



A vibrant community-driven token that rewards long-term holders through game-changing reward features.

Introduction

LunaLand (LLN) is a peer-to-peer digital currency and store of value. Like digital gold, it aims to offer protection against inflation and infinite money printing. It is the antithesis of fiat currencies with unlimited supply potential. It not only has a finite supply, but it is also a hyper-deflationary supply coin which will burn most of the initial supply until the target supply of only 50 million coins is reached.

Starting with an initial supply of 1 Trillion coins, a total of 99.97% has been burned in regular cycles to date. The initial target of 1 Lunar distance in meters – the distance from the Earth to the Moon – namely 400 Million LLN has been achieved on the 20th July 2021 just prior to listing on a decentralized exchange. Since achieving this target, the team has decided to continue to deplete supply in the interest of our community. The new target supply is 50 Million coins.

Centralised platform token projects that aim to build a platform/ecosystem have a high degree of risk. Namely, there is execution risk, team risk, market risk and other risks which must be overcome for the project to produce real value and result in the appreciation of the coin price. LunaLand seeks to overcome this by not being tied to a centralised platform/project which impacts the price of the coin. It is a pure peer-to-peer digital currency and store of value, and its success will depend only on user adoption and the building of the LunaLand community.

While there is no platform/ecosystem that can directly influence the price of LLN, the LunaLand project team is building real-world applications for the currency to underpin the value of the coin.

Our Mission: Our mission is to develop a peer-to-peer pure digital currency and store of value which will be recognised as a cryptocurrency leader in terms of adoption, use and value.

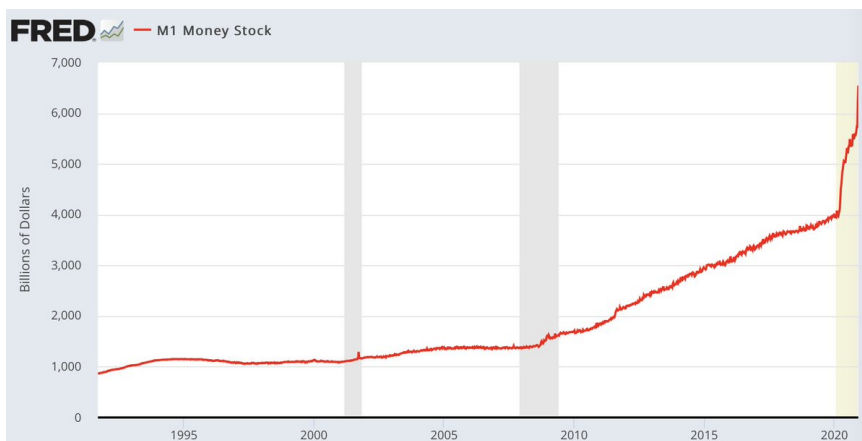
Our Vision: Create a new digital currency that becomes a top 10 cryptocurrency and is underpinned by real world use as not just a store of value but a medium of exchange.

Present Situation

Bitcoin was launched in 2009 in the wake of the Global Financial Crisis (GFC) of 2007-2008. In the wake of failure of the traditional financial system, a monumental increase in money printing, the aim was to create a new digital currency and a new financial system. Free from the control of governments, powerful corporations or any one individual and with a finite supply, the aim was to give the power back to the people. In the last decade, Bitcoin has become the 17th largest currency in the world and the only one with a finite supply.

#	Currency	Market Cap	Price	Circulating Supply	Max Supply
1	CNY	1,083,291,630 BTC	478 sats	226,210,000,000,000 CNY	Unlimited
2	USD	624,992,685 BTC	3,061 sats	20,414,723,562,000 USD	Unlimited
3	EUR	514,716,522 BTC	3,728 sats	13,804,076,000,000 EUR	Unlimited
4	JPY	420,367,853 BTC	27 sats	1,503,139,000,000,000 JPY	Unlimited
5	GBP	144,400,804 BTC	4,331 sats	3,333,480,000,000 GBP	Unlimited
6	KRW	126,527,122 BTC	2 sats	4,606,922,000,000,000 KRW	Unlimited
7	INR	79,705,447 BTC	42 sats	189,612,000,000,000 INR	Unlimited
8	CAD	75,117,915 BTC	2,532 sats	2,966,079,000,000 CAD	Unlimited
9	HKD	62,371,697 BTC	394 sats	15,807,758,000,000 HKD	Unlimited
10	AUD	58,410,268 BTC	2,369 sats	2,465,000,000,000 AUD	Unlimited
11	TWD	56,505,057 BTC	110 sats	51,137,274,000,000 TWD	Unlimited
12	BRL	49,217,462 BTC	606 sats	8,113,097,000,000 BRL	Unlimited
13	CHF	39,261,228 BTC	3,409 sats	1,151,583,000,000 CHF	Unlimited
14	RUB	24,884,983 BTC	42 sats	59,206,000,000,000 RUB	Unlimited
15	THB	22,790,920 BTC	98 sats	23,234,000,000,000 THB	Unlimited
16	MXN	19,293,043 BTC	154 sats	12,504,356,197,000 MXN	Unlimited
17	BTC	18,729,675 BTC	100,000,000 sats	18,729,675 BTC	21,000,000 BTC
18	SAR	17,995,447 BTC	816 sats	2,204,765,000,000 SAR	Unlimited
19	SGD	17,260,861 BTC	2,313 sats	746,142,000,000 SGD	Unlimited
20	SEK	16,725,509 BTC	370 sats	4,515,906,000,000 SEK	Unlimited

Now in the post COVID-19 pandemic world, we are faced with a similar situation, with infinite money printing, rising inflation and a traditional financial system that has left many ordinary people behind. In fact, the scale of money printing and government control has increased exponentially in the last 20 years. The US Federal Reserve data shows the scale of recent money printing, which dwarfs even the incredible levels of 2008-2009



Infinite money printing, a financial system skewed towards the elites, and an absence of rewards for the 99%. Something is broken. LunaLand's launch is perfect to address these problems and create a peer-to-peer digital currency and store of value with a depreciating supply that builds on the success of leading cryptocurrencies that came before!

LunaLand (LLN) Coin

LunaLand (LLN) is a peer-to-peer digital currency and store of value. It will enable you to easily send money online and be used as a medium of exchange. There is no mint function, so supply is limited. The number of LLN in use can only decrease over time, making it the antithesis of modern fiat currencies. A digital currency utilising the power of the blockchain to bring transparency, security, and low transaction fees.

It is a BEP-20 token built on the Binance Smart Chain (BSC) with an initial supply of 1 Trillion coins. It is a hyper-deflationary coin with a burn function that will burn supply until a total of 50 Million coins remain. The burn function will be utilised until 99.99% of all coin supply is burned.

With a finite, deflationary supply, the aim is to put a price floor on the coin and reward early adopters and token holders over time. This is accomplished by a high initial supply that will keep the initial entry price low to encourage trading and coin adoption as the supply is deflated.

Features Summary

- **Initial Target Supply** – The distance from the earth to the moon is 400,000,000 meters. LunaLand's initial target supply is 400,000,000 coins. Target achieved 1 day prior to DEX listing.
- **Current Target Supply** – 50,000,000 coins.
- **Manual Burns** – Regular burn cycles to reduce supply by 99.99% from 1 trillion to 50 million coins.
- **Hyper-Deflation** – Hyper deflationary supply to increase upward price momentum.
- **Reward Holders** – Controlled burns do not penalize buyers/sellers via a tax and encourage trading and liquidity while still rewarding holders.
- **Encourages Trading** – Encouraging liquidity by rewarding early adopters and putting a minimum of 50% back into liquidity pools. No tax on buying and transfers to encourage holding, short term sell tax of 22% (going back into marketing and liquidity) if selling within 6 months of purchase, and coin rewards to holders gives you the best of both worlds!
- **Low Entry Price** – A supply of 1 trillion coins is intended to provide a low entry price and reward holders with unlimited upside potential.
- **Low Slippage** – LunaLand has no tax on buys and transfers and offers extremely low slippage trading. We recommend setting slippage at 0.5%. This is compared to other deflationary tokens with slippage of 20%. Our belief is that slippage negatively affects investors and unfairly advantages token developers and as a result we have decision to create a community driven deflationary token that rewards holders, is transparent and does not seek to disadvantage investors and holders. We do have a short term sell tax of 22% (15% going back into liquidity and 7% going into marketing) if a holder decides to sell within 6 months of purchase.

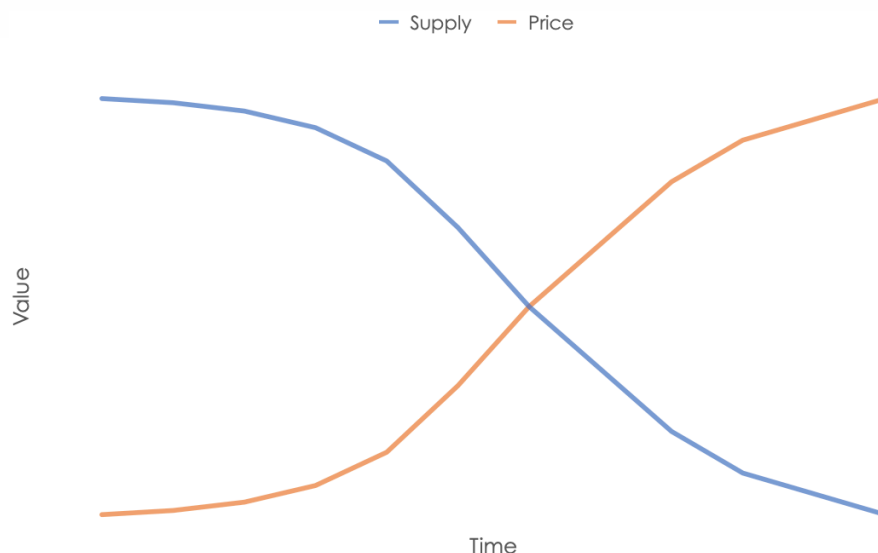
Manual Burn

One of the key features of LLN is its finite hyper deflationary supply. With an initial supply of 1 trillion coins, LunaLand will have regular burn cycles until 99.99% of the coins are burned and the target supply of 50 million coins is reached. Manual burns that are controlled by the team means that the burn is finite and controlled. Regular cycles and clear communication will ensure that the community is informed and rewarded as we grow. The regular burn cycles and conditions will be communicated and tracked at the official website www.lunaland.io.

There are several novel features of the LunaLand burn strategy that aims to reward holders and benefit the community. We set out below the key features and conditions of the LunaLand burn strategy.

Burn Strategy and Conditions

- **Burn Cycle** – LunaLand will implement at burn cycles which will burn an increasing number of coins until target supply is reached.
- **Random Burn Amount** – Each manual burn will burn a range bound randomly selected – via a random number generator – number of coins which will increase as coin adoptions grows.
- **Burn Range** – As account holders grow, so will the number of coins burned. A randomly selected burn amount will be chosen from an increasing range that will grow by an order of magnitude (10X) as the number of holders grows. Starting with a range of 1M-10M, the range will be increased for every order of magnitude increase in holders starting from 10 holders.
- **Communication** – Each burn will be announced to the community before the burn function is invoked and a burn countdown timer on the official website will inform the community when the burn is taking place.
- **Burn and Earn** – With each burn, we burn a minimum of 90% of the burn amount and distribute up to 10% proportionally to holders.



Community Rewards & Easter eggs

The soul of this project is rewarding the community as we grow. There are numerous mechanisms which will reward early adopters and holders. Those that invest early, earn the most rewards.

As the project grows, there will be additional features and benefits ('Easter Eggs') announced designed to reward holders. This section will be updated to incorporate newly announced schemes.

Our first Easter Egg is the announcement of the launch of the **LunaLand Store – A Store of Value**. The store will sell merchandise and accept payments in LunaLand. We aim to partner with merchants to offer merchandise at a discount to reward our community and provide the backbone of the real-world use case of LunaLand coins as a digital currency and a medium of exchange.

Additional Community rewards will be announced, but to give you a sense of what we aim to achieve, below is a non-exhaustive list of some of the features and benefits.

Additional Easter Eggs will be announced, but to give you a flavour of what we aim to achieve, below is a non-exhaustive list of some of the features and benefits.

Community Rewards

- LunaLand – A Store of Value – A LunaLand store will be launched in 2021 which will offer exclusive merchandise and only accept payments in LunaLand.
- NFT Badges – LunaLand designed NFT badges to be issued to holders for joining and helping to grow our community as well as offered to our influencers and the general public.
- Luna Calendar Airdrops – Internal Lunar phase airdrops to reward holders depending on the phase of the moon.
- Burn and Earn – Up to 10% of each burn will be distributed to holders.
- Rise and Prize – For every doubling of the price (starting at \$0.01 and 100,000 LLN) we will double the size of the LLN which will be distributed to holders.

We aim to reward holders with a long term mentality and also ensure that no investors is able to take advantage of the rewards while disadvantaging other holders. As such, we have implemented holder eligibility to qualify for our rewards:

Eligibility Criteria:

- Holders that have not sold any LLN
- Holders that have bought more than sold (larger balance over time)

Many more easter eggs and community rewards will be announced in due course!

Utility

Our aim is to ensure LunaLand has real world utility as a digital currency and can be used not just as an investment vehicle and a store of value, but as a medium of exchange. We believe the ultimate utility of a digital currency, just with fiat currencies is for it to be used as a medium of exchange in the purchases of goods and services.

As a result, our long term goal is to develop multiple components of LunaLand to ensure we maximise the utility of the coin. We have two main utility components and a multitude of other utility goals. Our focus will be on developing the two main components first, before we prioritise the development of other goals.

LunaLand Store - A Store of Value

The store will sell merchandise and accept payments in LunaLand.

Merchant Store - We aim to partner with merchants to offer merchandise at a discount to reward our community and provide the backbone of the real-world use case of LunaLand coins as a digital currency and a medium of exchange. We see two main benefits of this:

- The benefit for our community to be able to use LLN as a medium of exchange to purchase real world products.
- The benefit to the merchant to be able to offer their products to our large and growing community and potentially gain customers without the need to spend marketing dollars.

LunaLand Blockchain

Ultimately, the team at LunaLand has always had the ambition to develop our own Blockchain once the project reaches critical mass. Given the cost and complexity of building a new LunaLand blockchain, we need to ensure we grow to an appropriate size to make this goal feasible. We believe at 10,000 holders, which we aim to achieve by 2022, we will have enough user adoption and critical mass in the project to develop our own LunaLand blockchain.

At this point, we will provide further announcements in terms of protocols and technical considerations (including the type of mining consensus to be used) to be used for the design and launch of our own Blockchain.

We are excited about the future potential of LunaLand and would see the LunaLand blockchain as a crowning achievement of the project!

Roadmap

Our Vision is to create a new digital currency that becomes a top 10 cryptocurrency and is underpinned by real world use as not just a store of value but a medium of exchange. There are several tactical milestones we need to achieve to realise our vision. The roadmap below aims to provide clear goals that are informative and ambitious.

ROAD MAP

Q2 2021

- Design and creation of LUNALAND
- Launch of Pre-sale
- Whitepaper published
- Marketing team initiates campaigns

Q3 2021

- Launch LUNALAND of PancakeSwap
- Further ecosystem development
- Expansion of marketing campaigns to drive coin adoption
- Initiate development of LUNALAND online store and app
- Listing LunaLand on additional DEX

Q4 2021

- Launch LUNALAND store
- Merchandise partnerships in place
- Listing on Coinmarketcap (CMC)
- Listing on CoinGecko
- Merchandise partnerships for LUNALAND store

2022 & BEYOND

- Listing of centralized exchanges - Binance, Kraken and others
- Develop LunaLand Blockchain

Tokenomics

LunaLand Contract

Name: LunaLand

Symbol: LLN

Decimals: 18

Contract Address: 0x2a354f59ed1dd485129891e718865eb55ebdb8b3

Initial Supply: 1 Trillion

Initial Target DEX Launch Supply: 400 Million

Ultimate Target Supply: 50 Million

Burn Function: Yes

Mint Function: No

Network: BSC Mainnet – BEP20

Liquidity Pool: As per PancakeSwap

TOKENOMICS

1T

INITIAL SUPPLY

320M

CURRENT SUPPLY

50M

TARGET SUPPLY

99.97%

SUPPLY BURN
TO DATE

BEP 20 Token

The LunaLand (LLN) coin is a fully compliant BEP20 Binance Smart Chain (BSC) token. There are several reasons why we have opted for a BEP20 token over other networks, some of which are:

- Low transaction costs - The current cost of transferring \$1,000,000 worth of LunaLand tokens is \$0.05 (at the time of writing). In comparison, the cost of doing the same on the Ethereum network can be 1000x higher, or more, depending on congestion on the network.
- High-speed block creation - In recent tests when distributing LunaLand tokens to our investors, we found sending large amounts of LunaLand did not take more than 8 seconds to reach the buyer. Again, using Ethereum as an example, blocks can take several minutes or sometimes up to an hour to create, depending on network congestion.
- Mining on the network is more environmentally friendly: Bitcoin and Ethereum currently use a proof-of-work (PoW) algorithm to solve complex mathematical problems and form a consensus to verify a block. The PoW mechanism creates a world-wide competition to solve the mathematical problem and thus results in very high-power consumption due to competing actors in the network attempting to outperform each other with high-powered mining hardware. The Binance Smartchain network use the Proof of Staked Authority (PoSA) mechanism. It is a hybrid between Proof of Authority (PoA) and Delegated Proof of Stake (DPoS). This consensus model can support a short block time and low fees, and it only requires 21 validators to run. Validators take turns to mine (verify) blocks which results in a much more power efficient mining process.
- Ability to utilize Pancakeswap as a first exchange: Using a BEP20 token means we can immediately utilize the Pancakeswap exchange and list LunaLand on an exchange immediately after the presale comes to an end. Pancakeswap is one of the largest decentralized exchanges on the planet with over \$600 million of trading every month (at time of writing).