LODICOIN

White Paper

2021

Content

Legal Disclaimer

Mandatory Reading Prior the Use of LODIAPP Ecosystem and Purchase of LODICOIN

This Lodicoin White Paper ("White Paper") aims to provide the public with information regarding the LODIAPP Ecosystem and LODICOIN. At the outset, notice is hereby given that LODICOIN is a utility token and cannot be considered as a share nor security of any type under Republic Act No. 8799, or the Securities Regulation Code. The public is encouraged to conduct due diligence and to take legal advice prior to the use of the LODIAPP Ecosystem and purchase of LODICOIN.

This White Paper is informational only and serves to guide the public in the use and features of the LODIAPP Ecosystem. It is not an invitation for its readers to purchase LODICOIN nor does it represent a commitment of any of the functionality of the LODIAPP Ecosystem and the LODICOIN as a utility token.

LODI Technologies Incorporated ("LODITECH")reminds the public that the use of the LODIAPP Ecosystem and purchase of LODICOIN involve significant risks. These risks include the possibility of loss of value of the LODICOIN in the future and the token's non-guarantee of meeting the user's needs or expectancies. Thus, in case of doubt in the use of the LODIAPP Ecosystem and purchase of LODICOIN, LODITECH strongly urges the readers and interested parties not to use the ecosystem nor purchase any LODICOIN, without a prior consultation with legal, financial, and other professional digital asset experts for further guidance.

The use of the LODIAPP Ecosystem and the subsequent purchase of LODICOIN necessarily imply that the user assumes the risk of its loss of value and understands that the LODICOIN's present functionality and purpose are all that it can offer. Accordingly, purchasers further waive any recourse, claim, and action against LODITECH in the event the LODICOIN depreciates or loses value, the LODIAPP Ecosystem ceases to function, or if the platform and/or the ecosystem fails to meet expectations.

As a reiteration, the LODIAPP Ecosystem is an independent digital system and LODICOIN serves as its exclusive utility token for the access and use of the LODIAPP Ecosystem. The LODICOIN is NOT a share nor security. As a mere utility token, LODICOIN is valuable only insofar as it is designed to work within the LODIAPP Ecosystem. LODICOIN, as a utility token, does not grant the users any kind of ownership or interest in LODITECH nor does it serve as an investment; there is no promise, much less guarantee, that LODICOIN will increase in value.

The public is requested to read and understand this White Paper in its entirety and review the relevant laws and regulations in their respective jurisdictions.

01. Introduction

Blockchain technology promises new economic, social, business, and technological models that can have a profound, positive impact on business and society. Innovation leaders, enterprises, and even individuals are harnessing disruptive blockchain technology to leverage its core benefits like high security, transparency, and accelerated processing.

As blockchain continues to revolutionize nearly every industry, the art and sports industries are no exception. NFTs, or non-fungible tokens, are transforming the art and sports industries as one of the biggest offerings of blockchain. An NFT empowers individuals and businesses to tokenize any asset – such as artwork, audio, video, collectible, or real estate – and then monetize the same.

However, many global regions – such as the Philippines – are still deprived of ingenious solutions like NFTs. Consequently, content creators continue to adopt the conventional and offline ways to sell their work, which limits their earning opportunities.
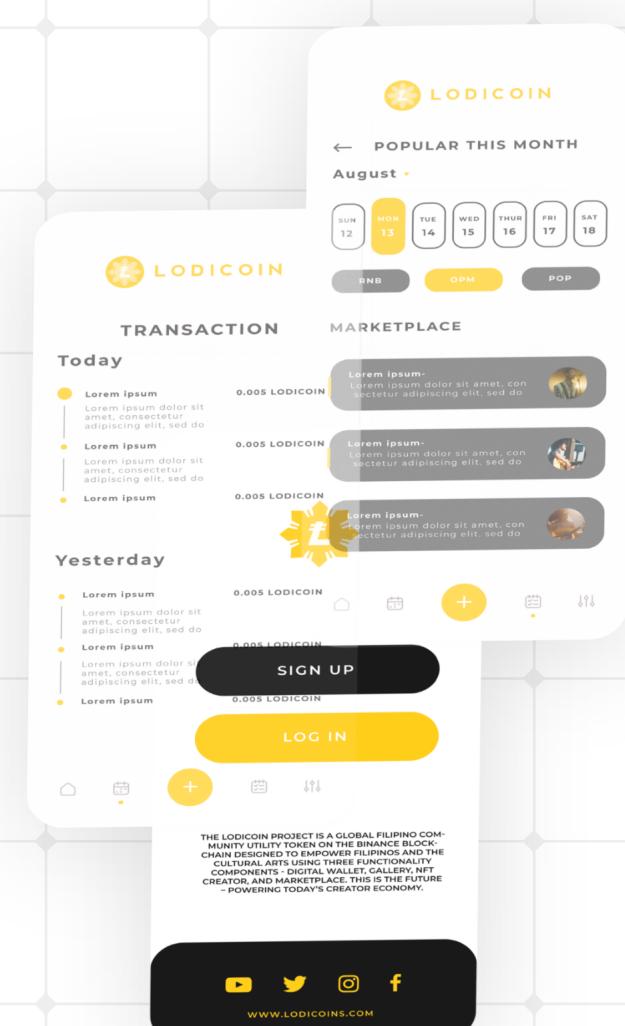
LodiApp aims to solve this problem by enabling content creators to leverage the potential of NFTs to monetize their work. LodiApp will offer a comprehensive ecosystem comprising NFT Creator, NFT Wallet, and NFT Marketplace to enable content creators to create, store, and sell NFTs.

02. Current Market Overview

The Philippines houses a large number of social media users in the world. In January 2021, the number of social media users in the Philippines was 89 million, which was equivalent to 80.7% of the total population in January 2021. The number of social media users increased by 16 million (or by 22%) between 2020 and 2021.1

Despite a large number of social media users in the Philippines, content creators and digital artists are unable to monetize their content online.

Challenges faced by the content creators

2.1.1   Black swan event

Uncertain events like the COVID-19 pandemic have serious repercussions on people's lives and their earnings. The COVID-19 pandemic and the lockdown have shut down many brick-and-mortar businesses, leaving many jobless – local content creators and artists are no exception. The virus has compromised economies worldwide, creating a potentially more catastrophic financial pandemic than the viral pandemic itself.

Black swan events like these are one of the biggest businesses, especially small and medium-sized enterprises. There is an indispensable need for a solution that can enable businesses to perform uninterrupted operations regardless of any natural calamity or pandemic.

2.1.2   Limited presence or barriers to global reach

Local businesses, or offline businesses, have limited exposure. Their reach is confined to a nearby audience, which reduces their earning opportunities. Although businesses have started realizing the inevitable need for digitization and are taking their offerings online, they are still unable to sell to the global audience due to the transaction barrier. The use of fiat currency makes cross-border transactions expensive and time-consuming. The transaction fee charged for such transactions takes a large chunk of businesses' earnings.

2.1.3   Lack of platforms that could empower content creators to monetize their content

The inexistence of online platforms designed specifically to list artists' work is one of the major challenges that content creators have to address. The online platforms available currently either do not target the right audience or list multiple businesses, limiting the recognition for artists. This is why artists are unable to exhibit their work to the right people and monetize the same.

The need for a dedicated global online platform for content creators is indispensable, to let them maximize their earning opportunities.

2.1.4   Profit sharing

The conventional method requires the content creators and creatives to be part of a big company or an agency to promote their work among the target audience. These

2.1 Challenges faced by the content creators

companies and agencies share the money made and the rights to the work that these professionals produce.

The content creators are deprived of the complete earning amount despite their work.

LodiApp Solution

LodiApp will provide a blockchain-based ecosystem that harnesses the potential of NFT (Non-fungible Token) to eliminate the problems faced by content creators. Powered by Binance Smart Chain (BSC), LodiApp will offer an intuitive platform comprising NFT Creator, NFT Wallet, and NFT Marketplace, to make it easier for content creators to monetize their work.

NFTs are unlocking moneymaking opportunities that can be capitalized by artists and content creators. The huge potential of non-fungible tokens has contributed to their popularity and adoption. According to NFT marketplace NonFungible.com, the market soared to USD 2 billion in sales in the first quarter of 2021 alone.[2]

Non-fungible tokens intrigue as they are lucrative and accessible to everyone. In March 2021, the art world was captivated by the biggest ever sale price of a digital artwork – a digital collage by Beeple – that sold at Christie's for $69.3 million.[3] The sale positioned NFTs firmly at the center of the traditional art establishment.

2.2 Market Participants

The LodiApp will be geared towards the following market participants:

01

2.2.1 NFT Sellers: Digital Content Creators or Artists

Digital content creators or artists who wish to monetize their work will be able to capitalize on the LodiApp platform to create non-fungible tokens of their offerings and sell them on the Lodi Marketplace to monetize their work.

02

2.2.2 NFT Buyers: Individuals or Businesses

Businesses or individuals who want to buy NFTs will be able to leverage the LodiApp to access non-fungible tokens created by different artists.

Benefits for Digital Content Creators

2.3.1 Ownership

Each NFT created will have metadata that will certify that the NFT creator is the true owner of a piece of art, alongside confirming the authenticity of the piece.

2.3.2 Royalty

The smart contract will enable the creator to receive a royalty each time his/her NFT is sold. This will provide digital artists with the security to continue creating new NFTs.

2.4 Benefits for NFT Buyers

The Lodi Marketplace will enable the buyers to access authentic NFTs on a single platform, making NFT investment easier for them.
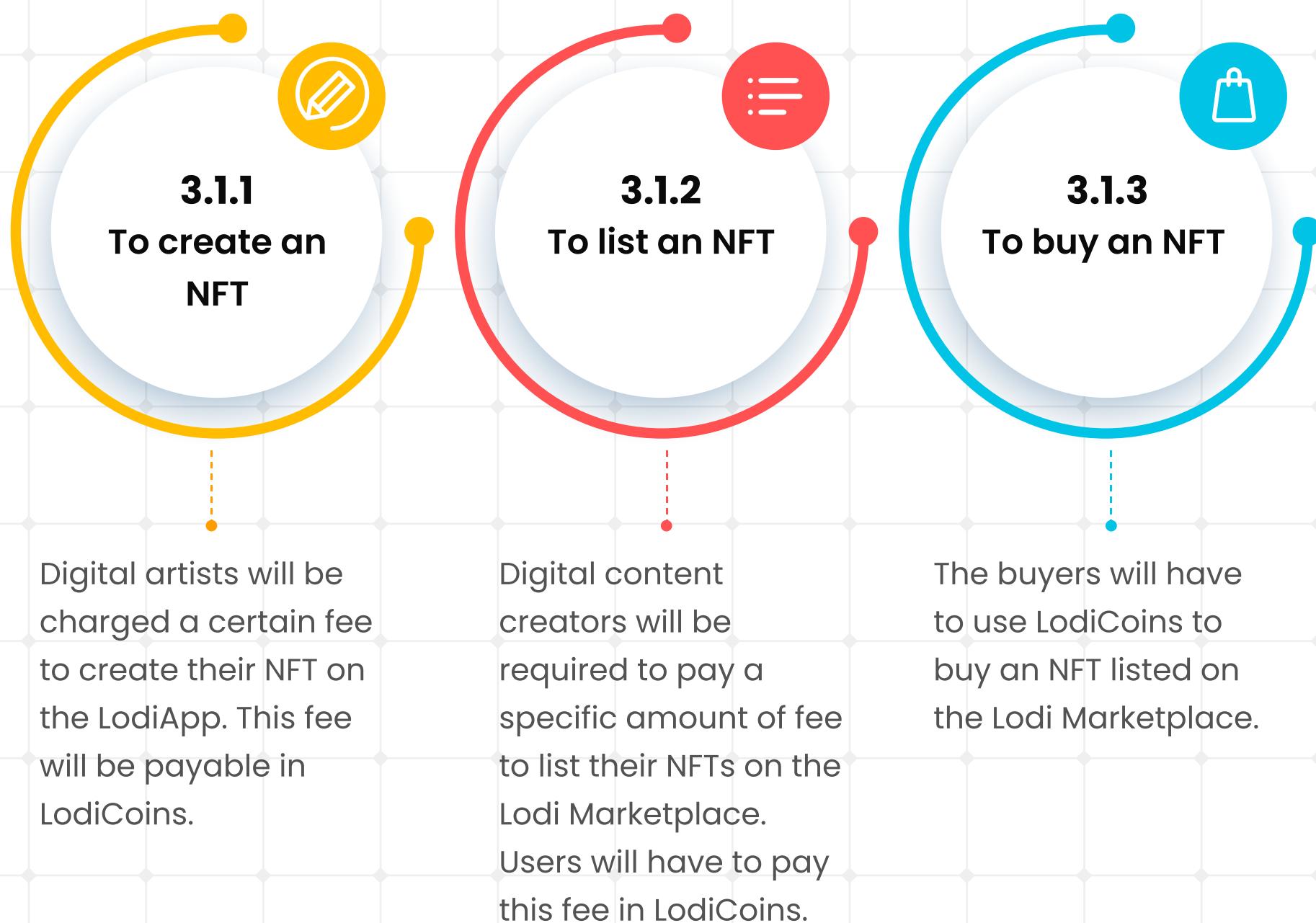
LodiCoin

LodiCoin will be a Binance Smart Chain-based utility token that will drive the transactions on the LodiApp. Users can participate in the LodiCoin ICO sale to buy the tokens. Post the ICO sale, LodiCoins will be available on the LodiApp, where they can be bought in exchange for other cryptocurrencies.

3.1 Utility of LodiCoin

LodiCoin will be used for different transactions on the LodiApp. The use of LodiCoin for transactions will increase its utility, which will eventually contribute to its popularity and price in the future.

3.0 Lodicoin

3.1.1
To create an NFT

3.1.2
To list an NFT

3.1.3
To buy an NFT

Digital artists will be charged a certain fee to create their NFT on the LodiApp. This fee will be payable in LodiCoins.

Digital content creators will be required to pay a specific amount of fee to list their NFTs on the Lodi Marketplace. Users will have to pay this fee in LodiCoins.

The buyers will have to use LodiCoins to buy an NFT listed on the Lodi Marketplace.

3.2 Benefits of LodiCoin

The LodiCoin token – underpinned by blockchain technology – will be instrumental in the following:

- Secure, peer-to-peer transactions
- Cross-border transactions with quick settlement time
- Elimination of third-party transaction fee
- Easy accessibility to everyone

The LodiApp Ecosystem

The LodiApp will be fortified with different NFT modules to provide a complete ecosystem to users.

4.1 Lodi NFT Creator

The Lodi NFT Creator will enable digital artists to tokenize their work and list their NFTs on the marketplace. The artists will be able to tokenize anything and everything – including artwork, audio, or video – using the Lodi NFT Creator.

The Lodi Wallet will be a digital wallet that can be used by Lodi users to send, receive, and store LodiCoins. In addition, the wallet will enable the users to purchase NFTs from the Lodi Marketplace. Furthermore, the wallet will empower users to swap LodiCoin with other cryptocurrencies, such as BTC, ETH, XRP, DOGE, and more in the future. The Lodi Wallet will be launched for iOS and Android platforms.

4.2 Lodi Wallet
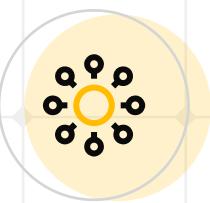
4.3 Lodi Marketplace

The Lodi Marketplace will be an online marketplace that will list the non-fungible tokens created by digital artists. Buyers from across the globe will be able to purchase NFTs using LodiCoins.
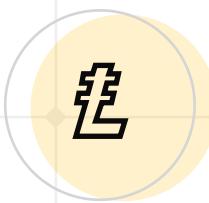
Key Elements of the LodiApp

4.4.1 Decentralized ledger for content creators

The NFTs created on the LodiApp will be recorded on the immutable distributed ledger. This will enable the creators to secure rights and monetization over their NFTs.

4.4.2 LodiApp API

The LodiApp API will enable secure and seamless communication between different platforms, thereby contributing to augmented user experience.

4.4.3 Smart Contract

The immutable smart contract will automate processes on the LodiApp, making them quick and transparent. The use of smart contracts will also eliminate third-party involvement to control transactions or the flow of users' funds.

5.0 LodiApp Technology Stack

The development of the LodiApp will be navigated by leveraging Binance Smart Chain.

5.1 Binance Smart Chain Blockchain
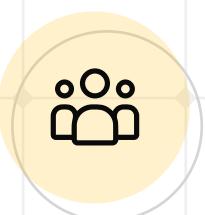
Binance Smart Chain is a Proof of Stake (PoS)-based blockchain network. It offers smart contract functionality and compatibility with the Ethereum Virtual Machine (EVM). Owing to the EVM compatibility of Binance Smart Chain, Binance Smart Chain supports the rich ecosystem of Ethereum tools and DApps.

The LodiApp ecosystem will be built on Binance Smart Chain, thereby inheriting the benefits of the latter – such as greater security and transparency, accelerated transactions, reliability, and more.

5.1.1 Architectural Overview of Binance Smart Chain
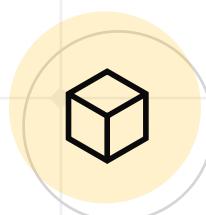
The architectural components of Binance Smart Chain include the following:

LodiApp Technology Stack
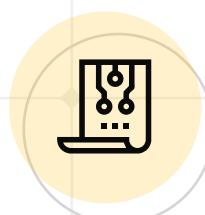
Node/Client:

A node, also known as a client, is a device/program that communicates with the Binance Smart Chain network.

Block:

A block is a package of data that comprises zero or more transactions, the hash of the previous block, and optionally other data.

Smart Contract:

A persistent piece of code on the Binance Smart Chain Blockchain that has a set of data and executable functions.

Gas Limit

The gas limit represents the maximum amount of gas you are willing to pay for a smart contract transaction execution.

Mining Pool:

A mining pool is simply a group of miners that work together to mine blocks for the Binance Smart Chain network.

Gas:

Gas refers to the pricing value needed to successfully perform a transaction or execute a smart contract on the Binance Smart Chain Blockchain platform.

Ethereum Virtual Machine:

Ethereum Virtual Machine is the decentralized computing platform that forms the core of the Ethereum platform.

Miners:

Miners add the block to the Blockchain. Miners are simply nodes in the Binance Smart Chain network who find a new block, confirm transactions, and commit new transactions in a block.

5.2   How Does Binance Smart Chain Work
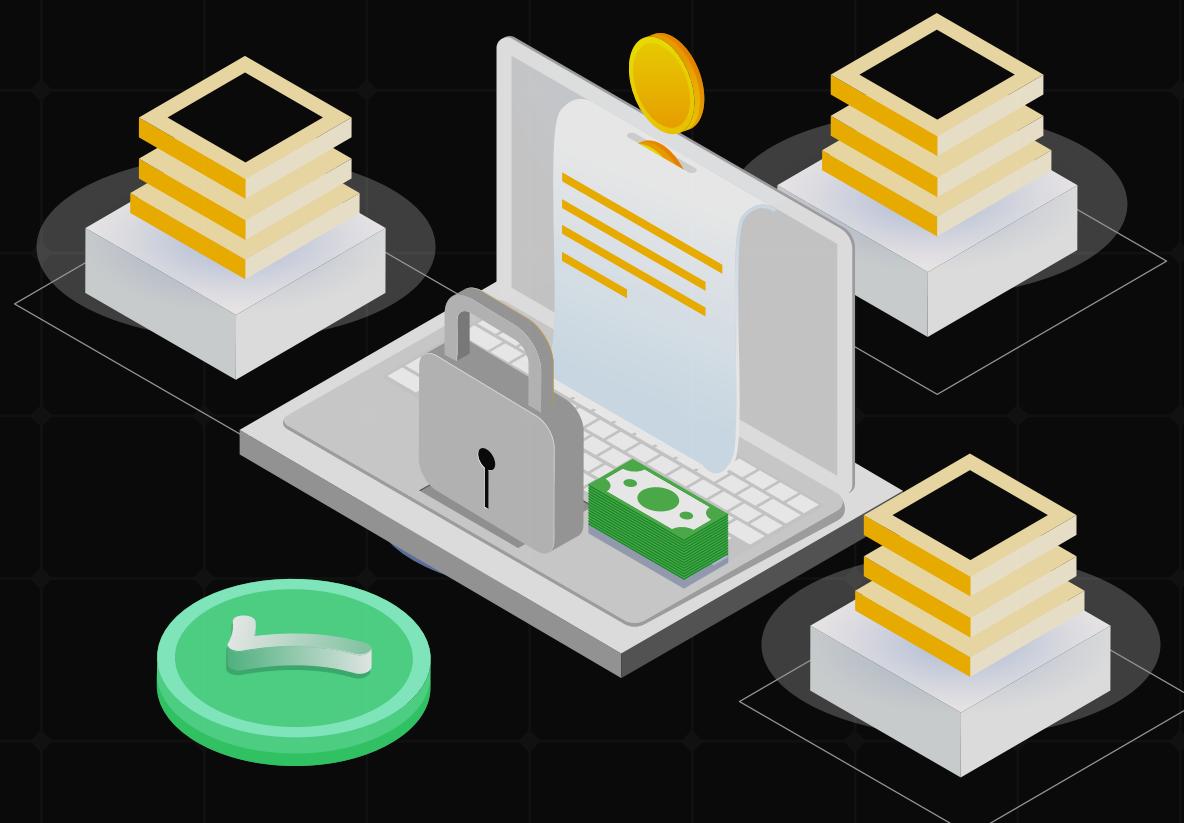
Consensus

Binance Smart Chain achieves ~3 second block times with a Proof-of-Stake consensus algorithm. Specifically, it uses something called Proof of Staked Authority (or PoSA), where the participants stake BNB to become validators. If they propose a valid block, they'll receive transaction fees from the transactions included in it.

PoSA is a combination of PoA and PoS. Blocks are produced by a limited set of validators; they are elected in and out based on staking-based governance. Validators take turns to produce blocks in a PoA manner.

Cross-chain compatibility

Binance Smart Chain was envisioned as an independent but complementary system to the existing Binance Chain. Dual-chain architecture is used, with the idea that users can seamlessly transfer assets from one blockchain to another. In this way, rapid trading can be enjoyed on Binance Chain, while powerful decentralized apps can be built on BSC. With this interoperability, users are exposed to a vast ecosystem that can cater to a myriad of use cases.

Benefits of LodiApp

6.1 Impregnable to Uncertain Events

The LodiApp will be an online ecosystem, which means that it will be invulnerable to any kind of uncertain event, such as natural calamity or pandemic like COVID-19. The underlying blockchain technology will ensure that the LodiApp will continue to exist as long as there is an internet connection. It means that LodiApp will continue to serve and benefit its users.

6.2 Global Reach for NFT Creators

The LodiApp will enable digital artists to expand their reach and target a global audience to sell their work in the form of an NFT. Building a global presence will help the content creators to amplify their earning opportunities.

6.3 A Platform Accessible to all

Unlike brick-and-mortar shops, the LodiApp will provide a global platform that will be accessible to everyone from anywhere across the globe. Both NFT creators and NFT buyers can leverage the LodiApp to create and buy NFTs respectively.

6.4 Creatives

By creating NFTs on the LodiApp, creatives and other professionals will be able to eliminate the need for a company or an agency to market their offerings. They will have complete rights and monetization over their work.

7.0 LodiCoin Sale and Distribution

LodiApp will mint a total of 100 Billion LodiCoins, out of which 25 million tokens will be distributed during the Public sale and Private sale.

7.1 LodiCoin Tokenomics

Token name:

LodiCoin

Ticker symbol:

LODI

Token standard:

LodiCoin

Can be bought against:

### BTC, ETH, USDT, BNB

Soft cap:

USD 3,000,000

Hard cap:
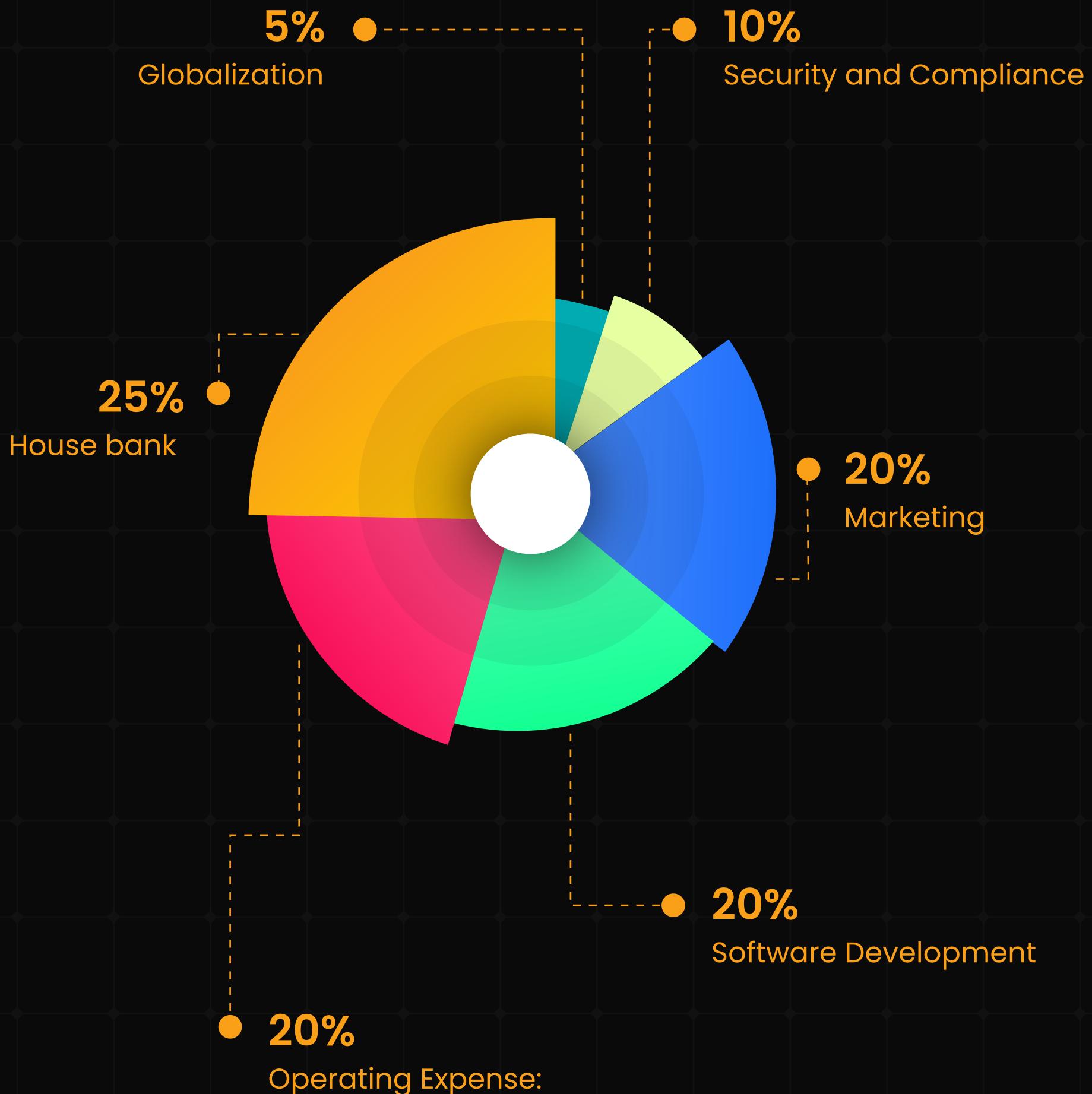
USD 7,000,000
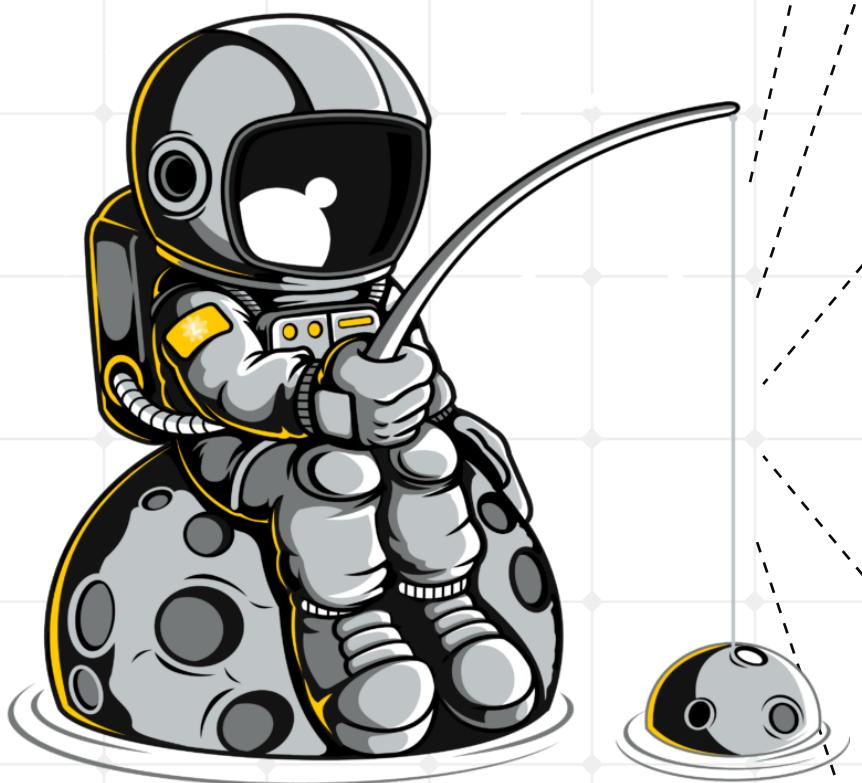
Contract address for lodicoin

0x2FBB427087222223255C9B5f42914Ec2A3bcaE70

Lodicoin Financial Capital Outlay and Token Distribution

Lodicoin, as a utility token, will be purchased by the creator and users to access the LodiApp Suite of applications, including NFT Creator, Lodi Wallet and Lodi Marketplace.The LODIAPP ecosystem will be supported by the following financial forecast and LODICOIN token distribution:

5%
Globalization

10%
Security and Compliance

25%
House bank

20%
Marketing

20%
Operating Expense:

20%
Software Development

June 2021
Inner circle sale

July 2021 – September 2021
LodiCoin private sale

October 2021
LodiCoin public sale

November 2021 – December 2021
Token swap listing

January 2022
LodiApp beta launch

May 2022
NFT creator and NFT marketplace beta launch

Lodicoin Team

Jason Lent
CEO

In 2008, Jason opened his own financial brokerage firm, Wholesale Financial Group, which reached multi-million dollar status by the end of its first year. Expansion into business process outsourcing (BPO) commenced when Jason became skillful at writing sales scripts and crafting powerful sales systems for his clients.

Choy Calunsod
COO

Choy is an athlete and loves the great outdoors. After graduating from De La Salle University he worked as an SAP Consultant and implemented SAP HCM systems in various industries in the Philippines and across the APAC Region. Choy is also the co-founder of Philippine Professional Football Club Maharlika Manila FC.

Rob Locke
Tech Advisor

Rob earned his degree in Computer Science from the University of California Berkeley, and went on to do a lot crazy amazing things, including co-founding Rappler .com; serving as the CTO for online gaming giant Mobius. Rob is a real whiz at building large, complex, scalable platforms.

Lodicoin Team

Tessa Devosora
Executive Assistant

Something needs to be done? Call Tessa and she'll help you one by one. She's the Executive Assistant that comes handy in all things that you need help with. Alongside with it, she juggles her career together with being a mom to her son and pursuing her passion of helping other people through studying Psychology. She cannot name a thing that she doesn't love - she advocates a lot about love for pets and nature, and you won't be down if you're with her in food trips. Her support for the people behind Lodicoins is fueled by the act of empowing and helping, making the world a better place for people.

Lodicoin Team

Dallas Collier
Regional VP - Hawaii

I was born and raised in Hawaii. I wrestled and studied business at Iowa State University and continued to St Cloud State University. I began my business career working for Lent Enterprises marketing agency as the VP of sales. I then went on to create and own 6 companies in Hawaii. My current active companies are: Collier Services, Collier Consulting and Management, and my new podcast show Dream Large. Live Larger.

Currently working as a Regional Manager of Lodi Coin, and as Regional VP of the Lodi Agency. Also MMA coach for Hawaii Elite MMA

Marco Selorio
Regional VP - Australia

Marco Andre Selorio is a Filipino-Australian event producer, social media influencer and digital content creator. He is currently the managing director MAS Music Group, a digital talent agency and record label. Marco recently launched a strategic partnership with blockchain company Chrono.tech to grow its user base in South East Asia. A Commerce-Economics graduate from the prestigious Australian National University, Marco is also the founder of World Supremacy Battlegrounds one of the biggest street dance competitions in the Southern Hemisphere.

His extensive network and excellent organisational skills paved the way to work alongside some of the biggest stars in the world, including music superstars Chris Brown and Rihanna, Michael Jackson's choreographer Buddha Stretch, Amazing Race USA winner Matt Steffanina, dance choreographer Parris Goebel, YouTube pioneer AJ Rafael and legendary American bands Blackstreet and All-4-One.

Joanna Alajar
Community Manager

A woman whose heart is always for a cause and this edged her way to establishing numerous connections with different people across the globe. In her early 20s, she stepped out of her comfort zone and moved to a different city. This enabled her to explore the wide array of opportunities that have been waiting for her all her life- creating the empowered woman that she is today. She has found her success by innovating across industries, fighting for change, and staying one step ahead of the competition. Joanna is a force to be reckoned with. She has established herself as a powerful businesswoman, beauty queen, and a model.

Lodicoin Team

Rolly Peoro
Taule Peoro Benitez & Associates

Atty. Rolly Francis C. Peoro is a passionate law professor and a high-caliber litigation lawyer. Currently, he is the Associate Dean of San Sebastian College of Law where he teaches Constitutional Law and Remedial Law. He is also a professional lecturer at De la Salle University College of Law and University of the Philippines- School of Library and Information Studies.

As the Managing Partner of Taule Peoro Benitez and Associates, Atty. Peoro specializes in criminal litigation and serves as counsel for several high-profile cases. He has extensive experience in civil litigation and commercial transactions as well. He is also a human rights lawyer and serves as counsel for several local and international non-government organizations advocating for social justice.

Atty. Peoro obtained his Bachelor's degree in the University of the Philippines- Diliman in 2007, with focus in informational studies, particularly in Archives and Records Management. After sterling corporate stints with Coca-Cola and Globe Telecom, he pursued a Juris Doctor degree in San Sebastian College College of Law as a working scholar. He finished law school as Class Valedictorian and was the recipient of the San Sebastian College-Recoletos Academic Medal of Excellence in 2014. He passed the Bar exams a year after and had a brief stint at Diaz, Del Rosario and Associates, serving as counsel for high ranking government officials and multinational corporations.