly with the photographer, stock photo agencies have developed a critical mass of customers. This leaves photographers with limited alternatives but to give most of the rights, control, and earnings from their photos to these agencies.

Network effects have made Shutterstock and Getty much more powerful than any individual photographer. Over the past 15 years, this has enabled them to consistently increase the fees they charge for distribution, which are now the highest among all types of digital content. **These agencies now charge photographers up to 85% of their photos' sale price, even though they produce no content themselves[5].**

On Shutterstock alone, there are over 70 million photos, vectors, and illustrations currently being sold to the large crowd of over 750,000 active users. Dreamstime, iStock, Shutterfly are other popular e-commerce stores for photography sales.

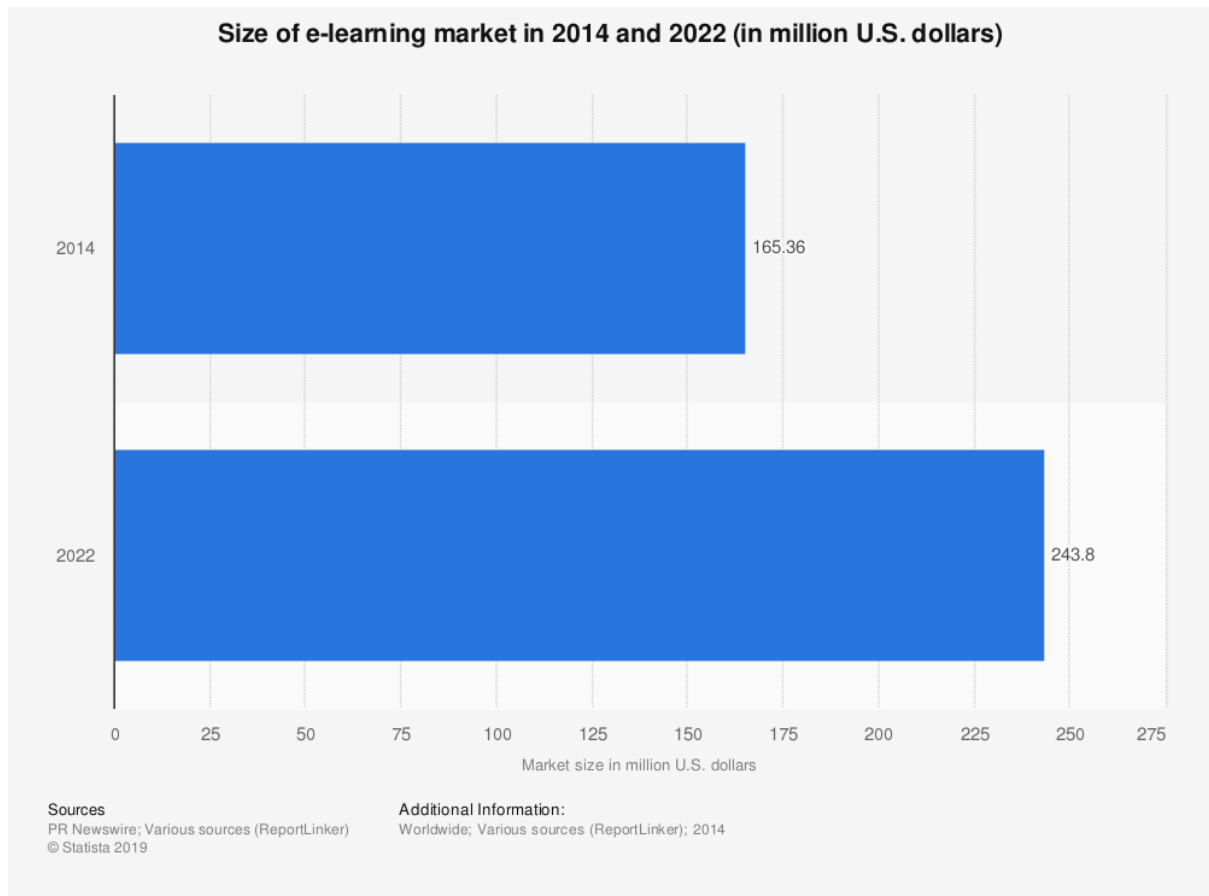**These stock sites take between 20% – 60% of the content creator profit.**

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[4] "Whitepaper - Wemark." https://www.wemark.com/whitepaper.
[5] "Whitepaper - Wemark." https://www.wemark.com/whitepaper.

## Online Courses

Technology has dramatically changed the possibilities in teaching and learning.

Teachers and students now have a digital toolbox, ranging from engaging devices for teaching students to online courses and digital textbooks. Projections show that the e-learning market worldwide is expected to exceed $243 billion by 2022.



**Size of e-learning market in 2014 and 2022 (in million U.S. dollars)**

2014: 165.36
2022: 243.8

Market size in million U.S. dollars

Sources
PR Newswire; Various sources (ReportLinker)
© Statista 2019

Additional Information:
Worldwide; Various sources (ReportLinker); 2014

E-learning is growing with unprecedented momentum. The market is divided in two main categories, specialized platforms that **help users to create and sell their own online courses** (Kajabi, Teachable, Talentlms, LearnPress) or MOOCs Massive Open Online Courses, **free marketplaces that connect online teachers to students to educate them on any number of different topics for free or at a low cost.**

**Examples of MooCs include Skillshare, Udemy, Coursera and their business model is based on a revenue sharing with the teachers that vary from 30 to 50%.**

## 2.2   The LKS Foundation alongside content producers

Although the digital content market is exploding in all its different forms, the ones that will benefit the most will be the social networks and platforms which, in exchange for their marketplace function, receive most of the revenues while leaving the crumbs to the content producer and taking advantage of their strong contractual position.

**What the LKS Foundation aims to do is to fight giving to the content producers a tool to attest the intellectual property of the content and at the same time a way of monetizing any kind of content.**

**The LKS Foundation has the objective of making content producers those who will benefit most from this exponential growth while always maintaining the possibility of sharing their content on social networks and on the various aggregation platforms, but  without losing the rights of the content itself.**

## 2.3   The 4th Industrial Revolution: Internet and Social Media

The history of the Internet goes back a few decades now: e-mail existed since the 1960s, file sharing since at least the 1970s and TCP / IP was standardized in 1982. But it was the creation of the World Wide Web in 1989 which has revolutionized our history of communication. The inventor of the World Wide Web was the English scientist Tim Berners-Lee who created a system for sharing information through a computer network. At the time he worked for the European physics laboratory CERN in the Swiss Alps.

In 1990, still a year before Berners-Lee released the first web browser and before the first website was online (the CERN site, which is still online). Very few computers in the world were connected to a network; estimates for 1990 suggest that only 0.5% of the population was online worldwide.

This started to change in the 1990s, at least in some parts of the world: in 2000 almost half of the population of the United States accessed information via the Internet. But in most of the world the Internet had not yet had much influence: 93% in the East Asia and the Pacific region and 99% in South Asia and Sub-Saharan Africa were still offline in 2000. At the time of the Dot-com crash less than 7% of the world was online.

20 years later, in 2020, three quarters (95%) of people in the United States were online and during these years countries from many parts of the world obtained internet connection, for example in China 60% of the people use the Internet, in South America 73% and 51% in Southern Africa. At the same time there are still countries where almost

nothing has changed since 1990. In the poorest countries - including Eritrea, Somalia, Guinea-Bissau, the Central African Republic, Niger and Madagascar - less than 12% are online.

But the general trend globally in all regions of the world - is clear: more and more people are online every year. The speed with which the world is changing is incredibly fast. Internet users are growing at a rate of more than 11 new users per second, which results in that impressive total of one million new users each day.

To date, there are 4.38 billion people online (57% of the world population) and 92% of these people are also connected from their smartphone.

And these 4.38 billion people spend on average 6 hours and 42 minutes online each day.

An average of more than 6½ hours a day equates to a total of more than 100 days of online time each year for every internet user.

If we extend that average across the total internet user base of almost 4.4 billion users, we find that humanity spent a collective total of more than 1.2 billion years online in 2019.

**JAN 2019**

**TIME PER DAY SPENT USING THE INTERNET**

AVERAGE AMOUNT OF TIME PER DAY SPENT USING THE INTERNET VIA ANY DEVICE, IN HOURS AND MINUTES [SURVEY BASED]

| Country | Time |
|---|---|
| PHILIPPINES | 10:02 |
| BRAZIL | 09:29 |
| THAILAND | 09:11 |
| COLOMBIA | 09:00 |
| INDONESIA | 08:36 |
| SOUTH AFRICA | 08:25 |
| ARGENTINA | 08:19 |
| MALAYSIA | 08:05 |
| MEXICO | 08:01 |
| U.A.E. | 07:54 |
| EGYPT | 07:53 |
| INDIA | 07:47 |
| TAIWAN | 07:39 |
| TURKEY | 07:15 |
| SINGAPORE | 07:02 |
| SAUDI ARABIA | 06:44 |
| VIETNAM | 06:42 |
| WORLDWIDE | 06:42 |
| PORTUGAL | 06:38 |
| U.S.A. | 06:31 |
| RUSSIA | 06:29 |
| HONG KONG | 06:23 |
| ITALY | 06:04 |
| POLAND | 06:02 |
| SWEDEN | 05:56 |
| NEW ZEALAND | 05:55 |
| IRELAND | 05:54 |
| CHINA | 05:52 |
| CANADA | 05:51 |
| U.K. | 05:46 |
| DENMARK | 05:28 |
| SPAIN | 05:18 |
| SOUTH KOREA | 05:14 |
| AUSTRALIA | 05:04 |
| AUSTRIA | 05:01 |
| BELGIUM | 05:01 |
| SWITZERLAND | 04:58 |
| NETHERLANDS | 04:44 |
| FRANCE | 04:38 |
| GERMANY | 04:37 |
| JAPAN | 03:45 |

40  SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

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Source:
https://www.slideshare.net/DataReportal/digital-2019-global-digital-yearbook-january-2019-v01?ref=https://thenextweb.com/contributors/2019/01/30/digital-trends-2019-every-single-stat-you-need-to-know-about-the-internet/

Other important statistics are the following:

- There were **3.48 billion** social media users in 2019, with the worldwide total growing by 288 million (9 percent) since this time last year.
- **3.26 billion** people used social media on mobile devices in January 2019, with a growth of 297 million new users representing a year-on-year increase of more than 10 percent.

The social media growth during the last few years has been impressive.

The first social media site to reach one million active monthly users was MySpace, which achieved this milestone around 2004. This is probably the beginning of social media as we know it.

The graph below shows that there are some great social media sites that have been in for ten or more years, such as Facebook, YouTube and Reddit; but other large sites are much more recent.

## Number of people using social media platforms

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.
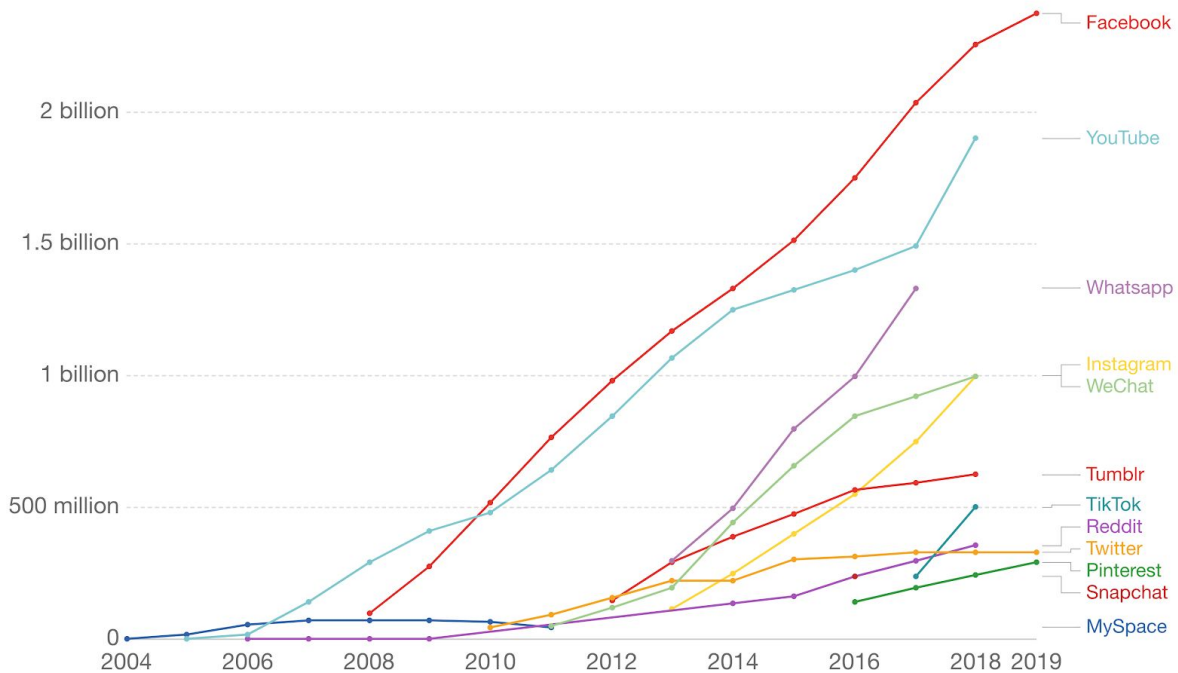


Source: Statista and TNW (2019)

CC BY

TikTok, for example, was launched in September 2016 and had already achieved half a billion users by mid-2018. Looking ahead: TikTok has achieved around 20 million new users per month on average during this period.

The data also shows rapid changes in the opposite direction. Once dominant platforms have disappeared. In 2008, MySpace and Friendster were close competitors to Facebook, but in 2012 there was practically no market share. The MySpace case is remarkable considering that in 2006 it temporarily overtook Google as the most visited website in the United States.

Moreover, **the growth of users that we have been seeing over the years is also accompanied by an enormous increase in the amount of time spent on social media.**

GlobalWebIndex reports that the average social media user now spends 2 hours and 16 minutes each day on social platforms. The amount of time that people spend on social media each day has grown considerably over the past 5 years too, with the average user now spending 40 minutes – and 40 percent – longer each day on social compared to this time in 2014.

The use of online and social media services is expected to increase and it shows the fundamentally addictive nature of the Internet. In the future, more and more users will

be connected online for a greater amount of time, thanks to the evolution of social networks that will become increasingly complex and profitable, thanks also to the new technologies introduced by the Blockchain and Decentralized Applications.

## 2.4  Blockchain technology

The disruptive implications of blockchain features are far-reaching[6]. Blockchain technology has the potential to displace intermediaries, such as brokers, financial institutions and notaries, whose business models are predicated largely on providing independent third-party verification or in acting as a meeting point or guarantor between two or more parties.

Blockchain adoption statistics show that only 0.5% of the human population is currently using blockchain technology, or somewhere around 40 million people. According to even the most conservative estimates, this number is expected to quadruple in 5 years, and in **10 years, 80% of the population will be involved with the blockchain technology in some form**[7]. For example financial companies alone can save up to $12 billion a year from using the technology.
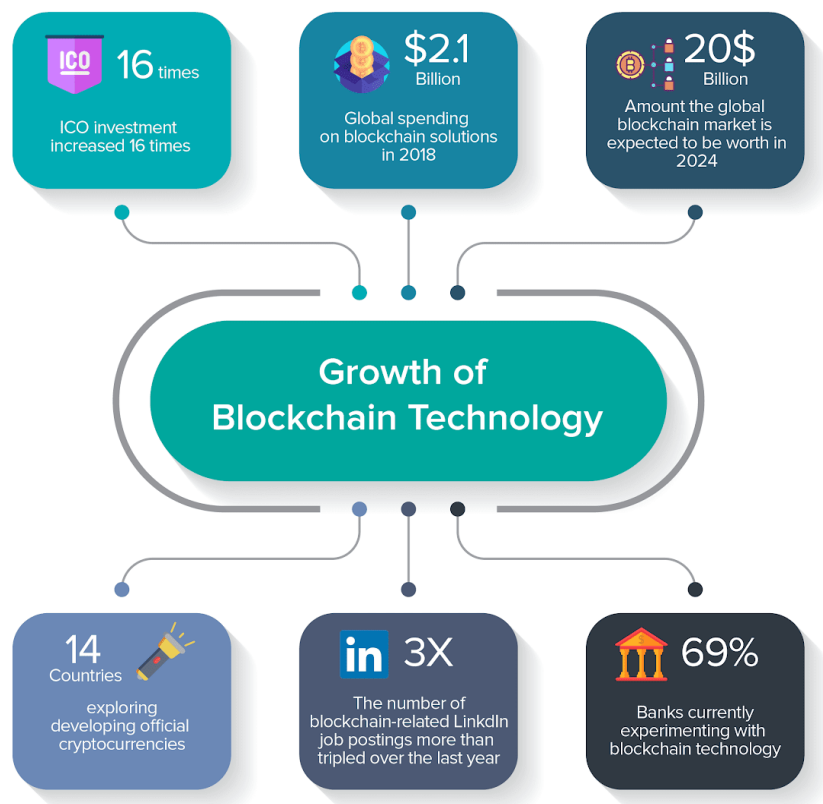
With every major industry investing in blockchain technologies, current estimates show that the business value add of blockchain will be worth more than 360 billion dollars, in just 8 years from now. **By the year 2030, the business value is projected to go over the 3 trillion dollar mark, setting blockchain to be one of the fastest growing industries.**

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[6] "Capturing the Value of Blockchain - BCG."
https://www.bcg.com/publications/2019/capturing-blockchain-value.aspx.

[7] "78+ Blockchain Statistics, Facts, Predictions and Trends … - TechJury." 11 Mar. 2019,
https://techjury.net/stats-about/blockchain/.

**Growth of Blockchain Technology**

- 16 times — ICO investment increased 16 times
- $2.1 Billion — Global spending on blockchain solutions in 2018
- 20$ Billion — Amount the global blockchain market is expected to be worth in 2024
- 14 Countries — exploring developing official cryptocurrencies
- 3X — The number of blockchain-related LinkedIn job postings more than tripled over the last year
- 69% — Banks currently experimenting with blockchain technology

Source: https://appinventiv.com/blog/top-blockchain-technology-trends/

In the field of social media and digital content the blockchain and the new possibilities it provides (immutable ledger, smart contract, cryptocurrency) introduce an opportunity to replace the traditional distribution channels of digital content.

**While the current distribution methods might help creators reach a large and global audience, it leaves them with a fraction of their content's worth and very little control over their rights including the way it is distributed.**

Creators and customers will always need assistance and facilitation in finding and transacting with each other. This is what created the place for agencies and content marketplaces in the first place. The blockchain enables a new era, in which the core functionalities of distributing content are integrated as part of a blockchain-based protocol:

- **Accepting payments and rewarding the content's creator**
- **Licensing content on behalf of the creator**
- **Providing access to the content**
- **Rewarding content marketplaces and referrals for promoting the content**

Ultimately, the blockchain becomes the middleman in direct transactions between creators and customers. Some part of the value created will be paid for distribution, but creators will never have to give any of their rights or lose control over their content ever again.

In a traditional centralized digital content distribution model, middlemen serve their purposes because a content creator often finds it hard to reach their end users. Blockchain technology makes possible the establishment of a decentralized infrastructure on which content owners and purchasers can trade digital content directly with each other without middlemen[8].

A key piece of the enabler of this new distribution model is the ability to tokenize digital content on blockchain networks. Very similar to issuing cryptocurrencies and trading cryptocurrencies of different types on an exchange, a digital content exchange lets users trade content as if they were trading cryptocurrencies. Here are a couple of examples that introduce this possibility.

### Decent

Decent is a decentralized open source content distribution platform that allows anyone to buy, sell, or share content without unnecessary middleman fees or manipulation. Using Decent, authors can share their content directly with consumers using blockchain technology and a modified version of the BitTorrent protocol, without any cultural, geographical or political limitations.

Decent holds multiple advantages over traditional platforms, such censorship resistance, which is ensured by Decent's decentralized nature where no single server can be targeted or shut down (It is also impossible to target specific nodes with one piece of content in mind). It allows consumers to acquire content for a cheaper price, while the content creators can keep 100% of the profits[9]. Furthermore, there is no central authority that dictates what content is worth downloading, meaning that content creators are free to express themselves completely and to succeed (or fail) in their craft, regardless of what corporations or governments see fit.

In terms of what this could mean for payments, Decent estimates that each writer could lose over 30-75% of their profits when publishing with an established digital content provider like Amazon[10].

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[8] "The Future of Digital Content Distribution: Cryptocurrency-like ...." 22 Jul. 2018, https://medium.com/reos/trading-digital-content-like-cryptocurrency-51a5cd049a3d.

[9] "What is the Decent Platform? | CryptoCompare.com." 11 Oct. 2016, https://www.cryptocompare.com/coins/guides/what-is-the-decent-platform/.

[10] "Blockchain based digital content market launched - Digital Journal." 8 Oct. 2017, http://www.digitaljournal.com/business/new-platform-for-sharing-digital-content/article/504518.

## Steemit

Steemit is another blockchain-based social media network. The platform allows anyone to earn rewards by posting relevant content, curating content by upvoting, and holding Steem-based tokens in a vest fund (called STEEM Power).

Steemit is designed as a decentralized application (DApp) built upon the Steem blockchain, using the eponymous cryptocurrency STEEM to reward users for their content. By voting on posts and comments, users get to decide the payout of those posts.

There are also many other projects that are grappling with blockchain protocols in the field of social networks, here's a list of some of them:

- Dtube - (based on Steem) - YouTube without Ads;
- Dlive - (based on Steem) - Twitch style streaming without Ads;
- Peepeth - (based on Ethereum) - permanent Twitter;
- Minds - (based on Ethereum) - alternative to Facebook;
- Memo - (based on Bitcoin Cash) - similar to Twitter;
- Twetch - (based on Bitcoin SV) - similar to Twitter;
- Streamanity - (based on Bitcoin SV) - YouTube without Ads;
- Zbay - (based on Zcash) - anonymous messaging.

At the moment there are not many social networks but, analyzing the available data, **some of these have already reached a consistent value** and together with the blockchain usage this market is destined to grow. For example Steemit has about 1 million users and to date capitalizes over 60,000,000 USD.

**During the last year LKS Foundation has closed a partnership with Cam.TV as the first platform on which to launch the LKSCOIN.** Based on the analysis of numbers and projects previously reported, it is easy to understand how Cam.TV is the ideal partner for the effective and successful launch of LKSCOIN.

Cam.TV defines itself as "A platform that gathers user friendly, reliable and safe Technological Solutions to transform Passions, Innovative Ideas and Talents into Sources of Income".

Cam.TV has been using LKSCOIN as payment systems for "likes" and content. Users can also exchange LKSCOIN amounts for fiat money and have them available in their bank account or in their Cam.TV Card, a debit card where users can deposit their earnings directly and withdraw at ATMs or make purchases at approved retailers all over the world.

**Thanks to the large community (there are more than 300,000 active users), the number of daily transactions within the platform (up to 20,000)** and the main features just mentioned, Cam.TV can be considered as the ideal springboard to bring LKSCOIN towards a massive adoption.

## Transactions History



2020-01-23
● : 25 175

Source: LKSCOIN Daily Transaction -  https://www.lkschain.io/blockchain.html

# LKSCOIN

3

# 3   LKSCOIN

LKSCOIN has been created as a cryptocurrency structured to have a significant impact on the Internet as it generates the possibility of tracking and remunerating, through payments and donations, content creators within social networks and in general web user generated content, ergo the present and the future of the internet itself.

What makes LKSCOIN completely different from all the other ICOs, IEOs and STOs that in the last two years crashed on the market like an anomalous wave is its dual nature, which is **socially impactful and business oriented.**

LKSCOIN is **socially impactful**, since it introduces the possibility to track and remunerate content generated by users and this can help millions and millions of people to reach their financial freedom.

**Nevertheless LKSCOIN is also business oriented**, as it offers to social networks and analogous platforms the possibility to integrate a cryptocurrency that helps them to manage payments within the platform while greatly reducing the relative times and costs.

**This dual nature has already been tested for more than a year within the social network Cam.TV where more than 300,000 users carry out up to 20,000 daily LKSCOIN transactions by posting articles, posts, videos, and sending each other likes while more than 800 Masternodes keep the chain safe.**

## 3.1   LKSCOIN Usage

The reason behind the creation of the LKSCOIN currency is to offer a payment token that can be easily integrated into social networks and more generally in user generated content platforms. Moreover this cryptocurrency can solve numerous problems that arise with the implementation of reward systems based on micropayments to reward users' virtuous behavior (content generation, content sharing, content review, content support).
**Compared to fiat currencies (EUR, USD, GBP, etc) the integration of LKSCOIN allows to:**

● Bypass all the problems of obtaining mandatory licenses, such as the
e-money license which is necessary for companies which intend to host fiat money deposit accounts on behalf of third parties;

● Effectively reduce transaction fees by avoiding the use of cards and other providers (such as Paypal, Stripe, etc.) which make microtransactions uneconomic;

● Keep transactions public ensuring data transparency and inalterability thanks to the blockchain.

**Compared to other cryptocurrencies, the integration of LKSCOIN allows to:**

● Minimize the transaction fees linked to the use of the major cryptocurrencies (tending to 1%), which in fact make it impossible today to make micropayments of the value of one hundredth of EUR;

● Completely eliminate the costs and risks of creating a private blockchain, as well as all the further problems related to the creation of a proprietary token at tax, law and cybersecurity level.

● Profit from the usage of a token already well known and widely adopted , so as not to enter into the merits of the dynamics related to adoption and use.

**Furthermore the introduction of LKSCOIN within a social platform allows you to easily trigger a virtuous logic of:**

● Recognition of contributions provided by users to other peers;

● Tracking of paternity dynamics of content, sharing review, appreciation and comment of content, by tracking the flow of tokens generated by the underlying monetary transactions, which make the supply chain difficult to alter;

● Awareness returned to users regarding their actions performed on social channels, thanks to the possibility of monitoring their own behavior;

● Improvement of content, since it is clear that many users will tend to the production of more curated, in-depth content when incentivized by rewards in the form of a scarce good from other peers, thus determining an increase in the general level of the platform destined to attract new users.

Operationally, as previously mentioned, LKSCOIN can be integrated within any social network and can be used in the following ways:

| End Users | Content Creators |
|---|---|
| ● To pay for content, courses and services <br> ● To give donations <br> ● To give likes | ● To accept payments for the content, courses and services they sell; <br> ● To pay for advertising on Social media platforms; <br> ● To accept donations; |

**Besides these traditional functionalities any platform that will integrate LKSCOIN as a payment token can design a collection of extra benefits for the users.**

For instance, Cam.TV decided to reward the LKSCOIN Holders starting with one main program: the **Stake To Subscribe Program.**

Today Cam.TV has in place a subscription program that gives a huge series of advantages including all the tools, the formation and training users need to create digital contents and launch their online business.

| Annual Professional |
|---|
| **€997+VAT (€1216.34) or €97+VAT/month** <br> instead of ~~€1490+VAT (€1817,80)~~* <br> **Saving: €363,56/year LIFETIME! √*** |

**Thanks to the program STAKE to SUBSCRIBE users can get the subscription simply by keeping the tokens in their account.**

Instead of paying for the subscription, Cam.TV users can buy LKSCOIN and lock them within their Cam.TV account for a certain period to activate the subscription:

| Annual Professional - STAKE TO SUBSCRIBE PROGRAM |
|---|
| 1Y Subscription **- Lock 200.000 LKSCOIN for 1 Year** <br> 2Y Subscription **- Lock 300.000 LKSCOIN for 2 Years** <br><br> Once the year is ended your LKSCOIN will be unlocked and you will be able to lock them again for another yearly subscription or to trade them in the market. <br><br> Assuming that the price doubles over one year it means you have spent your subscription and you have the double of the money you had one year before. |

Cam.TV decided also to craft an exclusive program reserved for its **Founders**.

This program adds to the **STAKE TO SUBSCRIBE** program an **extra reward** in LKSCOIN on the amount of the tokens locked according to the following scheme:

| Annual Professional - STAKE TO SUBSCRIBE PROGRAM (Reserved to Cam.TV Founders) |
|---|
| Cam.TV Founders can decide to lock LKSCOIN for 1 or 2 years.<br><br>1Y Subscription **- Lock 200.000 LKSCOIN for 1 Year + 10% of the LKSCOIN locked\* (20.000 LKSCOIN)**<br><br>2Y Subscription - **Lock 300.000 LKSCOIN for 2 Years + 25% of the LKSCOIN locked\* (75.000 LKSCOIN)**<br><br>*This special program will only be valid for the first time that the LKSCOIN are locked. It will not remain valid for subsequent years.* |

## 3.2 Benefits for Master Nodes

LKSCOIN Holders benefit from the increasing usage of the LKSCOIN over more and more social network platforms.

**One of the priorities is to keep a high level of attention on the LKS Chain maintenance, for this reason the LKS Foundation decided to launch an incentivization program for the most faithful and constant Masternodes according to the scheme described below.**

To run a Master Node and preserve the network you need to have 100.000 LKSCOIN in your wallet and the reward is 500 LKSCOIN for any block mined plus the fees of the transactions included in the block.

If a Masternode decide to commit itself to the LKS Chain locking these 100.000 LKSCOIN for a certain period of time its reward will be increased according to the following program:

- **6 Months - 4% extra reward for any block mined**
- **12 Months - 10% extra reward for any block mined**
- **24 Months - 25% extra reward for any block mined**

## 3.3  Ethereum and Dash Blockchain advantages

With the aim of creating a technically optimal token to be exploited both within the social network platforms and as a trading tool and central element of any type of decentralized dapp, LKSCOIN has been studied and developed on two chains that, combined together, can reach the goal thanks to their respective peculiarities.

These two blockchain are Dash and Ethereum:

- **Dash (DASH)** describes itself as digital cash that aims to offer financial freedom to everyone. Payments are fast, easy, secure, and with near-zero fees. Built to support real-life use cases, Dash aims to provide a fully-decentralized payments solution.

- **Ethereum (ETH)** is the pioneer for blockchain based smart contracts. A decentralized platform for applications that run exactly as programmed without any chance of fraud, censorship or third-party interference, to facilitate the exchange of money, content, property, shares, or anything of value. To date Ethereum is the most used chain in terms of wallets, users and applications based on this chain.

Specifically with regard to the LKSCOIN, there are specific reasons why these two chains were chosen which bring unique advantages that facilitate their use and exchange.

In particular DASH allows to manage a **high number of transactions and to create instant transactions at negligible costs**.
Thanks to the PoS system the social network users have the opportunity to set up a **Masternode participating in securing the network** in exchange for a reward established by the LKSCOIN monetary policy and fees on the LKSCOIN transactions.

On the other hand DASH blockchain still has some issues regarding adoption and ease of use. For this reason, LKS Foundation decided to issue also an ERC-20 token based on the Ethereum blockchain in order to exploit the following strengths:

- Reach the large user base that is already using Ethereum combined - the ratio between Ethereum and Dash active addresses is around 10 to 1 (https://bitinfocharts.com/comparison/activeaddresses-eth-dash.html)
- For less experienced users, the learning curve is faster because they appreciate its ease of use
- Ease of integration within products and services - especially ERC-20 tokens offer excellent interoperability with smart contracts, Dapp (Decentralized Applications), exchanges and decentralized services (e.g. DEXes)

Despite the dual nature of the token, the monetary policy and the related token offer will be controlled and maintained consistent with the token economy thanks to a pegging mechanism described extensively in a dedicated paragraph.

All the mentioned benefits will bring to any social network interested to integrate LKSCOIN a lot of advantages: bypassing bureaucratic processes to obtain licenses, dramatically reduce the transaction fees required by the traditional payment system provider and the relative time required to execute a transaction ensuring the maximum level of transparency to its users.

## 3.4   Pegging process description

In the beginning there was only the Dash-based token and the token supply was determined by the LKS Foundation. From now onward LKSCOIN will have a dual nature.

The token supply will remain the same initially set by the LKS Foundation.

The ERC20 tokens will be pegged 1:1 with the original LKSCOIN therefore the monetary policy will remain exactly the same. All the operations will be managed by the **PEG Smart Contract.**

The pegging process is described as follows:

- Alice (a random user) sends LKSCOIN (DASH Based) to a special wallet governed by a **PEG Smart Contract** providing her ETH Address

- The **PEG Smart Contract** locks down the LKSCOIN (DASH Based) until they will be redeemed

- The **PEG Smart Contract** mints LKSCOIN (ERC20) in 1:1 ratio

- The **PEG Smart Contract** sends LKSCOIN (ERC20) to the user who previously provided his ETH address

The process obviously also works in reverse, therefore Alice that obtained LKSCOIN (ERC20) can claim LKSCOIN anytime.

- **Alice** sends back the LKSCOIN (DASH Based) to the PEG Smart Contract

- The **PEG Smart Contract** destroys the LKSCOIN (ERC20) amount permanently removing them from the circulating supply and sends the LKSCOIN to **Alice**.

## LKSCOIN
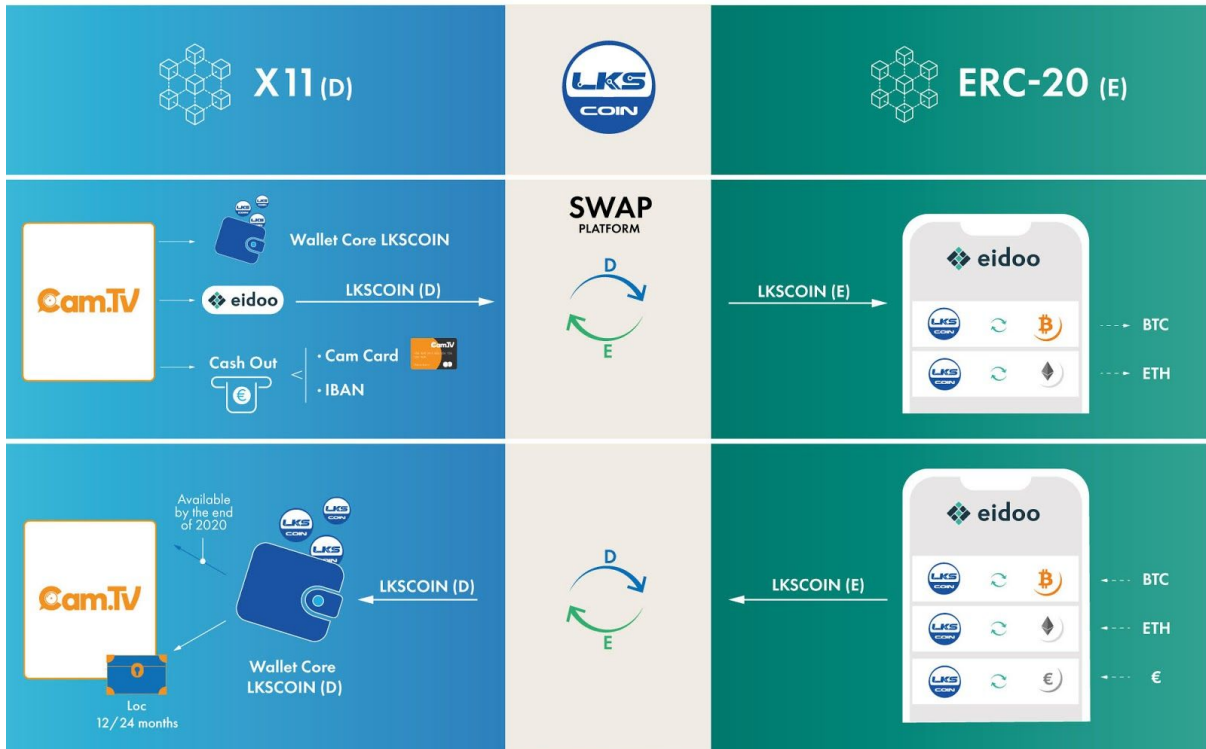


Example taken from the Cam.TV system (our first partner) to show how the dual nature of LKSCOIN works

## 3.5 NFT as Copyright Token

As underlined several times one of the main objectives of the LKS Foundation remains to solve one of the most important problems related to digital content: **copyright**.

In relation to this, blockchain is the technology that best fits in creating a tool that allows you to achieve the goal thanks to a special category of tokens, the NFT Tokens or ERC-721.

NFT tokens are unique assets that can be stored in cryptocurrency wallets. It's possible to buy, sell, exchange them as normal tokens but they have special properties: in fact ERC-721 tokens have more detailed attributes than ERC-20, which make a special asset, in addition to its name, balance, total supply and symbol. **It is possible, among other things, to store property metadata. Once validated, the information adds value to the token, ensuring the origin of the activity. The ability to trace the origin of the goods can be very valuable in the case of art and collectibles.**

**One of the many use cases of NFT is its application on digital property rights.** For example, it is possible to create a digital copy of a unique identity on the blockchain

network. NFTs can be created to represent an original, unique piece of art to protect unauthorized distribution and protect the art from fraud.

In order to realize the plan  of creating non-fungible tokens, we entered into a strategic partnership with Eidoo, meaning it is now possible for us to give life to a copyright market and to many other initiatives. **Any of these opportunities will be based and inextricably linked on the LKSCOIN that will remain the heart of the whole process.**

This sets an unprecedented opportunity for LKSCOIN Holders.

# LKSCOIN SALE
# INFORMATION

4

# 4  LKSCOIN Sale Information

LKSCOIN is a payment token sold by the LKS Foundation, an italian non-profit foundation.

The primary purpose of the LKSCOIN is to be used as a payment token to pay and receive payments for the creation or the promotion of digital contents with particular focus on the related copyrights.

LKS Foundation will sell 100.000.000 LKSCOIN of its own tokens at 0.01€ during the Public Sale.

| Ticker | LKSCOIN |
|---|---|
| Type | ERC20 |
| Tokens Sold in the Token Sale | 100,000,000 |
| Price | € 0.01 |
| Cap* | € 1,000,000 |
| Token Sale Start Date | 31th March 2020 |
| Token Sale End Date | 27th May 2020 |

*The cap could be increased.

Few days after the end of the token sale, **LKSCOIN will be listed and tradable in the exchange of the Eidoo App.**

## 4.1  Token Economy

The original and fundamental nature of LKSCOIN is DASH. Ethereum blockchain is ancillary and supportive to the central infrastructure allowing faster and easier adoption and integration by third parties.

For this reason following the DASH Blockchain features, LKSCOIN monetary policy provides the mining by the Masternodes, a key activity that allows the **decentralized maintenance of the security** of the network and at the same time a **growth in the supply due to the rewards that are assigned for each block.**

Furthermore, since LKSCOIN has already been generated and tested for several months, its monetary policy has already taken shape and at the time of writing this whitepaper, **approximately 190,000 blocks were mined and 2.16 billion LKSCOIN were generated** out of the approx 4.1 billion foreseen by the protocol which are distributed according to the following scheme:

## LKSCOIN Supply

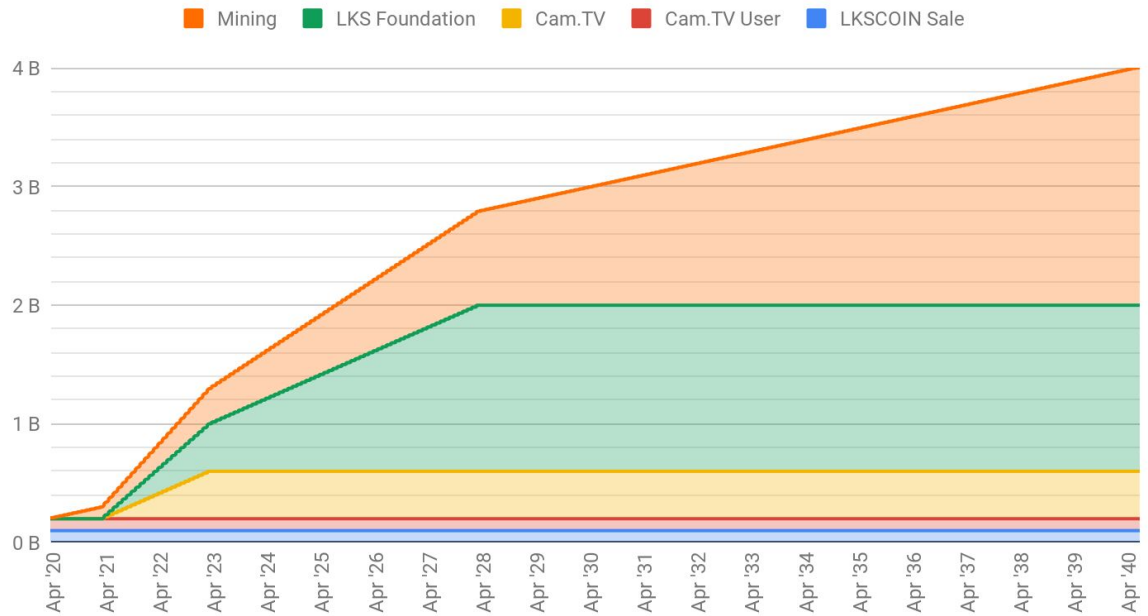

To be mined
47.0%

Already mined
53.0%
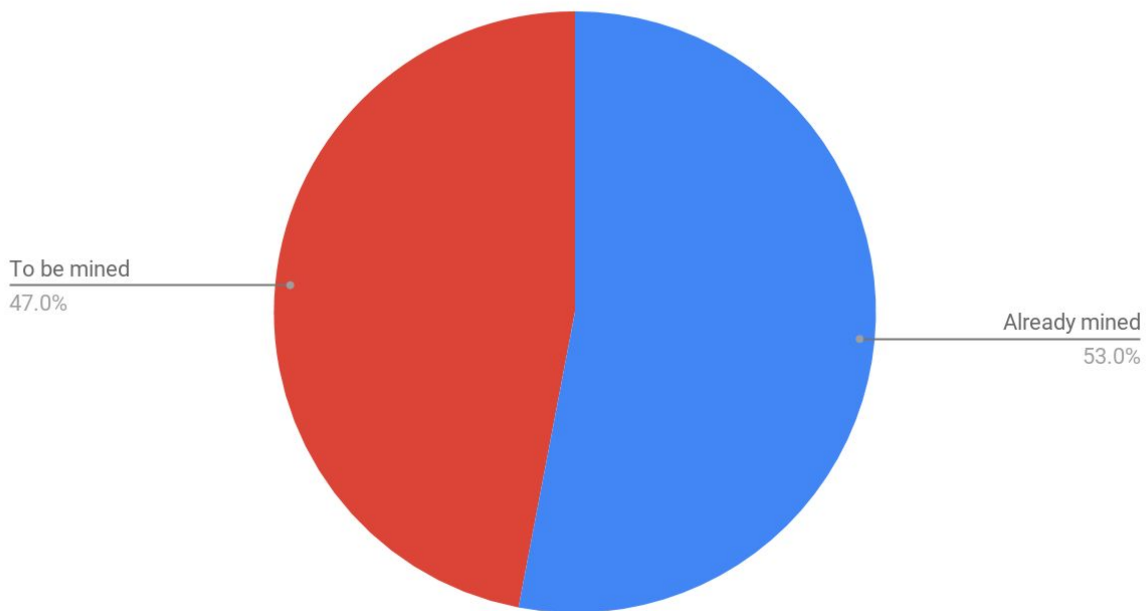
**Tokens not yet been mined will be assigned over time to the master nodes and therefore to all those who preserve the LKS chain** while instead the distribution of the mined ones has been made according to specific purposes and following a certain release scheme summarized in the charts below.

## LKSCOIN Distribution

Only already mined LKSCOIN

LKSCOIN Sale
5.0%

Cam.TV User
5.0%

Cam.TV
20.0%

LKS Foundation
70.0%

## LKSCOIN - Releasing Scheme
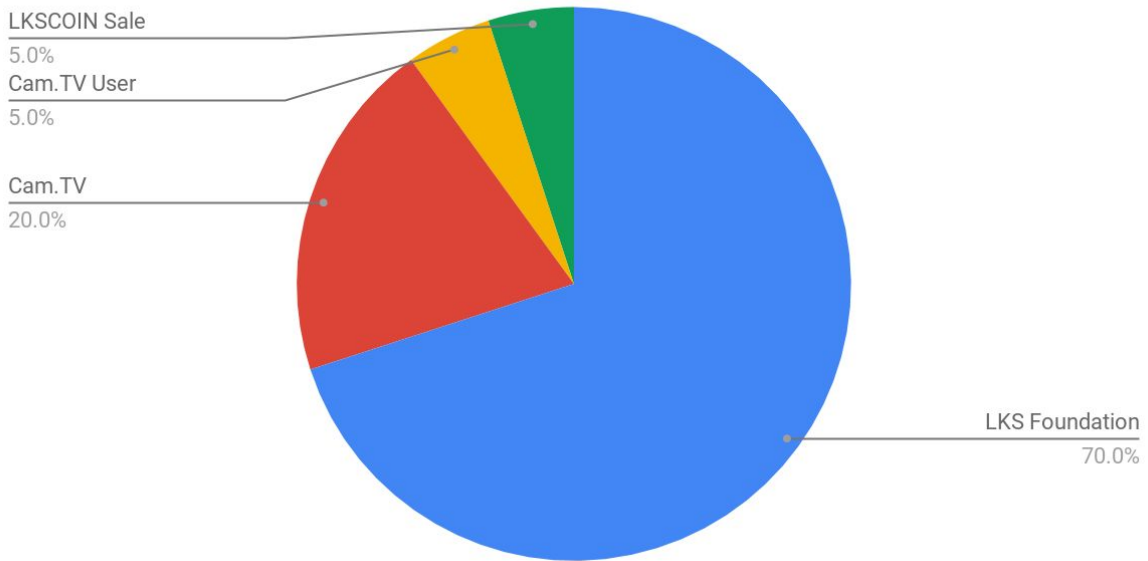


Legend: Mining, LKS Foundation, Cam.TV, Cam.TV User, LKSCOIN Sale

- **1.400.000.000 LKS Foundation - 1 year lock + 7 years vesting**
  *70% of the Total*

The LKS Foundation has the main purpose of preserving the value of the LKSCOIN and at the same time of promoting its use by forging partnerships with social media platforms with large user bases interested in having a tool that facilitates the management of payments within social networks and the recognition of the digital content copyright.

Having now validated the LKSCOIN thanks to the partnership with Cam.TV from here on, the LKS Foundation has the strength to search for new social partner platforms by entrusting them with tokens locked according to its own vesting scheme (shown above) with the aim of expanding the network of companies and online platforms that promote the use of the token.

- **400.000.000 Cam.TV - 1 year lock + 2 years vesting**
  *20% of the Total*

Cam.TV has been the first social network to adopt the LKSCOIN and as always the first "customer" is the most difficult to obtain. For this reason, the LKS Foundation initially made an airdrop of 500 million tokens to Cam.TV.

Cam.TV intends to use these LKSCOIN as a marketing tool to increase its user base. The implementation of LKSCOIN gives the users a functional instrument for their businesses and forthe creation and sale of products, services and digital content.

At the same time Cam.TV is in close and daily collaboration with the LKS Foundation and it is very careful in the prudent use of the LKSCOIN. In fact, Cam.TV, with the exception of the reserve dedicated to the new members airdrop campaign, has decided to block its proprietary tokens for one year, thus greatly reducing the LKSCOIN circulation.

- **100.000.000 Cam.TV User - unlocked**
  *5% of the Total*

Over the previous months 100 of the 500 million were reserved in part for an airdrop campaign still active for new users (100 LKSCOIN at the time of registration) and in part were sold within the social network to users interested to use it.

Currently, these tokens are used daily, recording on average more than 20,000 transactions per day in different ways. For example, within Cam.TV, every time a like is sent or received, a micro-donation is made to the producer or promoter of the content by carrying out a blockchain transaction, it is also possible to pay consultancies on specific topics with LKSCOIN or even become a Masternode and therefore a keeper of the LKS Chain.

- **100.000.000 Token Sale - unlocked**
  *5% of the Total*

The tokens that will be sold in the token sale will be assigned at the end of the token sale and will be unlocked immediately. These tokens will be ERC-20 and will be exchangeable at any time with DASH X11 tokens through the SWAP mechanism made available on the LKS Foundation website.

By the end of 2020 it will be possible to deposit LKSCOIN inside Cam.TV and use it on the platform for the normal functions provided by the social network.

Considering the different release schemes described above and mining, all LKSCOIN will be released in their entirety after 2035.

In the meantime, **the LKS Foundation has structured the token economy so that the tradable tokens on the market are a very small amount for the next few years and therefore a slight increase in demand for the token would cause a huge increase in its value.**

The increase in demand could be caused by several factors, among the main ones there are **integration with new social platforms, growth of Cam.TV users, growth of Cam.TV Subscriptions, new Cam.TV services where the LKSCOIN plays a crucial role, new masternodes** or more generally **increase in the use of the LKSCOIN at inside or outside of Cam.TV.**

The graph below shows this scarcity effect focusing on a period of 5 years which is very significant in the crypto world. **It should be noted that after 5 years the total offer of circulating tokens is approximately 2 billion, of which more than 800 million to the foundation whose primary interest is to keep its value high.**

## LKSCOIN - Releasing Scheme (2020-2025)

■ Mining  ■ LKS Foundation  ■ Cam.TV  ■ Cam.TV User  ■ LKSCOIN Sale
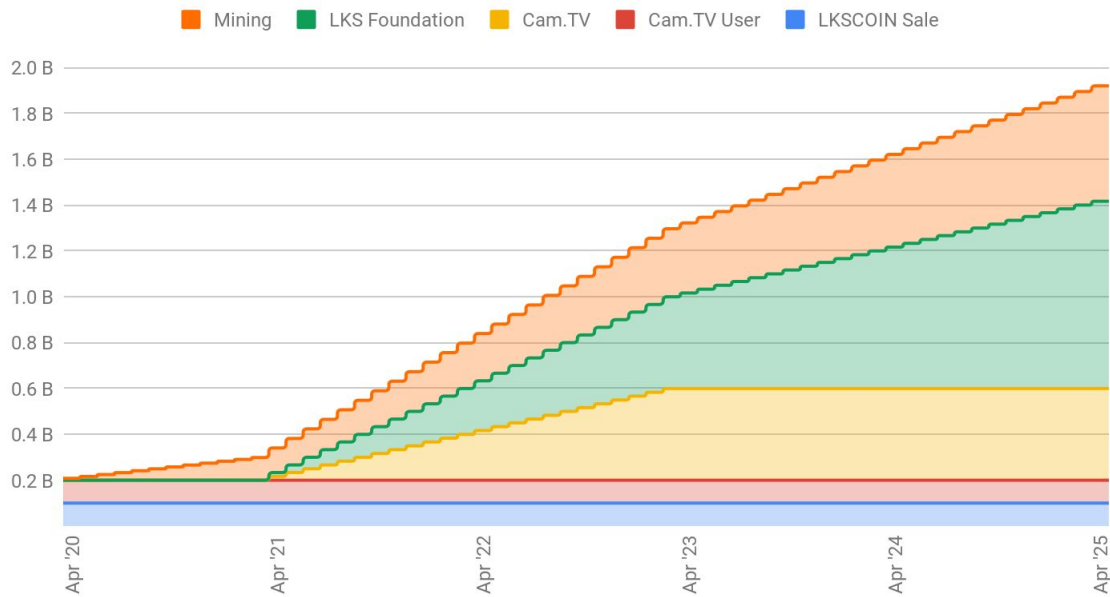
# 4.2 Funds Distribution

Funds received from the token sale will be used to self-finance and pursue the foundation's civic, solidarity and social utility purposes.

In particular the focus will be on two projects:

- **The construction of a Campus in Palmanova (UNESCO Heritage) reclaiming an area now occupied by old disused barracks.**

The campus will be functional to the pursuit of the Foundation goals by providing an environment dedicated to culture and information and will allow to bring together not only all people and small initiatives of an innovative nature but also all those associations and foundations that want to amplify the effects of their message.

Maintaining its nonprofit aspect, for self-financing the campus could also offer leased co-working spaces to tech companies.

Render of the Palmanova Campus

- **NFT Token for Copyright Protection**

The LKS Foundation will back the technological development of a Non Fungible Token that will be usable to protect the copyright of digital content by their producers, a tool that will allow them to irrevocably demonstrate the authorship of their works.

This will be done using the most advanced technologies present in the blockchain space keeping the LKS chain the focal point of the Foundation. The NFT token will then be promoted within the social platforms where the LKSCOIN will be integrated or even in projects where the LKSCOIN will not yet be present and made available to all their users.

# LKS
## FOUNDATION

5

# 5 LKS Foundation

The use of the internet and technologies based on distributed ledgers will have an increasingly important impact on people's lives.

Many jobs are destined to change, some will cease others will be dramatically renewed. However, technological evolution is so fast that people are often out of step and risk not taking advantage of the opportunities that may derive from these changes or even not realizing the changes that must be undertaken in order to maximize the results of their work.

LKS Foundation wants to be a landmark establishing itself as an institution - online and offline - that thanks to its top-level skills and its contacts will have an important role to train and inform people making them more aware of what is happening.

We are confident that through adequate training people will be able to properly exploit and leverage the technologies of which they are often only passive actors. We believe that through targeted awareness it is possible to induce the use of these technologies to improve everyone's life.

**LKS Foundation** aims to:

● Promote, pursue and spread the culture of the blockchain, with cultural purposes, as it is considered the main instrument of the decentralization revolution;

● Promote initiatives that use the principle of information sharing at IT level using blockchain based technologies;

● Promote and spread the fintech culture to inform and educate on the most innovative issues such as crowdfunding, ICO, and distributed ledger technologies.

## 5.1 Team

**Federico Olivo**
*PRESIDENT & FOUNDER*

Founder and CEO of Vistra SRL, international leader for support in QHSE (Quality, Health & Safety, Environment). Speaker at 100+ conferences with the main national and international reference authorities.

**Denis Mocchiutti**
*SECRETARY & FOUNDER*

A visionary entrepreneur, networker, and financial expert breathing and living everything technology. He specialises on payment solutions and cryptocurrencies.

**Omar Baruzzo**
*FOUNDER*

Full stack developer with impeccable project management skills. His software development skills and experience are being shaped for more than 15 years already.

**Fabio Blasizza**
*DEVELOPER*

Senior front-end web developer experienced in informatic technologies.

**Abramo Piu**
*FOUNDER*

Web developer and electronics technician by occupation, web and multimedia enthusiast by degree, blockchain and IoT aficionado by passion.

**Fabio Volk**
*FOUNDER*

Entrepreneur for more than 20 years, since 2014 devoted to the study of the use of DLT and cryptocurrencies as a tool for the recovery and strengthening of commercial activities.

**Bruno Zagato**
*DEVELOPER*

Web developer with years of experience on responsive web development, social media interfaces, e-commerce, booking websites, blockchain and crypto wallets.

**Davide Graneris**
*ADVISOR*

Entrepreneur in the financial sector, with 26 years of experience, from private banking to the purchase of NPL credits. His company was acquired by a multinational corporation in 2016. Consultant, professional coach. Advocate of freedom of thought and expression, Cam.TV Founder.

**Marco Minin**
*ADVISOR*

IT project analyst from the 90's, with multiple informatic solutions and collaborations with medical and industrial sectors.

**Ivan Prez**
*ADVISOR*

Well versed developer and project manager with more than 20 years of experience.

**Luca Simondi**
*ADVISOR*

Entrepreneur and digital dental surgeon, expert user of CAD-CAM systems for the dental sector, passionate about technology and the blockchain, Cam.TV Founder.

## 5.2 Key Partners

In terms of strategic partnerships, the LKS Foundation is expanding. At present the realities that surround it are the following:



**Cam.TV** is essential for testing LKSCOIN. With about 300,000 active users with up to 20,000 daily token transactions, it is the perfect partner from which to validate the market, as well as to validate the technology. Cam.TV is a social network created to generate an economic system suitable for the enhancement of users' talents, who can monetize with LKSCOIN thanks to content sharing. In detail it is a platform that allows you to offer and get advice, webinars, live courses, video streaming, tutorials, e-books and any other material.



**Bcademy** is the "Academy of cryptocurrency" and Blockchain based technologies, the first decentralized academy that has become a network for training and consultancy on skills related to the economic and technological universe, resulting from the revolution of decentralization. Bcademy supports LKS Foundation in the evaluation phase of the transition from Association toFoundation, making use of its knowledge of the crypto market connected to the in-depth knowledge of validation methods, with particular reference to the logic and dynamics connected to lean startups.
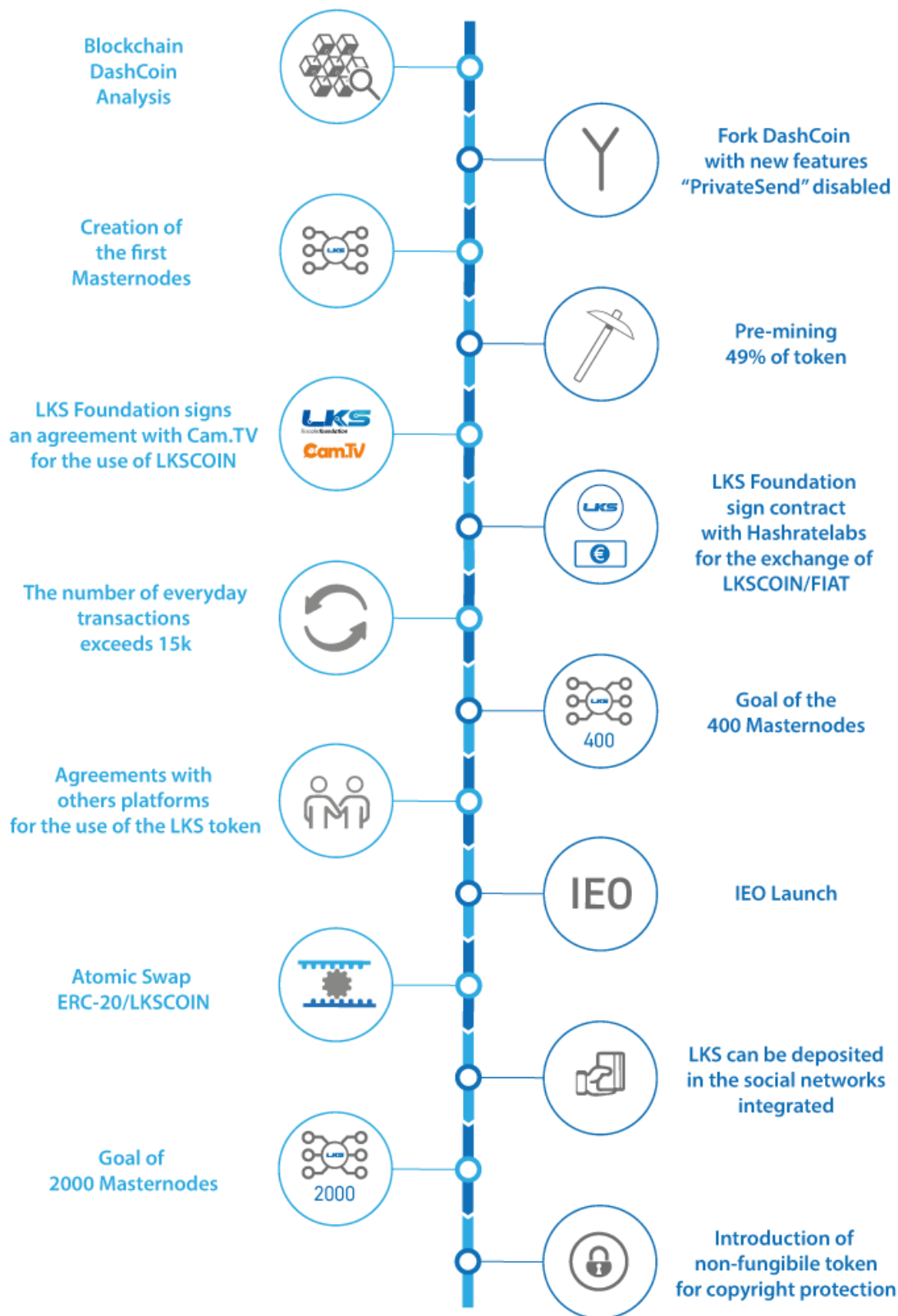


**Eidoo** is a Swiss company created by a group of professionals who aim to optimize the financial management of their customers within the token economy. Eidoo is mainly active in developing its products and services, such as a multicurrency wallet, a Hybrid Exchange, a DeFi Exchange and a crowdfunding platform called Eidoo Crowd. Thanks to its easy to use interface, Eidoo is the perfect gateway to Decentralized Finance. Eidoo's aim remains to create a bridge between the crypto and traditional world, thanks to simple and impactful services and products, transparency in all processes and constant maintenance of control of the assets by the owners.

# ROADMAP

6

# 6    Roadmap



Blockchain
DashCoin
Analysis

Fork DashCoin
with new features
"PrivateSend" disabled

Creation of
the first
Masternodes

Pre-mining
49% of token

LKS Foundation signs
an agreement with Cam.TV
for the use of LKSCOIN

LKS Foundation
sign contract
with Hashratelabs
for the exchange of
LKSCOIN/FIAT

The number of everyday
transactions
exceeds 15k

Goal of the
400 Masternodes

Agreements with
others platforms
for the use of the LKS token

IEO Launch

Atomic Swap
ERC-20/LKSCOIN

LKS can be deposited
in the social networks
integrated

Goal of
2000 Masternodes

Introduction of
non-fungibile token
for copyright protection

# CONCLUSION

7

# 7   Conclusion

Blockchain technology is already changing our lives and, for sure, will shape our future.

Transparency and decentralization provided by cryptocurrencies, will add unprecedented advantages and will allow us to create new solutions that will make our everyday life easier. Thanks to its advanced features, a visionary team, a great platform supporting us from day one and a solid community made of true passionates, LKSCOIN has the real opportunity to become a successful project, becoming the preferred cryptocurrency of choice for major social platforms.

LKSCOIN has something that most of today's cryptocurrencies don't have, a fully working integration with final products: LKSCOIN is already fully integrated in a social network called Cam.TV which has more than 300,000 users presenting more than 20,000+ daily transactions that are expected to increase exponentially with the growth of Cam.TV and with the integration within other social media platforms.