



Loop_inc white paper

Loop_inc

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CONTENTS

DISCLAIMER

03

PROBLEM & SOLUTION

06

RECIPROCITY

08

THESIS

09

TECHNOLOGY COMPONENTS

11

INTERNET GOVERNANCE PROTOCOL (IGP)

16

LOOP_INC

19

LOOP_CMBNTR

20

LOOP_TKN

22

LOOP_GOLD

23

TOKENOMICS

24

LOOP_VOTE

26

LOOP_MKTG

28

LOOP_RWRDS

29

LOOP_CTY

31

ADVISORS

36

CONTACT

38

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DISCLAIMER

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FOUNDING PRINCIPLE

The only form of sustainable, perpetual growth is human knowledge & ingenuity.



PROBLEM

The world's economic and governance models are mired in extractive, exploitative silos that hamper humanity's capacity to survive, let alone progress.

It's a truism that extreme economic disparity continuously erodes an ever-shrinking pool of opportunity, concentrating wealth and power which is inherently unsustainable because it's fundamentally destabilising. Economic instability leads directly to social instability that leads to an ever-diminishing pool of value creation opportunities.

It's a zero-sum game.



SOLUTION

A more efficient, effective, broad based and scalable economic, governance and capital distribution ecosystem.

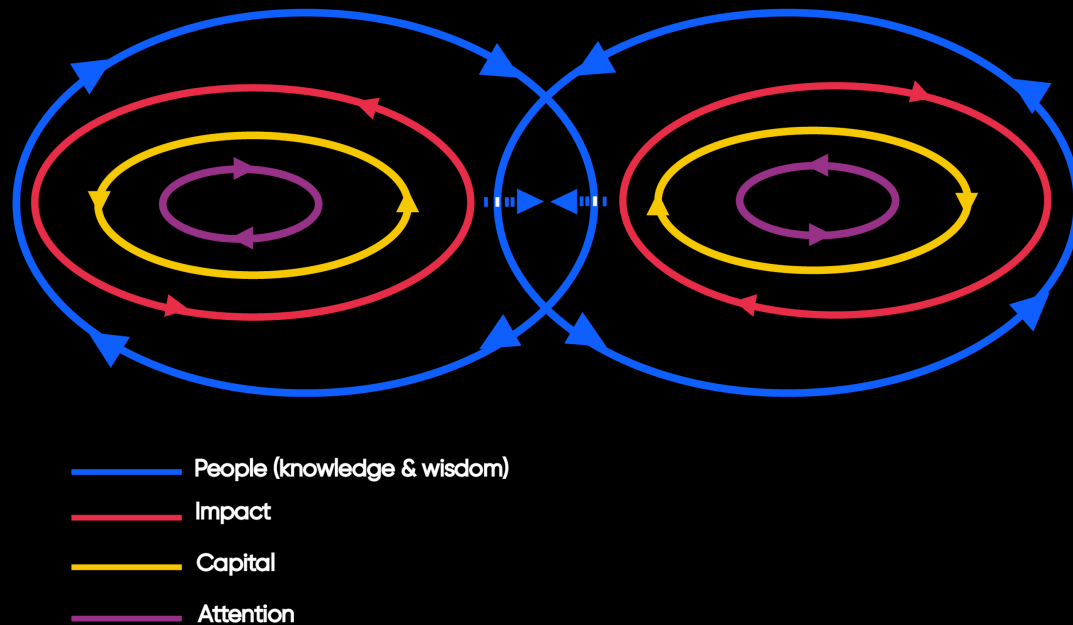
One that creates many more commercial opportunities that lead to greater economic and social stability, thereby diminishing future risk.

Connecting, rewarding, and empowering communities through capturing customer demand insight, enabling community communication, and empowering action.

Blockchain, AI, geographical segmented communication, geo-location, and social empowerment technologies collaborating to revolutionize knowledge, talent and wisdom discovery and community coordination.



RECIPROCITY



The flow of energy

The thinking behind Loop is all about tracking and balancing the looped energy between capital, people, and our environment. We call this the reciprocity loop.

Web3 holds the keys to the regenerative abundance economy. Decentralisation enables social, economic & ecological impact virtuous feedback loops, creating reciprocity and enabling greater and more sustainable balance.

Liquid democracy + fractal economics + the regenerative economy = a fairer distribution of reward to value provided, less opportunity for corruption through greater transparency, easier & greater understanding of subjects by interested parties and improved social & ecological balance.

THESIS

The Loop_ objective is to provide the world with the technologies to facilitate communication and coordination to help solve knowledge intensive and geographically dispersed large-scale problems. The Loop_ technology breaks down large scale problems into smaller manageable chunks, initially by geography, then by knowledge and wisdom discovery and community conversation, and finally by coordinating resource allocation to solve bite-sized tangible problems.

The world is moving into a time of greater need for people to express their creativity over and above performing functional tasks. The present economy is based on the false assumption of infinite growth attached to resource usage. The only resource that is genuinely infinite is knowledge and wisdom (K&W).

Technology is advancing at an incredible rate, there are more people on the planet than ever before, and commodity resources are finite. In future, how are people going to find purpose and fulfillment if the world does not need them, and possibly does not want them if resources are overstretched?

There is only one solution: education, en masse (in any form – institutional, self-taught, or vocational), through ever-increasing global social pressure to learn and find K&W wherever it may be and empower it. The question is, how?

Technology is accelerating way ahead of social evolution, and parties in control of information have taken advantage of the populace rather than build systems that enable and empower global knowledge, putting greed and selfish needs first. There needs to be a deconstruction of ego and extreme bias in the information sharing market.

This movement towards creativity as a social need causes many problems. Some people are fortunate enough to be given the formal education and opportunity to perform roles in society that require creative thinking and complex execution. Some people are fortuitous enough to have nepotistic opportunities, but one thing is for certain, for those who are not so fortunate, with resources dwindling and populations increasing, the strain to breaking point is increasingly manifest the world over.

The breaking point could be ecological, social, or economic and most likely a combination of all three. The breaking point could lead, at worst, to wars fought over resources so that the powerful can maintain their expected standards of living, or to stop mass migration towards locations that are more habitable due to ecological changes.

How do we mitigate and work against these ever-increasing dangers to humanity? How do we stabilize population numbers, increase global education levels, and increase the creative capabilities of all? Most importantly, share ecological resources in a sustainable and balanced manner?

The solution to this is a combination of tools and social adjustments. Tools include geo-linking and geo-investing, which is the segmentation of the world into areas of need for different subjects (geo-association) and then attributing funding (geo-invest) to solve each one. Once this is clear we can work with these segmented problems en masse tapping into local and global knowledge wherever needed. This will require a communication system that finds this K&W, enabling peer to peer discovery and empowerment of those with the K&W and the impetus to help solve problems (liquid democracy) and ensuring those who help are awarded accordingly to the amount and value of their input achieved through the attention economy being quantified (fractal economics).

THESIS

Geolocation is important here because geography is a key component of most global issues and allows segmentation of people into common languages and local communities for coordination and action.

In addition to fractal economy benefits, this structuring of people into K&W focused communities is how the internet "Truth" problem could be solved. When communities award people with accredited knowledge and power, those accredited people could gate media distribution. Through this process those same communities are more likely to receive information of greater accuracy and integrity. Parallel to that benefit, if the community does not believe the information distributed, or decision making applied, was done with objectivity, accuracy, and in good faith, then the liquid democracy empowered members can remove the voted gatekeepers and replace them with others. Over time, this garners leadership behaviors with an impetus to act with an objective social conscience. The leaders do this to remain in their positions and continue being remunerated for their service. It is important to note, this only works with a social feedback loop. The conclusions reached here assume that if people are sufficiently empowered and rewarded to ensure they feel truly engaged and responsible, then over time, as people make the right and wrong choices, those choices through a feedback loop will become wiser to avoid bringing negative consequences upon themselves. Selfish interest and greed helps to drive conscientious decision making all recorded and tracked on chain.

Blockchain technologies can be used to directly link ecological and social impact, creating feedback loops from our economic behaviors to our ecological balance and social enablement. Idealistically speaking, we should be trading our most precious life-necessary assets (air, water, food, shelter, education, health) against the market to ensure they are truly preserved and balanced with our wider economy.

Ideally, we should utilize blockchain secured tokens attached to abundant needs such as air quality, water quality, education levels, average health levels, wildlife preservation, humanitarian needs, universal problems such as plastic waste, etc, through trusted global measurements, connected to the token value. We can then trade against these tokens where the market value will most likely reflect the relative need within societies for these challenges, i.e., the abundance economy.

The combination of these three things (liquid democracy, fractal economics, and an abundance economy) enables continuous virtuous feedback loops so that problem solving becomes less bureaucratic; collective learning becoming faster and more efficient; a fairer distribution of reward to value given; less opportunity for corruption through greater social exposure; and finally, easier and greater awareness and understanding of a subject by all people who are interested.

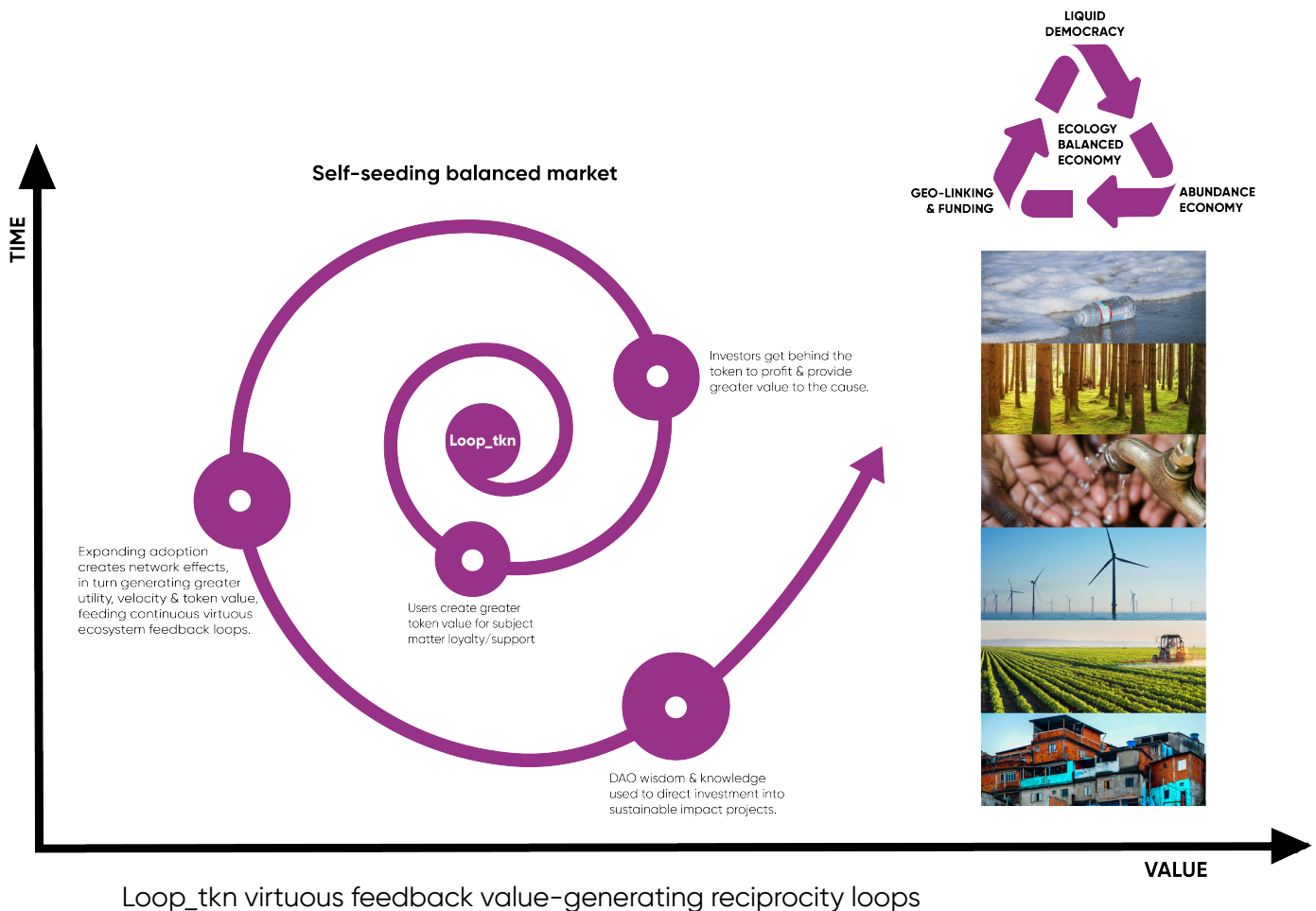
COMPONENTRY

The abundance economy

How do we balance the world's economy and ecology while maintaining a semblance of social and economic equality and enablement? Ultimately the answer is social reform, but certain tools are needed to make balance proliferate efficiently and effectively.

Economic models need to be put in place that reward positive activities at a market level. We like to call this positive impact reward. What does this look like in terms of technology?

Blockchain tokens allow for the potential of direct ecology impact balancing. With an infinite number of accepted blockchain token types, they could be used to connect social support of specific endeavors by attaching blockchain tokens to ownership/involvement in institutions/projects that pursue them. This will promote both socially and ecologically positive endeavors assuming positive impact rewards, and optionally negative impact taxes, are in place.



COMPONENTRY

Fractal economics

How do we motivate people to pursue this new world paradigm?

The entire value chain needs to be rewarded in the future creative economy. The value chain being:

1. the people who create new K&W
2. the people who help that K&W come to light amongst the wider populace
3. the people who support the dissemination of that K&W, and
4. the people who act upon that K&W to bring about a better situation

Some people will invent new K&W for the world, many will become teachers and trainers within their locality regarding that K&W. Most will spend their lives learning and helping others create further value around other people's K&W.

For such a system to take hold, everyone in the value chain must be rewarded. There should and will be disparities in the amounts awarded based on the value provided, but the totality of that award must allow for all to exist to a level to continue that K&W growth loop.

Incidentally, fractal economics could be used alongside a Universal Basic Income (UBI) ensuring that if a UBI was brought into effect, any payments would be tracked against people helping society to succeed, either through their own endeavors or via helping others succeed. It is important to note that this proposed model should not be viewed as socialism, as much as it may appear to be. It's far more akin to true capitalism where all people are presented with the opportunities and networks to be sincerely competitive in a global and local economy. How do you have non-exploitative capitalism unless everyone is given the same fair chance to be equally competitive with others? This is especially true in a Knowledge & Wisdom driven economy.

Geographical association

How do we use subject focused funds allocated geographically and applied effectively at scale in an automated manner?

The abundance economy is one part of the solution, but the allocation of subject focused funds needs to be digitally represented and dynamically changed according to the globally distributed areas of need, matched with the different densities of interested people. Alongside this, feedback loops need to be established to create a sustainable system.

Geographically focused investing and funding

Geo-linking and geo-investing is the breakdown of geography by two fulcrum points:

1. A geographical area of the world
2. An issue or need requiring action

The combination of these two things can be referred to as "Hope Spots", a term the celebrated marine biologist Sylvia A. Earle coined at the Ocean Gala in 2016.

Once these links are in place they can be proliferated across the internet through connected social reward and communication mechanisms. This dissemination can transpire using peer-to-peer methods or via AI/chatbot technology to present them when the conversation naturally moves towards the respective subjects.

Abundance economy impact rewards, taxes, new token sales, and blockchain transaction fees could be used to feed these related geographically associated funds completing the economic and impact feedback loops.

COMPONENTRY

Liquid democracy

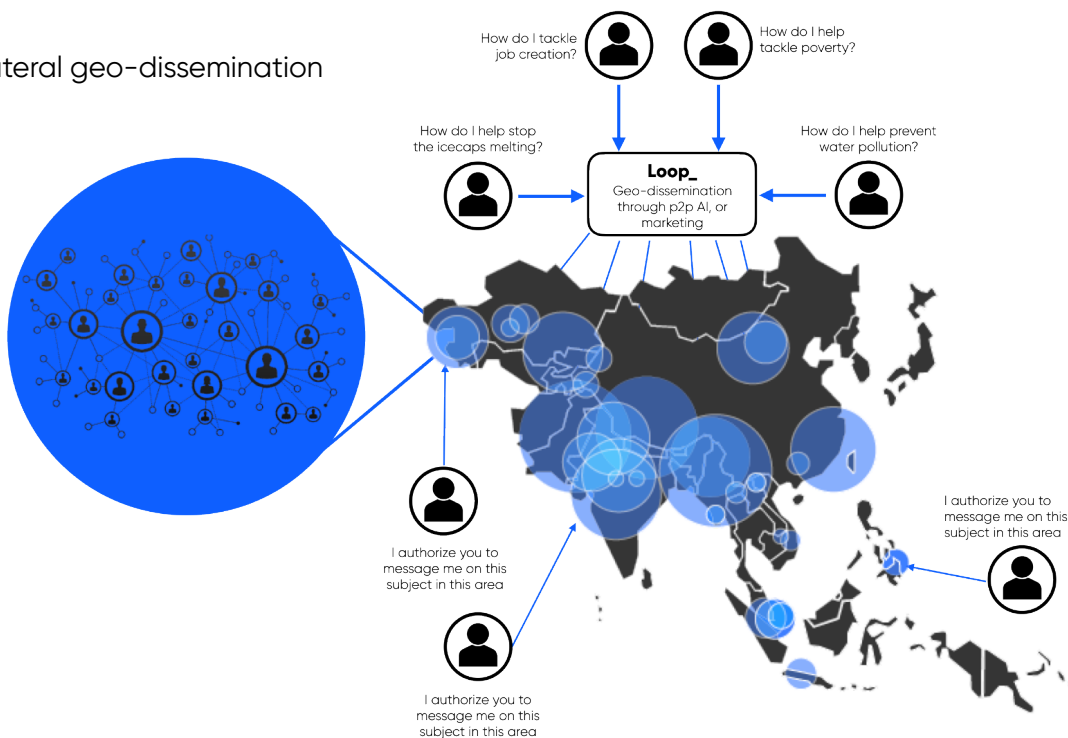
How should resources be used in a geo-related wisdom empowering manner?

Geo-linking, as we have named the process, holds the geo-located areas of need, along with the budget to solve those needs. However, the optimal decision on where to use those resources is still an issue. The truth is, the only way to get this right is through quality and empirically evaluated trial and error. There are multiple ways of finding the appropriate groups of K&W to make these decisions on behalf of the majority.

There are many pre-established groups that profess to have the K&W to solve global issues, but they can be biased and lean towards institutional thinking focused on preserving the validity of their institution above finding the wisest objective course of action.

Another, arguably better way of achieving the most objective action is to empower leading experts in a particular field to share their knowledge. Combining multiple fields of expertise by subject matter leads to a higher likelihood of optimal decision making. The liquid nature of accreditation, power assignment, power revocation or re-assignment, should result in wiser outcomes in accordance with the combined subject matter related wisdom available. Due to the "should" nature of liquid democracy, at least initially, a hybrid model leveraging both established group wisdom and liquid democracy may be wise.

Multilateral geo-dissemination



COMPONENTRY

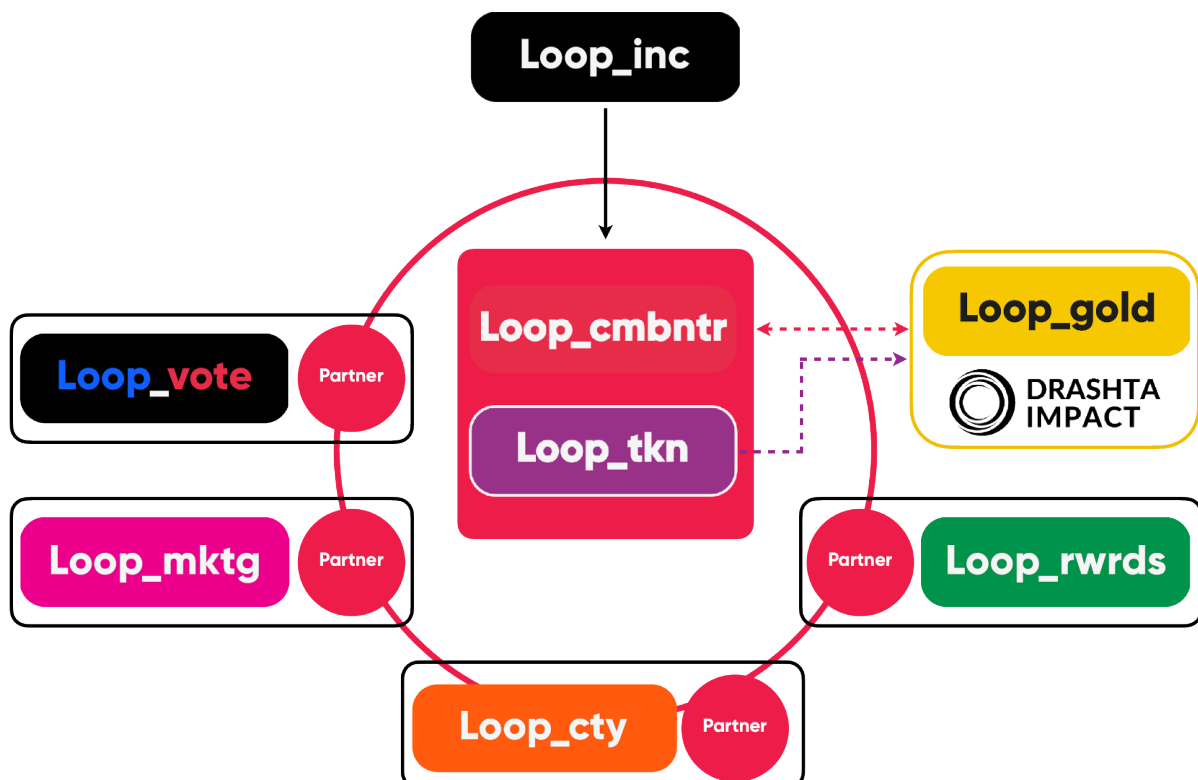
How does this relate to Knowledge & Wisdom influencer empowerment?

These arguably idealistic outcomes are all very well, but how do we start something like this so it can take form and flourish? The answer is found in connecting communities to pockets of K&W with geo-linking and tapping into the relevant subject matter and affiliated ecosystem of commercial partners to promote their common agenda. The system essentially delivers rewards and subject priorities in exchange for advocacy. By working with pockets of K&W (influencers), communities are accessing baseline “pack psychology” to accelerate adoption.

The Loop_ ecosystem has been painstakingly designed by founder and CEO Samuel Barlow over the last decade to deliver on the principles covered in the Abstract.

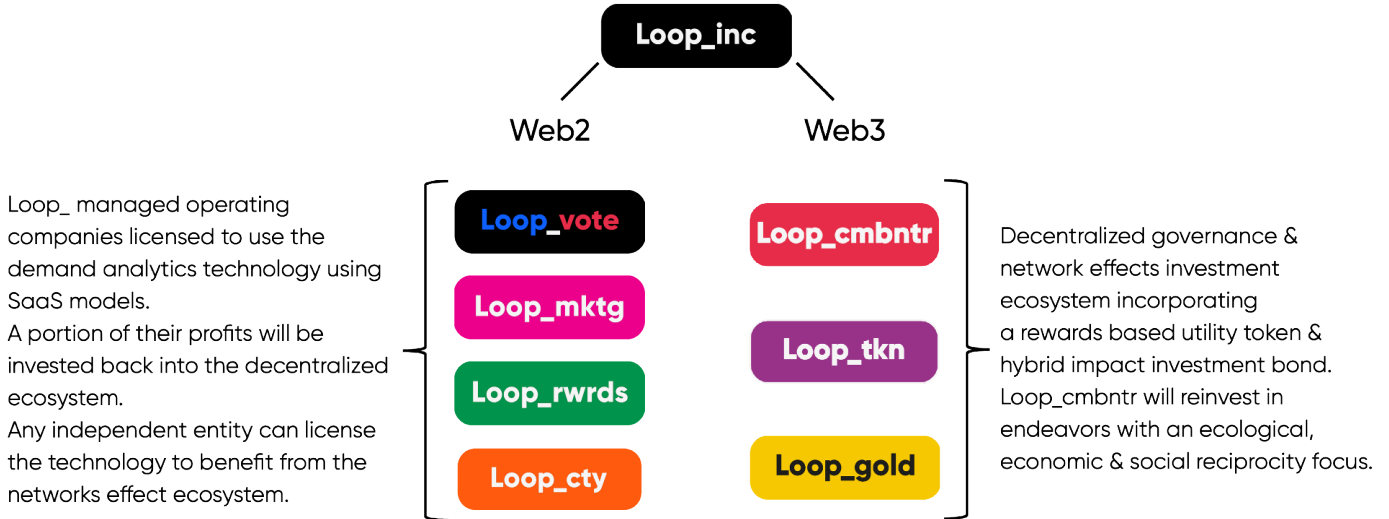
The first iteration of the ecosystem was created in the form of the Loop_inc demand analytics platform to deliver a value exchange in an unrelated industry. The software has been tried and tested since 2019 and is a successful business with millions of users and thousands of clients. Loop_vote is converting this tech for global political operational and campaign marketing services. The platform is designed to not only enable but also encourage third parties who see value in adopting the technology in any applicable vertical, provided they meet the primary purpose led criteria. In fact, the platform is specifically designed with broad adoption as a crucial component – the choice of the brand name Loop_ is deliberate in that not only the analytics platform, but the efficacy of the entire ecosystem is dependent on broad adoption to accelerate the change envisaged. Fees could be used to feed these related geographically associated funds completing the economic and impact feedback loops.

Loop_ ecosystem of entities



COMPONENTRY

A looped investment, governance, and impact management reciprocity ecosystem



Uniting web2 and web3 technologies

The next era of the web is being driven by the conversion of content, communities, and commerce into new consensus driven business models. These new businesses combine digital and real-world value by providing accessible utility to users, creators and investors. Our purpose is to provide an open architecture ecosystem we call the Internet Governance Protocol.

Internet Governance Protocol

This is a network effects protocol that enables multiple business use cases to be platformed on it, and for them to transfer value interoperably. The IGP enables virtuous feedback loops through the transfer of accredited knowledge, skills & wisdom in a liquid democratic manner.

Our goal is to pursue the technology roadmap that creates an ecosystem for the governance protocol that encourages & rewards any participating entity to leverage our scalable governance & financial model for greater efficiency and sustainability.

The Loop_ ecosystem is a network effects technology ecosystem that amplifies shared knowledge, wisdom and invention between connected communities of like-minded interest groups, enabling those with skills and experience to contribute to a collective effort for proportional rewards. The ecosystem is tokenized using blockchain infrastructure and governed by decentralized interests that create continuous positive feedback loops anticipated to yield exponential value for all participants.

Each component of the Loop_ ecosystem is a separate yet intricately intertwined enterprise, painstakingly designed to address prevailing dysfunctional centralized governance that perpetuates economic, ecological & social imbalances. The solution begins with liquid democracy, the primary catalyst that will empower the abundance economy.

Internet Governance Protocol

Blockchain needs to reside at the core of the future governance protocol. Without a decentralized immutable source of truth for voter choice, the IGP would not work.

Based on this premise the following functions will need to be in place that query the nodes on the status of any vote. Any contested vote would require querying 51%+ of the nodes on the power accreditation for that subject.

The chapter below defines a structure for any level of governance from local to global.

The thinking behind this is to apply liquid democracy to this structure. However, in theory this could be applied to any form of governance methodology from dictatorships to oligarchies to direct democracies to representative democracies, etc. The main difference between these methods is the frequency of permitted power shift, the number of levels permitted in the power accreditation graph, and the size of the quorums. In theory, you could have different methodologies at every level but the below definition assumes the same one is applied across the entire network.

Key Variables and Settings

Politically relevant policy densities

Micro - Local - County/State/Province -

National - Continent - Global

- Micro: Under 10 people. Geographical spread irrelevant. Breakout groups within Local.
- Local: Dunbar's number restricted grouping size.
- State: All local groups in one room representing state governance.
- National: All state groups in one room representing national governance.
- Continental: All national groups in one room representing continental governance.
- Global: All continental groups in one room representing global governance.

Defaults

- Quorum size: 10
- Quorum size range: 1-100 people
- Quorum volatility: 3 months
- Quorum volatility range: 1day-48 months (Could be different by level)
- Dunbar's number: 150
- DunbarsNumberRange: 10-150
- Allow candidates - No (Assumes everyone is a candidate. If yes, then only candidates can be accredited power)

Voting anonymity: Yes (who you vote for is secret but still immutable on chain)

- Micro quorum anonymity: Yes
- Local quorum anonymity: Yes
- State quorum anonymity: No
- National quorum anonymity: No
- Continent quorum anonymity: No
- Global quorum anonymity: No

Defined Policy

The concept of a policy will be needed. This will evolve over time but the one rule is that the budget is recorded on chain and attached to a blockchain transaction and consequence of non-compliance is also smart contracted at a regional level set.

- Name
- Description
- Budget
- Consequence
- Date created
- Date ends

Communication Rules

- Micro level: Anyone can speak
- Local level: Anyone can speak
- State level: Local Level quorum winners can speak. It might make sense to highlight
- Local level quorum winners as priority speakers but still allow all to speak.
- National level: Only State Level quorum winners can speak
- Continental level: Only National Level quorum winners can speak
- Global level: Only Continental Level quorum winners can speak
- Everyone can listen at any level. They can discuss at any level that they have access to speak in.

Voting Rules

- Only quorum winners can vote on policy, budget applications, questions answered completely, and media gating and get paid in tokens for doing so
- Questions being marked as answered does not mean people cannot ask the same question again, but this process provides the quorum a method of forcing questions to be refined in accordance with the answers already voted to be part of the subject

FAQs i.e., refine question before answering

- Everyone can apply their power accreditation vote at every level
- Everyone can have a different power accreditation vote for each level
- Everyone has one power accreditation vote per level
- Any unused vote at any level cascades power down to their lower level vote. This ensures power accreditation at every level.

Power Application Default Rules

- Majority applies as the consensus algorithm for every quorum for budget allocations/project sign offs
- Majority applies as the consensus algorithm for every quorum for question is answered signoff
- Majority applies as the consensus algorithm for every quorum for media is permitted into area
- Media can be disseminated to all people below and on the level of the quorum

Philanthropy needs to be made far more transparent and provable in its impact returns to encourage further philanthropy. If there is a sense of mistrust then money will dwindle. This is evident in the charity sectors of today.

In future all donations should go into a system that makes the impact intended by those donations transparent and specific in nature. In other words, make people feel good about what they have done by giving them feedback on the impact their donations have made through frequent reporting from the project coordinators on the milestones being achieved. Enable that reporting as part of the social discussion with full transparency.

However, philanthropy is not the answer. People cannot be expected to elect to give enough to create balanced reciprocity with society and our global ecology. Additionally, the lack of transparency and inherently inefficient use of funds presents a significant barrier to participation. Therefore, we believe the answer lies in reciprocity structured investment methodologies creating exponential value return for the investors and impact subjects. This, coupled with blockchain smart contract tracked reciprocity and value creation, is the answer to the balanced economy of the future.

Loop_ inc partnered with Drashta Impact (www.drashtaimpact.com), an investment firm that provides a cross-fund downside protection in exchange for limitations on upside gain in the form of a zero coupon bond. This risk averse offer of exchange presented to funds and investors leads to the likely outcome that the investments overall will make more than the upside gain is restricted to. This leads to what hopefully amounts to an ever-increasing exponential pot of money to reapply to the revenue generating impact projects, which in turn increases the size of the reciprocity focused fund, creating exponentially increasing impact returns.

Merge this model with digitized zero coupon bond tokens to represent ownership of the fund, coupled with more risky tokenization for loyalty and higher risk project funding for impact, and you have the right model to create a perpetual system for global reciprocity.

Loop_inc demand analytics technology

The technology is an extremely powerful & scalable data analytics platform that enables clients to maximize the value and growth of their user/ customer base. It is proven in market since 2019, and is post revenue in a vertical independent of the Loop_ ecosystem.

Combining analytics, marketing, smart contracts and funding by subject and geography, it offers a significantly superior future for organizations and communities seeking to create value from data, providing actionable insights that create positive feedback loops.

- Sophisticated, user-friendly analytics platform
- Utilizes technology in ways other software doesn't

All in one package including:

- Geolocation service
- Data sovereignty
- Sophisticated marketing

The analytics platform is the base layer value generator.

All partner and supported businesses have access to the demand analytics technology platform through a licensing agreement. This enables them to generate value from their user and customer databases through rich insights that connect millions of data points, aggregated in any form that best fits their particular requirements.

Loop_vote will deploy the platform to the US political market and Loop_mktng to the global digital marketing sector. Loop_rwrds will integrate the platform with partner technology vendors to extract even greater value for consumers, marketers and retailers. Loop_cty will integrate it into its smart cities technology stack, enabling value extraction for all parties in the ecosystem.

A decentralized governance & investment model styled on the early stage Y Combinator technology start-up accelerator.

Loop_cmbntr develops & deploys the Internet Governance Protocol to create shared value inside a self-governing network effects ecosystem.

In turn it will invest in economic, social and ecological impact endeavors in continuous positive feedback loops that balance risk and reward via governance models that earn the right through proven track performance. Loop_cmbntr uses blockchain technology & scalable game theory intelligent architecture as a loyalty & reward system to link all the businesses in the ecosystem together into a block combinator accelerator. (combinator) is a decentralized autonomous organization (DAO) that supports businesses and impact endeavors creating an ecosystem that not only makes the development and growth of businesses easier, but also helps balance their activity with a healthy planet and society. This is done through the Loop_cmbntr suite of tools to facilitate market research and customer engagement along with decentralized governance tools. marketplace for all verticals and institutions that would be more efficient, transparent, and effective with a liquid democracy governance approach, with integrated customer management and tokenized loyalty programs creating looped economies with social and ecological impact.

Endeavors and businesses adopting the Loop_ecosystem receive the following benefits:

- Access to marketing engagement and communication tools
- Usage of the tokens for loyalty purposes, controlled through the engagement tools, to drive adoption, awareness and loyalty towards the businesses, endeavors and sub-DAOs inside Loop_cmbntr.
- The DAO consists of a main DAO governing investment into multiple sub-DAOs. The primary token is called the Loop_tkn. The protocol is maintained by various independent parties and individuals through governance powered by Loop_tkn holders.
- Driving liquidity and loyalty into the entire marketplace for all verticals and institutions that would be more efficient, transparent, and effective with a liquid democracy governance approach, with integrated customer management and tokenized loyalty programs creating looped economies with social and ecological impact.

Supported Business Investment Criteria

Loop_cmbntr invests in impact endeavors that adhere to the following criteria:

- They have a global offering.
- They need to validate their value proposition to an increasingly global customer base.
- They want to form a decentralized governing body for their activities, customer management and communication.
- They are not doing anything damaging to the world.
- They want to share customer management with other endeavors under the same blockchain tokenized loyalty and incentive system.

What makes the system work?

In exchange for investment into their endeavor, businesses must agree to use the tools that aggregate CRM data and other customer database sources, validates and cleanses them using various digital tools to facilitate votes, polls, sales, donations, fund raising, voter action, and so forth. In fact, any question or action to improve data to facilitate the digital customer relationship.

In addition they must use our community management and governance supporting technology.

Loop_cmbntr customers are rewarded with the same tokens that generate the capital for the investment and loyalty from day one to drive it to success.

Loop_cmbntr Investment Criteria

- Some companies and endeavours need fiat currency invested into them. To do this, crypto needs converting to fiat. However, through the growth of the supported businesses and endeavors, many more token currencies may be adopted and created via fiat revenues from participating businesses, growing the overall number of tokens that can be distributed and rewarded.
- Care must be taken when converting blockchain currencies into fiat currencies for investment. This has to be balanced with the growth of the supported Loop_cmbntr community to ensure that the revenues feeding the Loop_tkn exceed the outgoing value given in tokens to the loyalty and investment needs.
- If a participating business accepts tokens instead of fiat, we can then provide a discount on the value. This will promote the token as a true adopted currency.
- Each participating business needs to engage the wider world bringing in fiat currency. One of the requirements of a business accepting investment is to pay some of the dividends back to Loop_cmbntr. Depending on the quantum, Loop_tkns are awarded in partial exchange for the fiat paid. This not only ensures value increase of the Loop_tkn but also creates liquidity for further investment into businesses or impact projects.
- This also leads to a systemic token adoption increase.

Aside from creating shared value inside a gated, self-governed ecosystem, Loop_cmbntr invests in purpose driven businesses and social and ecological impact endeavors.

Loop_tkn

Loop_tkn will be used to fund the wider endeavors of Loop_cmbntr and promote adoption of the impact ecosystem.

It's a utility token providing utility to:

- Voting on proposals
- Proxy your vote to another
- Gate access to media disseminated in relation to your chosen subject
- Be an owner of many businesses that promote decentralized governance

Loop_tkn will change the economic implications of internet commerce. Envisage a token alongside an analytics, marketing and social platform that actually pays for contributions.

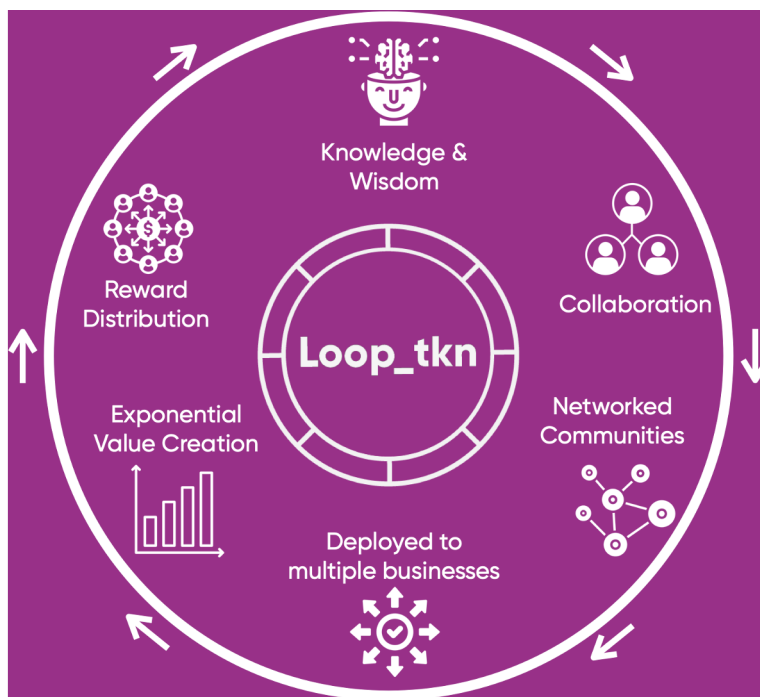
The Loop_tkn will be used to sell access to the wider endeavors of the group and promote adoption of the impact ecosystem.

Loop_tkn differentiator

Loop_tkn's most important function is as a loyalty & reward mechanism for any participating enterprise and their users or customers. This is its real utility and what sets it apart from most DeFi tokens which are largely limited to staking and to a lesser extent voting rights.

Functioning within a liquid democracy governance framework, it rewards accredited contributions as determined by the Loop_cmbntr governance and reward ruleset as well as those determined by each participating enterprise. Each enterprise determines how it chooses to leverage the Loop_tkn as befits their particular needs.

With broad based utility and reward incentives, this creates a dynamic ecosystem facilitating value exchange. Moreover, with the Loop_ ecosystem's network effects mechanisms, this drives ever increasing adoption and utility, while accelerating the network effects.



Loop_gold

Loop_inc has entered into a strategic collaboration with specialist impact investment firm **Drashta Impact** with the view to launching the **Loop_gold** token.

Loop_gold is structured as a tokenized zero coupon bond maturing in 10 years. It's been specifically created to enable purpose-driven investors to fund impactful investments in a secure way while simultaneously benefiting from the significant potential upside of the unique Loop_ decentralized and tokenized liquid democracy ecosystem. Loop_gold provides investors with multiple layers of downside protection in addition to the potential network effects upside of mass adoption of the Loop_tkn.

Loop_inc leverages Drashta Impact's suite of tools and solutions to enhance every stage of the impact investing process, uniquely.

The structure, which still requires legal regulatory approval, will work as follows:

- A zero coupon bond, maturing at a predetermined price at the end of the term equal to a 2.5x uplift from the initial investment in the first tranche.
- As the token will be actively traded, investors can then access liquidity prior to the end of the term, providing complete flexibility.
- The token repurchase at the end of the term will be backed by all the assets acquired through the Loop_gold issuance, as well as additional backing resulting from Drashta's broader asset base.
- Seven tranches are planned, ranging from \$1,000,000 to \$100,000,000 with the purchase price increasing incrementally from tranches one to four, with tranches four to seven market priced.
- Compounded return diminishes incrementally in step with the increasing purchase price to tranche four, with returns market determined in the last three tranches.

- Between 4% and 10% of the Loop_gold investment (tranche determined) will be utilized to purchase Loop_tkns from Loop_cmbntr for Loop's operational deployment.
- The remaining amount will be fully deployed into impact projects in accordance with Drashta's investment mandate, with investors receiving a fixed return on 100% of their overall investment.
- Investors will also receive bonus Loop_tkns as a percentage of their Loop_gold purchase.
- Bonus Loop_tkns are for discretionary use such as voting, staking or sale on the open market (subject to vesting periods).

Benefits of investing in Loop_gold

- No management fees – 100% of the proceeds are deployed into impact projects.
- Investors purchasing Loop_gold in earlier tranches will benefit from the value uplift of the subsequent tranches.
- This will equate to a 25% uplift from tranche one to tranche two, with a return of 150% if held to maturity.

Bonus features for larger investments

Drashta Impact will present larger investors with the following opportunities:

Investments of \$1.0m and above:

- An ongoing stream of direct impact investment opportunities for further upside potential, above and beyond the fixed return that Loop_gold offers.

Investments of \$2.5m and above:

- Investors can propose their own impact projects, subject to due diligence.
- Investors will receive a personalized annual impact report, providing an overview of the tangible and measurable impact created by the investor across a range of impact metrics.
- Investors will have the option to use existing assets to acquire Loop_gold without having to liquidate them, subject to approval.

Investments of \$10m and above:

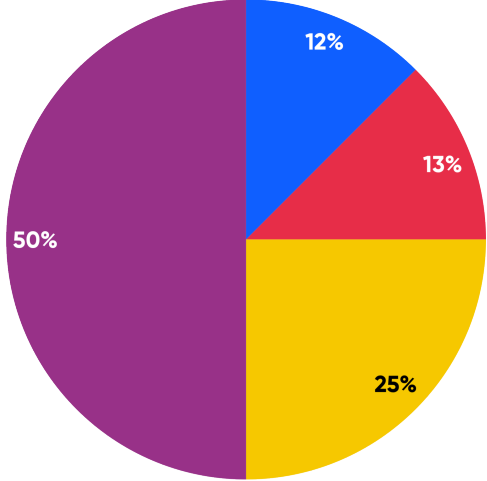
- Investors can have a bespoke impact investment strategy devised for them based on an impact theme or geography they are most passionate about.

TOKENOMICS

Token allocation

A total of 4 trillion Loop_tkns will be available for minting. One quarter of these will be held in reserve for the loyalty program, to be allied to:

- Audiences who get involved with subjects
- Experts and governing members of each group for making decisions for the community
- Incentives for institutions (NGOs, Businesses) to use the DAO and give access to their customer bases



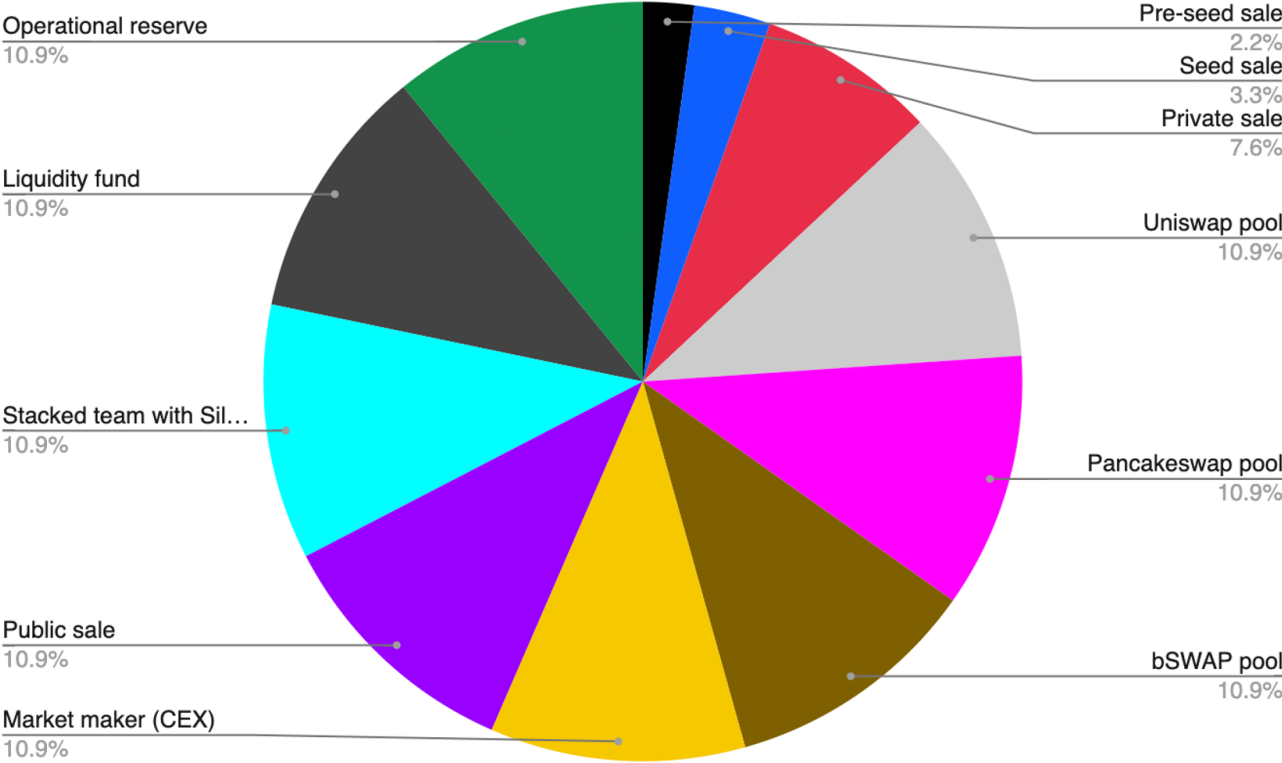
■ Partner rewards ■ Community rewards
■ Impact foundation ■ Standard Tokenomics

Initial token allocation

Sale allocations:

- Pre-seed 80bn
- Seed 120bn
- Private sale 200bn
- DEX listings 60bn
- CEX market maker 10bn
- Sub Total: 470bn

Ideally there is as wide a spread of token ownership as possible. We will be seeking to create and use cross chain technology for versatility moving forwards. Along with this tokenomics strategy, we expect the loyalty aspect of the token to help with wide distribution.



TOKENOMICS

Vesting

To align incentives of all DAO stakeholders, we include vesting for all categories except public distribution. Lockups per category:

- Community rewards: even spread of 48 months but there to be allocated as needed.
- Pre-seed sale: 10% buy back option at TGE, 6 month cliff period, 18 month linear vesting period.
- Seed sale: 10% buy back option at TGE, 6 month cliff period, 18 month linear vesting period.
- Private sale: 10% buy back option at TGE, 6 month cliff period, 18 month linear vesting period.
- Team & Advisors: 10% bonus after 12 months, 17 month cliff period from TGE followed by 30 month vesting.
- Liquidity fund and Operational reserve: no cliff period, 36 months linear vesting after claiming. Tokens can only be allocated based on approved governance proposal.
- Marketing fund: 48 month linear vesting period.
- Public Distribution: no vesting.

The initial circulating supply will be 670 billion Loop_tokens based on seed rounds and public distribution and 10% of the community reward segments. Community Incentives and DAO treasury will be partly unlocked but not brought into circulation since these funds will only be moved upon receiving DAO approval.

Staking

- After deploying the Loop_tkn onto the blockchain airwaves, we'll give you the chance to stake your tokens. We have set aside a substantial amount of tokens for staking rewards, but this is just a fraction of the rewards you can receive by staking the Loop_tkn.

- By staking you can use them to vote on the DAO. This way the community knows you are truly invested in the decision making.
- We anticipate implementing whale limits on voting within the Loop_cmbntr DAO.
- Loop_cmbntr is at the forefront of the business support and growth industry partnering with multiple businesses, NGOs, and other endeavors. Through these partnerships, we have the ability to offer exclusive rewards and early access to these business opportunities for direct equity investments and purchase benefits. Besides that, we aim to provide our token holders with early access to NFT drops from our partners, and from Loop_cmbntr itself.
- The breakdown of the token mentioned above is based on the initial set-up of our DAO; there will most likely be more uses in future as our DAO progresses and branches out.

Burning

Tokens will be burned under the following circumstances:

- They are spent inside our marketplace or in one of the sub-DAOs. The DAO then reserves the right to burn those tokens.
- If tokens are not used or needed from the community rewards allocation, the DAO reserves the right to burn them.
- There may be other circumstances where the DAO decides to burn tokens from the liquidity fund. One of these examples could be in response to a sub-DAO company being sold, removing that stability from the token, therefore requiring a possible need for balancing the market. However, preference will be placed upon re-deploying the money gained, maintaining, or hopefully increasing the token market value.



The problem

In the USA not all endeavors and candidates are enabled to own their voter relationships no matter what marketing mediums they choose whether that be social media platforms or direct marketing through various CRMs. Currently, most candidate campaign data belongs to the associated party or a private company that rents access to their database. We believe that you should own the data that you collect and share it only when you have given permission. Voters should be empowered and engaged on policy on the issues and candidates that they care about.

The solution

Loop_vote aggregates CRM data with the voter file and other customer database sources, validates and cleans the data using rapidly deployable microsite engagement funnels to facilitate voter engagement through emails, social media, polls, volunteering, events and so much more. Loop_vote is converting tried and tested UK tech for global political operational and campaign marketing services.

Primary market segments

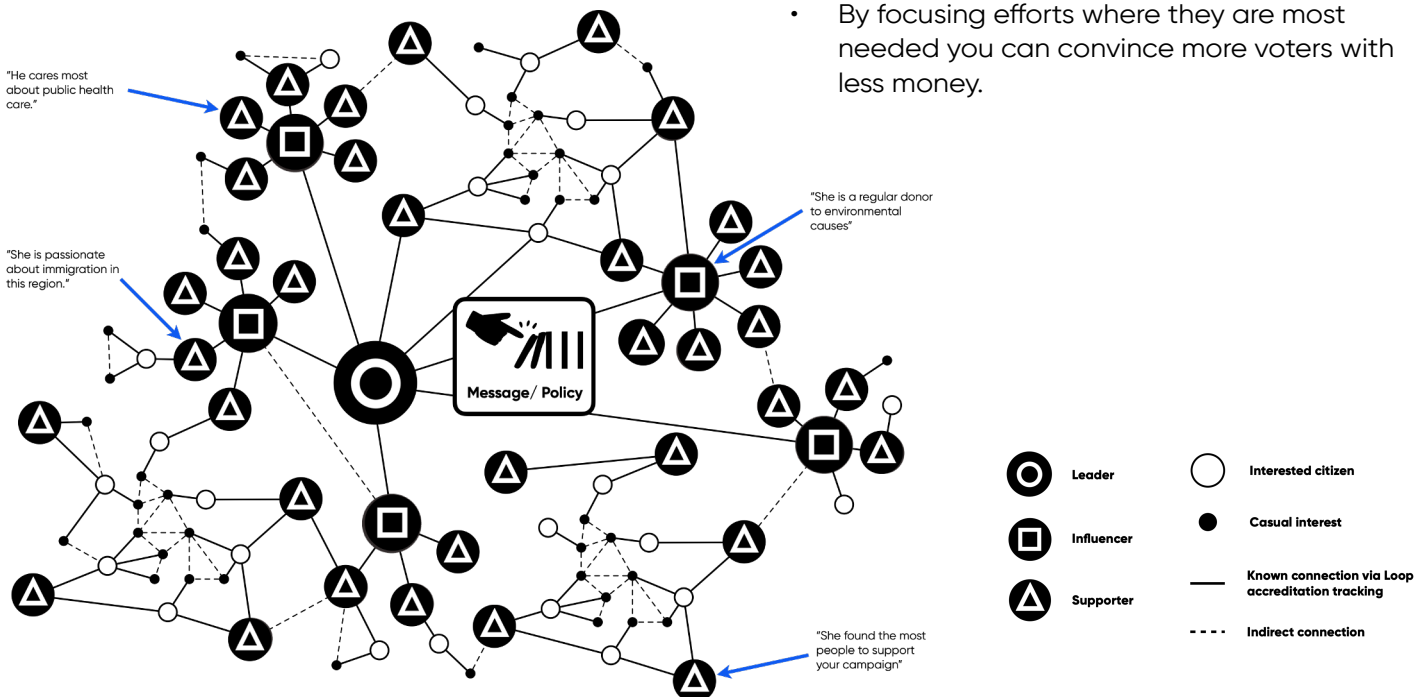
Advocacy

- Legislation tracking and vote counting tool
- Targeted member communications on most up-to-date information
- Targeted member messaging in the legislative districts tailored to the position their legislator has taken on a bill
- Allows organizations to develop membership lists and engage on identified issues
- Detailed targeting will increase engagement which facilitates a more vibrant and powerful membership

Campaign Management

- Make coalition building a dream by easily gathering information about the issues your constituents care about
- Loop_vote connects constituent interests with information from the voter file & consolidated in one database
- Allows for targeted campaign communications to specific issues
- With our mapping technology, we can provide a visualization of where your supporters are and where the campaign's message needs greater penetration
- By focusing efforts where they are most needed you can convince more voters with less money.

Candidates don't have this information

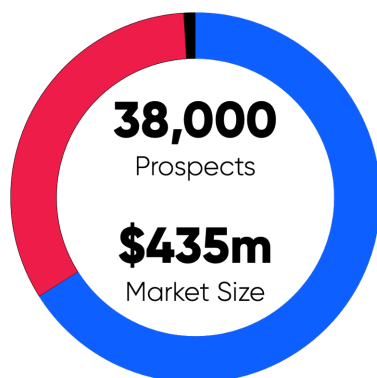


Consultants

- Ingenious way to maintain ownership of your campaign data without sacrificing the power of a truly state of the art system.
- Maintain your own database based on the voter file but enhanced by your campaign experience.
- Provides a new marketable and measurable asset to bring to future campaigns.
- Loop_vote micro sites enable tracking who is connecting with your communications to allow self-sorting into geographies and issues they care about.
- Simultaneously manage multiple lists while separating them to easily transition between campaigns.
- Easy exporting provides the campaign a copy of campaign data that can be uploaded into their Loop_vote account or into another system.
- Single point of control.

The USA is our initial market

- At least 40,000 campaigns happen in every two-year political cycle.
- Primary market is campaign managers and consultants for direct sales and the development of a referral and rewards program.
- The election/campaign market is unique in that they have the opportunity to utilize new software programs each cycle.
- Unlike other businesses, campaigns are accustomed to utilizing the newest and best tools as they come onto the market.
- Initially, Loop_vote's target customers will be medium sized campaigns, purchasing \$1,000+ per month; followed by smaller campaigns leading to larger ones as the platform is perfected.



- Local races 66% - \$150M
- State/ Federal Basic 33% - \$225M
- Statewide 1% - \$60M

\$14 Billion

spent on the 2020 US election

At least 40,000 campaigns happening in every 2 year political cycle.

Loop_mktg

Loop_mktg incentivises customers to share relevant data, such as contact details, buying preferences and location. Data and insight enables clients to personalise communication direct to their customers. It optimises engagement and sales by creating a customer database with customer qualified demand insights. The business can act as an agency or as an affiliate. It will build its own set of first party data to be utilised in support of Loop_tkn adoption.

Problem

Digital marketing services agencies are fragmented around specialty service offerings with limited integration. Dataanalytics is largely confined to media buying that relies on engagement metrics provided by media owners. Content creation & audience engagement metrics are mostly serviced separately by different vendors.

Solution

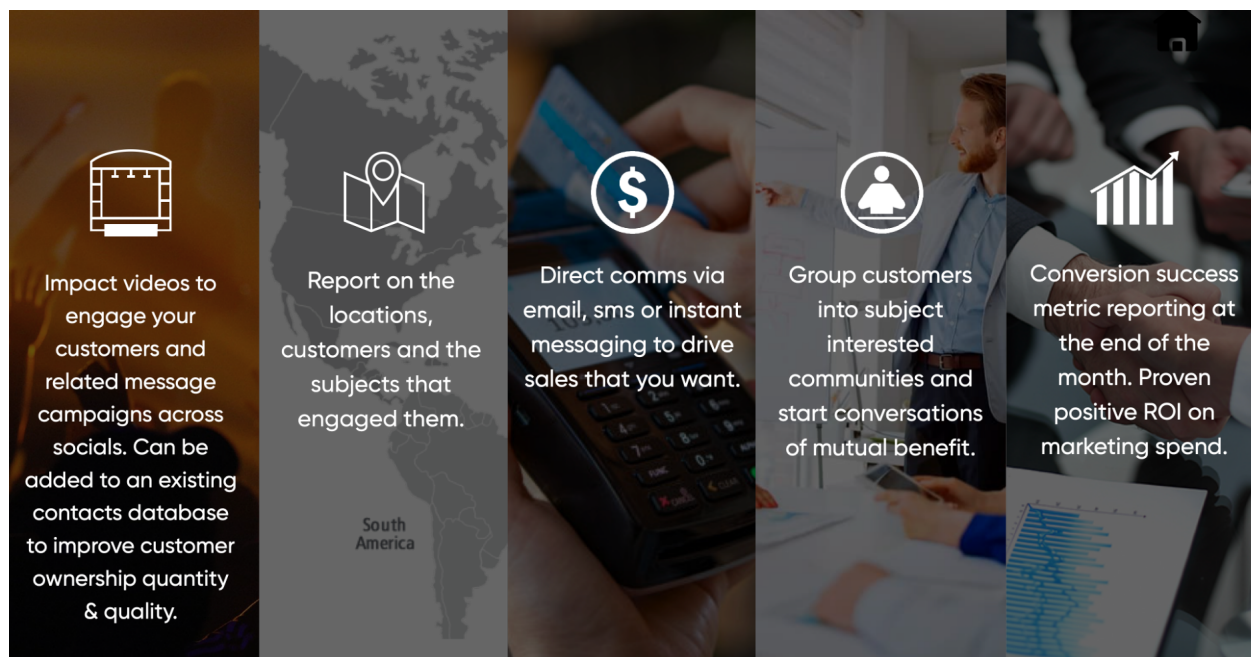
- Integrated service offering independent metrics.
- Report on locations, customers & subjects that engaged them.
- Group customers into subject interested communities & start conversations of mutual benefit.
- Direct comms via email, sms or instant messaging to drive sales that clients want.
- Conversion success metric reporting.
- Proven positive ROI on marketing spend.

Market opportunity

- Global adspend expected to reach \$785 billion by 2025
- Global CAGR of +13% expected in 2023
- Revenue in US market alone estimated at +\$20 billion in 2022

Benefits

- Unique marketing platform connecting clients to their key customers on a geographically sensitive basis, enabling ownership and management of their critical data.
- A tech platform that increases the value of data and sales across multiple markets finding bespoke demand.
- Globally scalable, huge traffic load bearing platform, handling traffic from global brands and users. Incentivise customers to share relevant data, such as contact details, buying preferences and location.
- Data and insights enables clients to personalise communication direct to their customers.
- Optimise engagement and sales by creating a customer database with insight on qualified customer demand.



Loop_rwrds

Loop_rwrds is a leading provider of cutting-edge technologies and services that leverages the antiquated discount coupon methodology to drive increased value from coupons back to consumers, brands, and retailers.

Loop_rwrds aggregates coupons through our proprietary technology that enables us to produce a Personal Universal Discount Barcode (PUDB) to each and every member accessing our services. In addition, we have a suite of tools including loyalty, banking, and communication tools that further magnify this value.

How we generate revenue

- We take a cut of all the converted coupons into giftcards.
- We anticipate this being between 25-40% depending on our customer retention figures and marketing push.
- We're able to ask the consumer to donate their transaction small change to good causes by driving this into impact funds we have influence over.
- Even if we don't eliminate the gift card through POS conversion we have already won just by the brand benefits.
- Key timing ad network to brands to phone and in store - location, timing, value.

Market opportunity

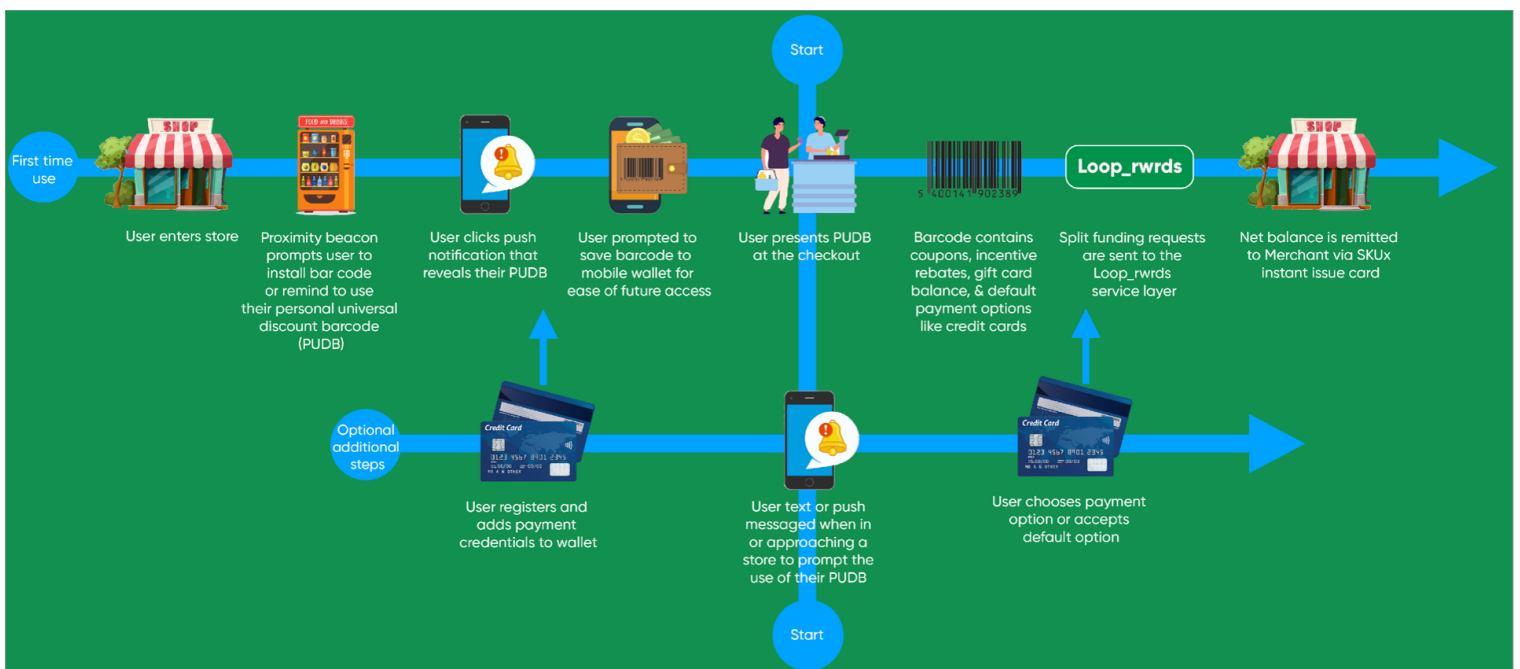
- At least \$1 Trillion coupon value is minted every year by USA brands.
- Only 0.3% of those coupons are converted at the POS.
- We envisage moving this to at least 5%, possibly 10%, representing a \$50B to \$100B market.

The brand problem

- Marketing presently does not enable an underwritten finance to customer acquisition provable conversion.
- Brands use coupons to address supply chain waste, without communication efficiency this does not work.
- Brands don't have a 1-1 relationship with their end customers, especially at the right moment in store.
- Historically coupons are dealt with generically, not specific to each customer.

The brand solution

- A universal barcode for all coupons in one!
- We tell the consumer what they saved at the POS leading to cross selling and up selling opportunities.
- We turn brand tax liability and marketing budget into guaranteed customer acquisition by addressing supply chain waste.



The consumer problem

- Coupons are messy & inefficient as evidenced by the conversion rate.
- Large inconvenience factor in trying to recall where & what coupons apply at the pressurised moment of checkout.

The consumer solution

- A digital universal barcode for all coupons in one.
- Conversion of coupons into "Giftcard" store of value behind the universal barcode - makes what started as a coupon feel like cash in their pocket.
- Timing - make the customer care because we give them money just as they are about to spend.
- Acquisition - we have the ability to capture 90% of the consumer footfall as they approach stores and get their coupon onto their phone when they most need it.
- Conversion - we can ensure the consumer thinks about the digitised store of value at the right moment by a national network of push messaging systems.

Benefits

- Finally a marketing product that can be underwritten by finance for customer acquisition.
- We make the consumer feel like they have won something by sweepstakes aggregation of coupon value.
- Win - charity benefits with money funnelled to impact funds.
- Win - brand benefits through supply chain waste control, customer retention and acquisition.
- Win - consumer benefits by saving money, conveniently.
- Win - retailer benefits through increased consumer footfall & sales.

Consumers

- Convert coupons to cash.
- Real time convenience (location specific, no messy bits of paper, individual bar code etc).
- Win rewards - chance element (gamification).

Brands

- Greater supply chain control.
- Higher redemption rates.
- Improved customer acquisition & retention.
- Dramatically improved tax deductibility.
- Dollar for dollar trackable marketing solution.

Retailers

- Increased basket size
- Faster checkout times
- Increased customer satisfaction (brand sentiment score)

Payments, rewards, marketing, community & network enablement platform

About Loop_cty

Loop_cty is a digital banking and loyalty as a service business offering to smart cities and similar endeavors, including:

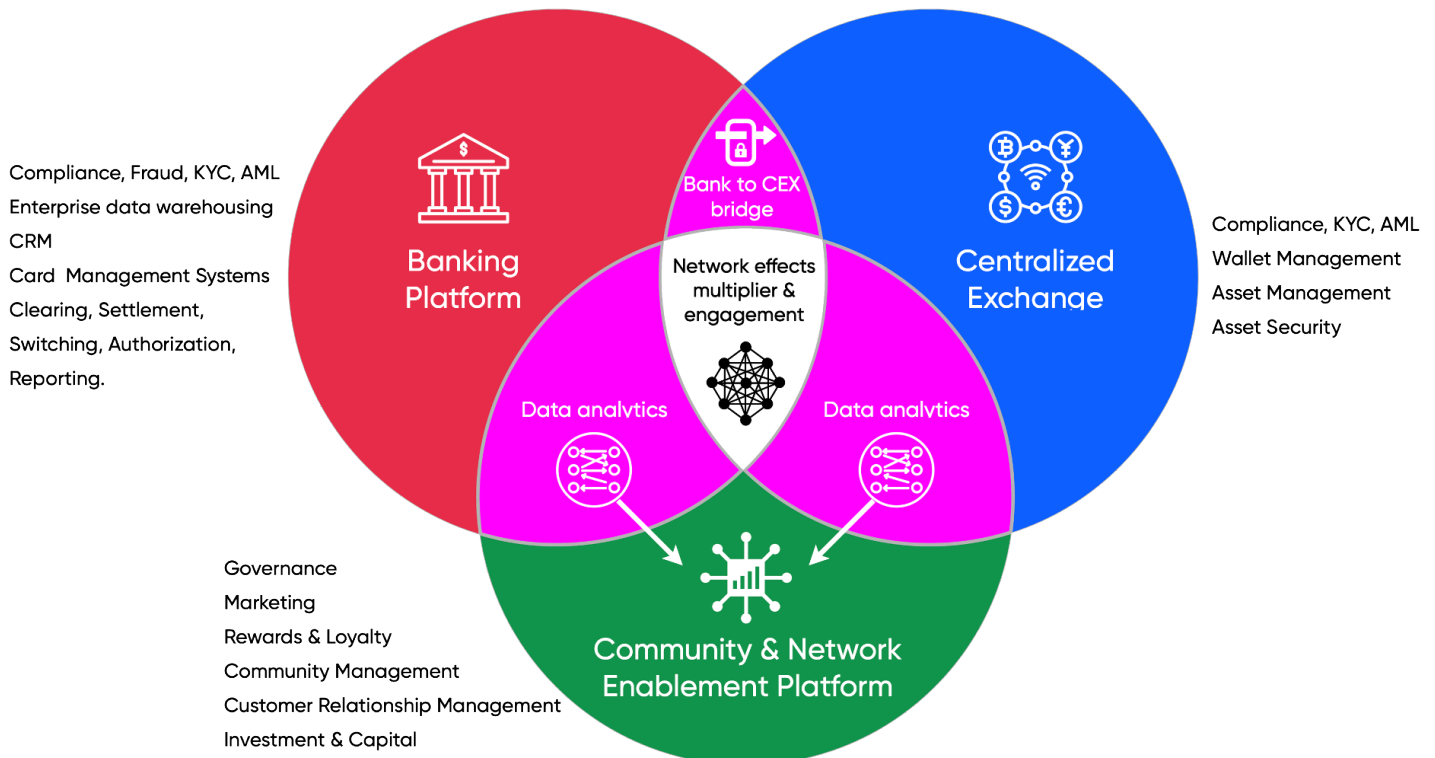
- Comprehensively integrated, end to end banking, digital, and crypto-enabled payments solutions.
- Sophisticated data analytics platform offering a significantly superior future for organizations and communities seeking to create value from data.
- Shared value and amortized risk wrapped in a powerful reward incentive underpinned by network effects economics.
- The rewards system enables networked communities by incentivizing participation & offers real value and stickiness for all participants.

Product suite




































- Acquiring solutions
- Issuing solutions
- Cryptocurrency solutions
- Loyalty & campaign management
- Event & membership prpgrams
- Digital & Mobile payment solutions
- Integrated wallet solutions - Apple, Google & Samsung Pay
- Smart City & Transit solutions

Digital banking solution platform functions

- Digital banking
- Multi-tenant
- Omnichannel
- Open API
- Pay-as-you-go
- Security



Smart City Payment Channels

 Fare Payments	 Public Transportation  Taxis  Car Parks  Ride Sharing  Bike Sharing  Museums  Stadiums
 Government Payments	 Taxes  Fees  Fines  Insurance  Donations
 Education Payments	 Tuitions  Course Fees  Enrollment Fees
 Utility Payments	 Electricity  Water  Gas  Recycling  TV  Internet
 Retail / Food Payments	 Shopping  Delivery  Ecommerce  Restaurants  Cafes
 Telecom Payments	 Phone  Network  Streaming Services

Features & Benefits

Target Customers

Start-ups
Banks and FI's
Federal and Provincial governments
Vertical Markets

Competition

As an end-to-end digital banking technology provider we merge traditional payments systems with Vertical Markets (like Transit & Smart Cities). These innovative solutions help the industry grow exponentially.

Model

Business model allows flexibility for customers:

1. Win-win revenue share structure
2. Software as a Service

Technology

Next gen technology allows less development costs, easy integration (plug and play). The technology enables customized reporting, monitoring and management within a few weeks.

Feasibility

Modularity allows less investment costs, buy on demand, competitive pricing,

Game Changer

By extending the layers it can be transformed into a Unified Platform for both horizontal and vertical markets

Governance

Decentralized multiplayer governance, finance, investment, & capital allocation in a Y Combinator styled startup accelerator.

Reciprocity & Rewards



Broad based utility and reward incentives, creating a dynamic ecosystem facilitating value exchange. Designed with network effects mechanisms, this drives ever increasing adoption and utility.

CONTACT

Thank you very much for reading the Loop_ white paper. We hope this widens your view of the world and helps you understand the importance of the endeavor we are pursuing. Should you wish to pursue investment opportunities, a complete Data Room is accessible upon request, subject to a non-disclosure agreement.

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