

A new GAMEFI
GAME+DEFI project





WHAT IS LULU MARKET?

LULU Market is a new *GAMEFI*, which combines the advantages of *NFT* and *DEFI*, also with the concept of *O2O*. It helps to empower the real economy industry and breaks the blockchain wall.

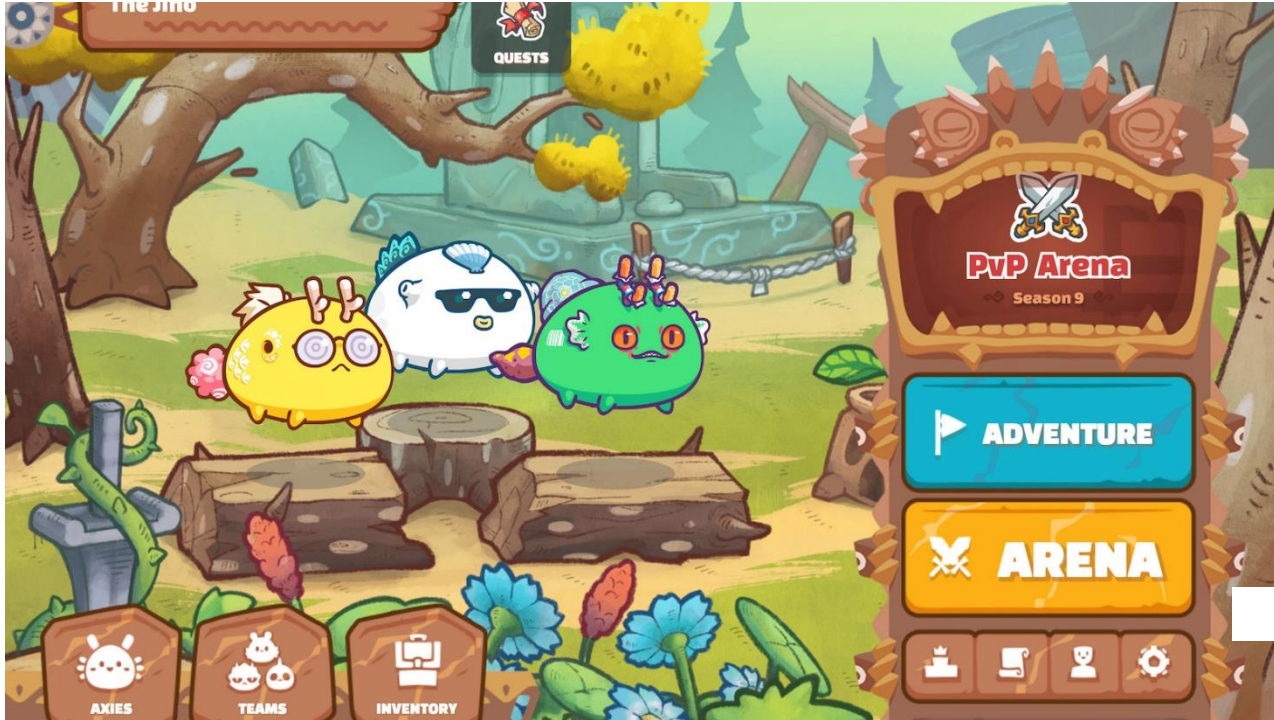
LULU Market has created a unique game experience and market trading mechanism. Players can obtain land permits through auctions for daily planting and mining. There are also markets for players to trade commodities. These commodities are all necessary raw materials for the factory to produce goods.

What's more, when the factory gets raw materials from players and produces goods, **players can get real goods in the real world.**

Metaverse
“HAY DAY”



Reference 1 (NFT games)



CREATE DATE:
02/2018

MARKET CAP:
2 billions

DEVELOPER:
SkyMavis

GAME STYLE:
battle NFT games, players buy elves
for battles, upgrades, incubation
and sell them to make money.

AXIE
INFINITY

Reference 2(Synthetic Products)

SYNTHETIX

SYNTHS STATS STAKE

THE DERIVATIVES LIQUIDITY PROTOCOL

Synthetix is the backbone for derivatives trading in DeFi, allowing anyone, anywhere to gain on-chain exposure to a vast range of assets.

[LEARN MORE](#)



CREATE DATE:
09/2017

MARKET CAP:
300 million

DEVELOPER:
Kain Warwick

GAME TYPE:
A decentralized synthetic asset trading platform simulates virtual products with other prices for trading.

SYNTHETIX



We combine **AXIE** and **Synthetix**
to create greater values!

ROLES and GAMEPLAY

At the 1st stage, there are 7 characters, including farmers, miners, vendors, wholesalers, speculators, manufacturers, and bankers. Below we give a brief introduction to each role:

4 ROLES in 1st STAGE

These 4 roles constitute the initial economic loop of LULU MARKET, from farming, manufacturing to finished product delivery.



ROLE: Farmer

PROVIDERS OF SPOT RAW MATERIALS IN THE MARKET, THEY SPEND THEIR OWN ENERGY AND TIME TO GROW CORRESPONDING AGRICULTURAL PRODUCTS.

THE TYPES OF FARMERS' OPERATIONS ARE MAINLY CROPS AND FRUITS, SUCH AS WHEAT, CORN, SOYBEANS, AND GRAPES. AS LONG AS THEY COMPLETE THE DAILY TASKS ON TIME, THEY CAN GET THE REWARDS THEY DESERVE.

THEY ARE LABORERS WORTHY OF RESPECT.



ROLE: Miner

PROVIDERS OF SPOT RAW MATERIALS IN THE MARKET, THEY SPEND THEIR OWN ENERGY AND TIME TO MINE THE PRECIOUS METALS.

THE TYPES OF FARMERS' OPERATIONS ARE MAINLY METALS, SUCH AS GOLD, SILVER, COPPER, NICKEL. AS LONG AS THEY COMPLETE THE DAILY TASKS ON TIME, THEY CAN GET THE REWARDS THEY DESERVE.

THEY ARE LABORERS WORTHY OF RESPECT.



ROLE: RETAILER

THE RETAILERS GET UP EARLY, IN ORDER TO REDUCE THE COST OF GOODS, AND CONTROL THE PRICE OF MATERIALS AS MUCH AS POSSIBLE.

THEY WILL TRADE MATERIALS IN FUTURES MARKET AND SUPPLY THEM TO THE FACTORY FOR PRODUCTION.

AS A GOOD VENDOR, THERE IS ALWAYS A WAY TO GET LOW PRICES OF PURCHASED GOODS.



ROLE: Manufacturer

THE MANUFACTURER COLLECTS MATERIALS FROM THE RETAILERS AND PROCESSES THEIR DEMAND TO PRODUCE REAL GOODS. THESE GOODS WILL EXIST IN THE REAL WORLD AND CAN BE DELIVERED TO THE PLAYERS IN THE REAL WORLD, WHICH IS THE GREATEST CHARM OF LULU MARKET GAME.

IN ADDITION, PLAYERS CAN ALSO CHOOSE TO OBTAIN THE NFT OF THESE GOODS, THEY HAVE THE RIGHTS TO REQUEST DELIVERY AT ANY TIME.

3 ROLES in 2nd STAGE

These 3 roles constitute the market trading system in LULU MARKET. Active trading makes other roles reduce production costs.



ROLE: Wholesaler

WHOLESALE IS A SPECIAL CHARACTER WHO CAN PROVIDE SPOT MATERIALS TO THE MARKET. THEY PURCHASE THEM DIRECTLY FROM FARMERS AND CRAFTSMEN. THE RETAILERS SYNTHESIZE THE MATERIALS FOR GOODS.

THEY ARE RAW MATERIAL TRADERS, PLAY AN IMPORTANT ROLE IN THE MARKET PROVIDING SALES CHANNELS FOR THE FARMERS AND ARTISANS, AND ALSO PROVIDING SYNTHETIC MATERIALS FOR THE PRODUCTION OF FACTORIES.



ROLE: Banker

WHERE THERE IS A MARKET, THERE ARE BANKS; AS LONG AS THERE ARE FUNDS, THERE WILL BE BANKERS. BANKERS USE LEVERAGE TO ACTIVATE MARKET TRANSACTIONS, ALSO PROVIDED NECESSARY ASSISTANCE TO THE RETAILERS, ENABLING THEM TO USE A SMALLER AMOUNT OF CAPITAL TO OBTAIN SUFFICIENT RAW MATERIALS.

BANKERS MAKE PROFITS BY LENDING FUNDS, GET STABLE INCOME WITH LOW RISK, WHICH IS A GOOD CHOICE FOR LARGE CURRENCY HOLDERS.



ROLE: Hedger

HEDGER IS A VERY INTERESTING CHARACTER, THEY ARE THE SMARTEST TRADERS IN THE MARKET.

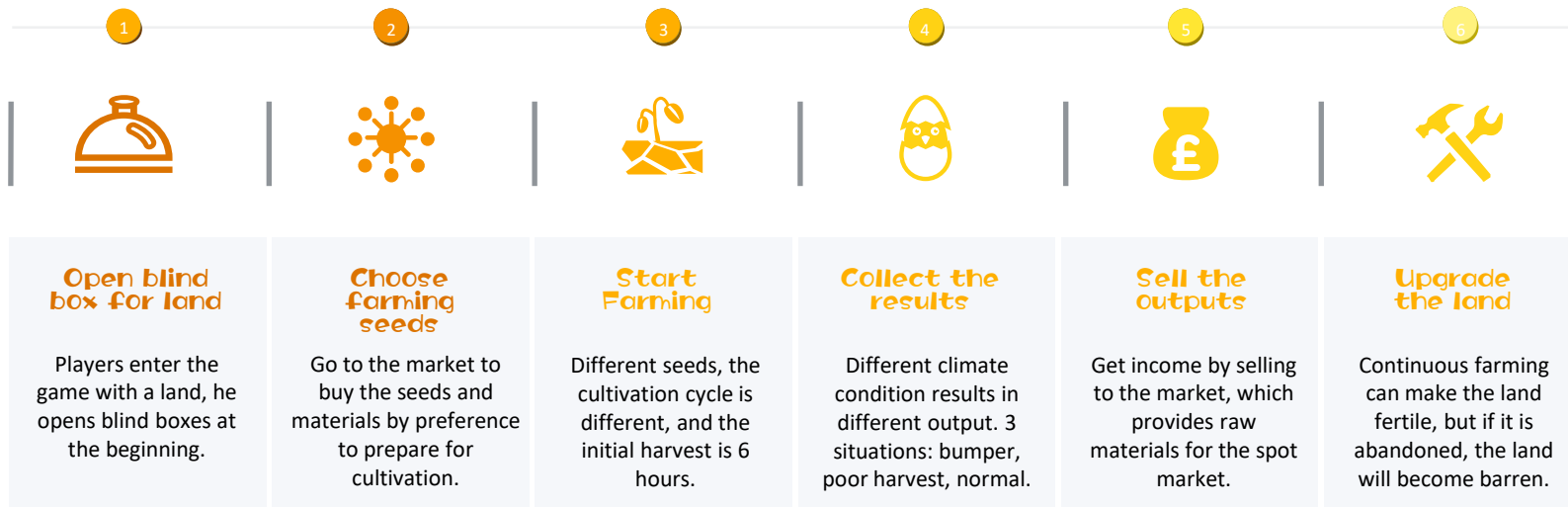
THIS ROLE CAN BUY LONG, ALSO CAN SELL SHORT. IN PARTICULAR, HEDGERS CAN SELL SHORT EVEN WITHOUT ANY POSITIONS, I.E. NAKED SHORT.

HEDGERS ARE PROFESSIONAL PRICE HUNTERS, THEY MAY ALWAYS WIN CONSIDERABLE PROFITS.

Farmer's Workflow

Farmer is the basic role in the game, and his gameplay is the entry level of the entire LULU Market game.

But he is the **base of the game**, and the majority, so he is **an important role in attracting more players**.



Retailer's Workflow

The role of retailer plays as a bridge, he collects raw materials from the spot and futures markets, and then delivers to the factory to **synthesize goods**, and finally gets real goods.



Manufacturer's Workflow

Here is how the real economy integrates with games and sells goods through GameFI.





Currency System

In the economic system of LULU MARKET, players mainly play games by staking LUCK coins for LUSD coins.

Players can mine LUCK coins through farming, producing, trading and other activities.

In addition, some important core assets in the game will be purchased using LUCK coins, such as business licenses and some precious lands.

Source of Income



1

Sell Blind Box



Players use various crypto currencies to purchase blind boxes in the game, supporting Bitcoin, Ethereum, USDT, BNB, etc.

2

Transaction Fees



A small percentage of transaction fees will be charged as a fee for trade such as seed, spot, and futures trading in the market.

3

Sell License



Various trading facilities, such as the Sugar Futures Exchange, are obtained by auction since they are limited provided.

4

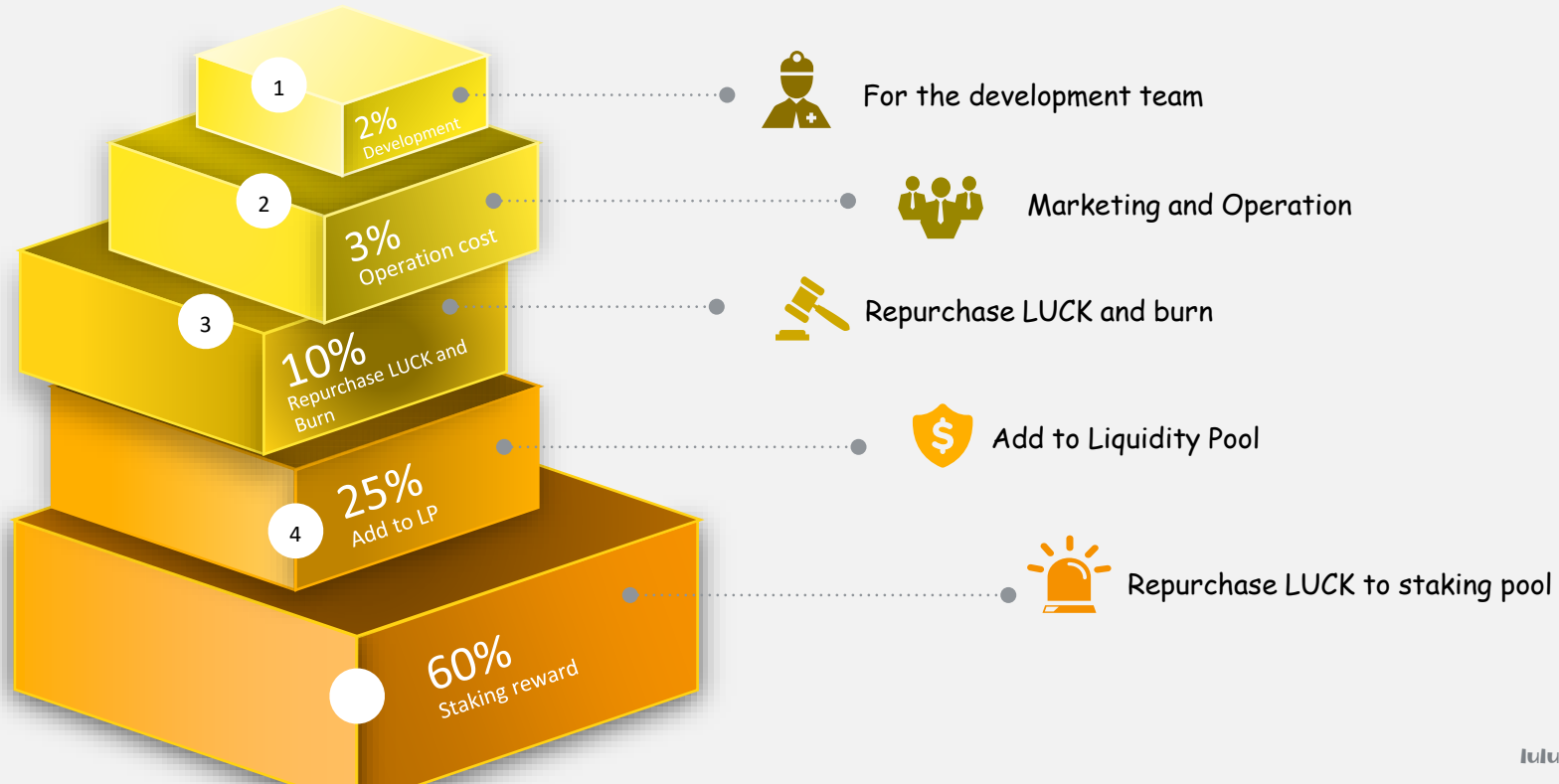
Research for new Varieties



The research center continuously invests in new varieties of products, through crowdfunding, promotes the research for more products in the market.

Distribution of Revenue

All income distribution plans are made by smart contracts. Once it is decided that it cannot be changed without authorization, the modification of the plan requires the launch of DAO voting governance.





1st round of opening offer

The farm plot minting event starts, it is the 1st round of minting. The core player communities are established and the community operating mechanism is set.



Project is launched

Overall game design and planning, economic model is set, game algorithm research is done, smart contract engine development, release of LUCK coins.



12/1
2022



Global Cooperation is established

Prior to this, the 2nd round of opening offer is completed, and LUCK is listed on the major exchanges. 3rd party cooperation is established. The global market continues to expand.

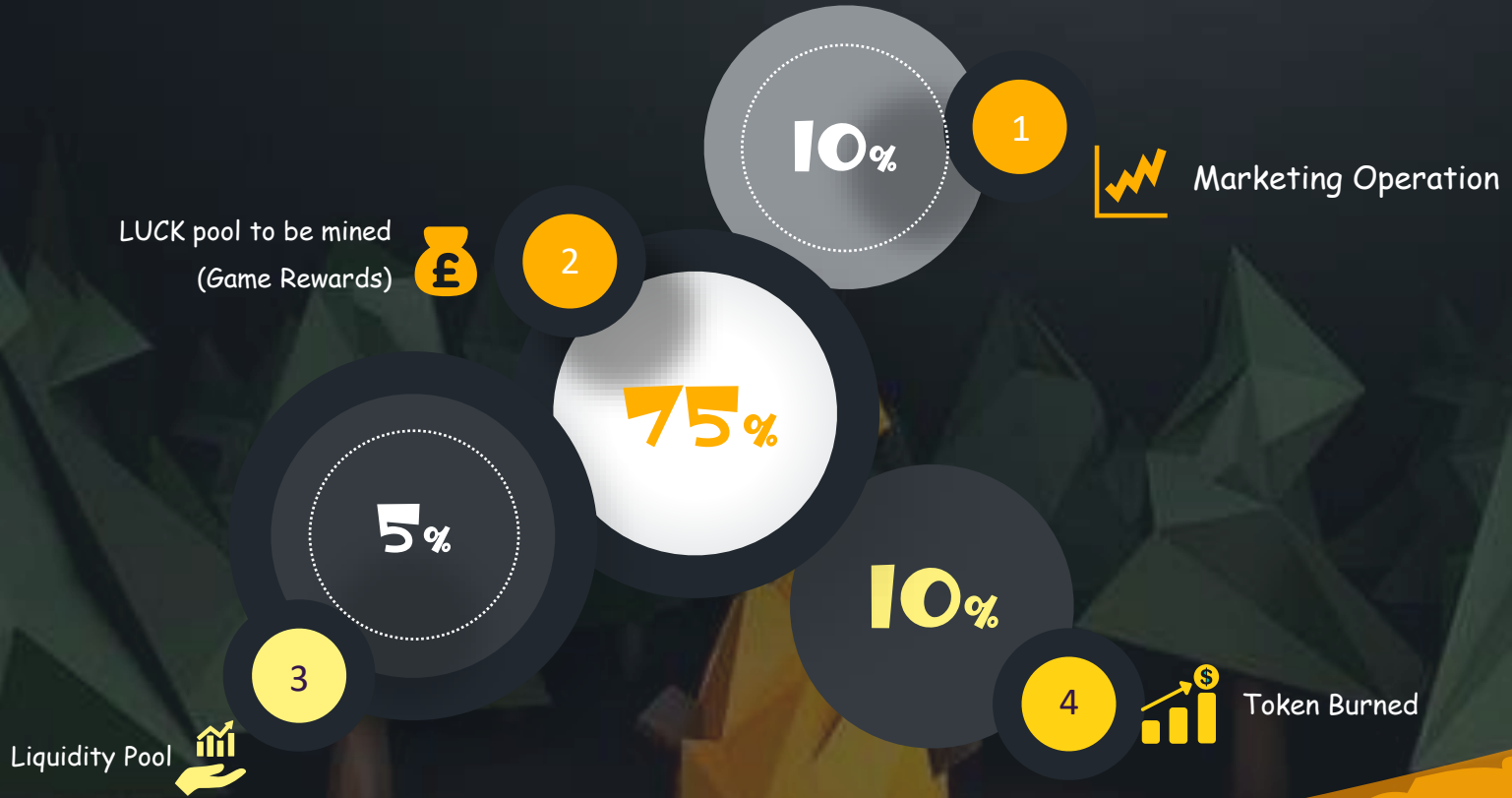


A Key Milestone



V1.0 game is live

The game starts public beta stage, and DAPP V1.0 is launched on the test net. The game V1.0 is launched, and the election of the batch governance nodes starts.



TOTAL LUCK
10,000,000,000

Use of LUCK

Luck can be staked into the reward pool, and profits will be automatically distributed at 0:00 GMT every day

Staking

1



Auction



Some resources in the game need to be auctioned with Luck, such as running important market facilities.

2

Purchase

3

The goods synthesized by the manufacturer become NFT and can be purchased with Luck coins in the NFT trading market.



PLAY TO PRODUCE

Get the BEST market price to Produce a PERFECT product for
the metaverse world

Welcome to our **3rd** Round of plot minting

 **RARE FARM PLOT**

\$0.30 BNB

GET

1 Rare Farm Plot

LULU MARKETS

A magic NFT world



The
END

Thank you

for watching