



Not all platforms are created equal...

Are you sick of being scammed? Tired of the bullshit in the crypto space and don't know where to turn? We hear you and at Launchpad we're here to help.

Whitepaper.



Be the Alpha.

Step into a world where the Alpha reigns as the leader of the pack. With unparalleled knowledge and instinct, they navigate the ever-changing landscape, hunting for an edge, making the kill. Be the alpha with Launchpad.



Crypto alchemy

Transform knowledge into money.



Embracing Web3

What's the problem?

The Web3 market is a fractured and intimidating sector for the average person to get involved with.

A relatively high level of technical knowledge is required to participate, and its complexity has stifled its continued growth whilst allowing middlemen and rent seekers to control the space. Until now...



Our solution

A human approach.

Launchpad will solve these problems by creating the home of Web3. A human, curated portal that provides easy access to the best projects in the blockchain space, with the ability to self-custody any asset you own. From the latest tokens through to play-to-earn games, Launchpad will provide an unbiased window into the latest and greatest experiences Web3 has to offer.

Our belief is that a Web3 wallet address will become the new standard for digital identity and as such we are creating the easiest user experience for new entrants in the space.

Launchpad will also provide the bridge between Web2 and Web3 for brands, enabling them to access the power of immutable contracts and validated data, whilst wrapping them in market-leading experiences. We'll help brands to onboard the next 10 million Web3 users by providing them with tools, knowledge, and audiences in line with the current infrastructure.

By doing this and partnering with world-leading marketing companies, we aim to empower brands, agencies, founders, traders, gamers, and more to experience the true power and freedom of Web3.

The platform

Everything in one place.

Launchpad is creating a single platform to provide a gateway for mass adoption of Web3 for new participants, and a fully featured resource for Web3 natives. We're providing an extensive range of content and tools for anyone to leverage to their advantage.

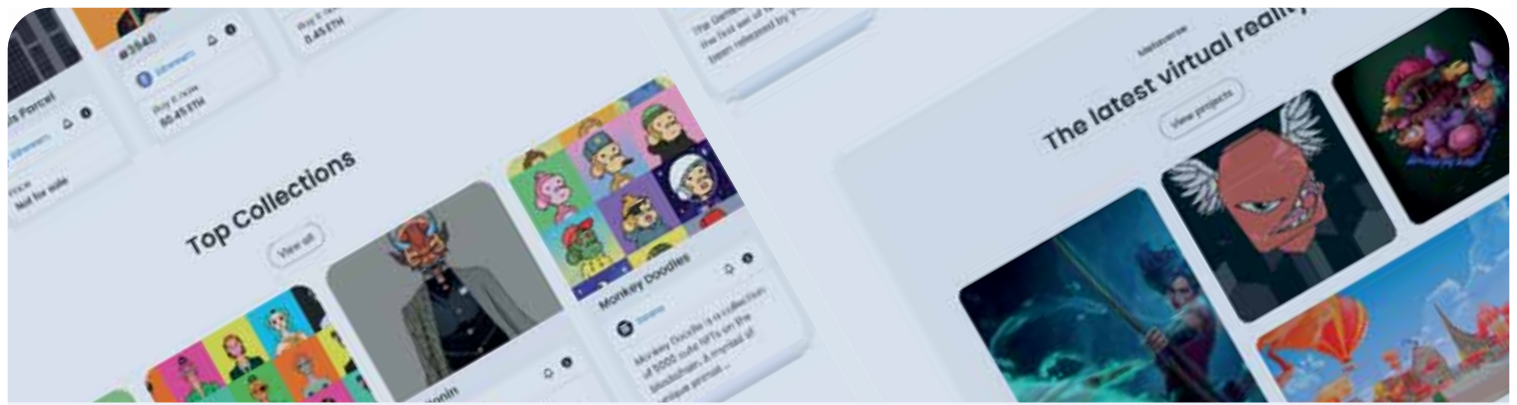


A unified home

Our vision for Web3.

There are a multitude of platforms providing participants with partial access to the Web3 ecosystem. Our mission is to become the central portal for individuals to identify products relevant to their interests, and empower them to engage with as little friction as possible.





Features.

Non-Fungible Tokens (NFTs)

Fractionalised Assets

Presales of Web3 Projects

Play-to-Earn Game Hub

Metaverse Experience Library

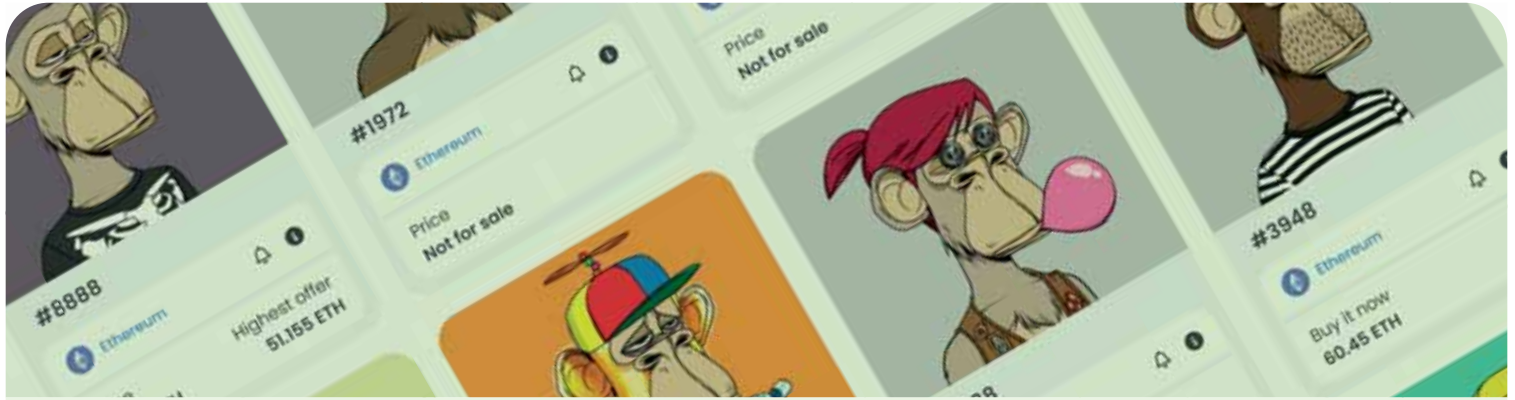
Web3 Wallet

NFT Decentralised Exchange

Trading Terminal

Launchpad Quotient (LPQ)

A.I search and custom LLM



Non fungible tokens.

Search through every listed asset on any marketplace

See which assets are most in demand in real time

Identify which new releases could have the greatest potential

Curate your collection in your own NFT gallery

Exclusive deals if you list, stake, or custody blue chip NFTs

Ranking of assets by Launchpad Quotient (LPQ)

Revenue Model – Users are required to stake \$LPX to sell NFTs, increasing token demand and therefore price



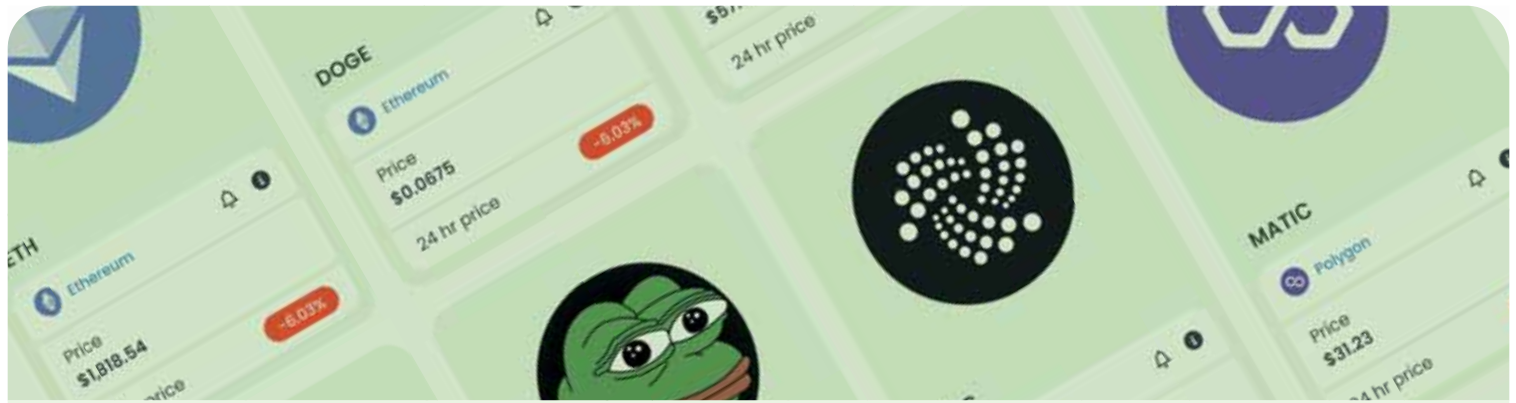
Fractionalised assets.

We'll work with partners to custody and fractionalise any assets with proven historic value such as art, cars, or real estate and allow anyone to invest in the potential upside of a specific asset class for a fraction of the current investment level

You'll be able to trade these fractionalised assets on our decentralised exchange

Ranking of assets by Launchpad Quotient (LPQ)

Revenue Model - Fees payable in \$LPX to fractionalise assets, and to create and list tokens



Utility tokens.

In-depth data for 100s of tokens

Identify which exchanges have the best liquidity

Identify opportunities for arbitrage

Compare DEX liquidity to CEX liquidity

Buy and sell tokens

Trading insights from top traders

Bespoke indicators to assist in technical analysis

Ranking of assets by Launchpad Quotient (LPQ)

Revenue Model – Listing Fees | Marketing Services | Stake
\$LPX to get access to trading insights



Token pre-sales.

A key to maximising the upside potential of a bull market is getting in early on presales of projects that could become huge once the trend changes. We curate the best in the market and show you the key factors that will allow you to decide which to buy and which not to buy.

View historic performance of market sectors

If you have staked sufficient \$LPX you'll be assigned a participation allowance in certain presales

Claim your presale tokens directly to your Launchpad wallet

Ranking of assets by Launchpad Quotient (LPQ)

Revenue Model – Listing Fees in \$LPX



Play 2 Earn game hub.

Welcome to the era of Play 2 Earn games, where your gaming prowess has tangible value. Conquer digital worlds while reaping real-world rewards. Unlock the power to turn your passion into profit, where every victory earns you a piece of the virtual treasure chest. Get ready to level up your investments and redefine the meaning of "game changer"

Browse through all available play-to-earn games

See potential earnings and active participants

Watch others play

Wager on outcomes with other viewers

Revenue Model – Listing Fees in \$LPX

Ranking of assets by Launchpad Quotient (LPQ)

Revenue Model – Listing Fees in \$LPX | Marketing Services



Metaverse experience.

Unlock investment opportunities within the Metaverse Experience Library –an immersive collection of virtual realms, interactive adventures, and limitless simulations. Dive into the metaverse's awe-inspiring landscapes while strategically investing in innovative projects. Connect with a global community of creators and reap the rewards of a visionary investment journey like no other.

Browse through every metaverse platform and experience to decide what matches your needs

Discover brand experiences

Ranking of assets by Launchpad Quotient (LPQ)

Revenue Model – Listing Fees in \$LPX | Marketing Services



Web 3 wallet.

Take charge of your digital assets with a user-friendly Web 3 wallet. Securely store and manage your cryptocurrencies while enjoying the freedom of self-custody. Access decentralized applications, send and receive funds effortlessly, and experience the true power of financial sovereignty.

Sign up with just a mobile number or email address

Swap tokens

Self-custody assets

Interact with DApps

Sign into Web3 services

Browse Web3 experiences from anywhere

Launchpad Quotient.

Introducing the LPQ an innovative ranking system leveraging over 400 data points. It analyses social, financial, and market data to deliver a confidence and trust ranking for diverse digital assets. Empower your investment decisions with unparalleled insights into the most promising opportunities of the digital realm.

A single value to denote the risk: reward opportunity in any Web3 Asset

Using up to 400 data points including moving averages, sentiment, volume and many more

Will utilise live data to continuously update and refresh

A bespoke A.I. model will ascertain emerging patterns and alert users if an asset moves into their risk profile



Apollo, our custom A.I.

Ignite your investment prowess with our bespoke AI language model. Unleash its power to decode digital assets, revealing invaluable insights. Transform data into informed decisions, and conquer the world of investments with confidence.

Using large language models and natural language processing Launchpad will help users find the next big opportunity in Web3

Humanised search interface will enable chat like experience

Simple searches for in depth results such as “ show me what could be the next token to perform like \$DOGE”

Learn how to REALLY trade through simple conversations



Decentralised exchange.

Embrace the future of trading with a decentralized exchange. Seamlessly swap hundreds of digital assets, empowering you with unrivaled liquidity and freedom. Embrace a world of endless possibilities and unlock the full potential of your digital asset portfolio.

Allows Launchpad users to trade 100s of asset pairs

Later release will include limited perpetual contracts for selected asset pairs

Stake \$LPX for fee reduction

Revenue Model – Trading Fees: Maker | Taker | Market | Limit



NFT Decentralised exchange.

Step into the NFT revolution with a decentralised exchange. Effortlessly trade a vast array of unique digital assets, unlocking a world of creativity and investment opportunities. Embrace the power of NFTs and unleash the full potential of your digital collectibles.

Facilitate seamless peer-to-peer trading enabling direct, trust-less transactions between users.

Users can explore a wide range of NFT collections, from artwork and digital collectibles to virtual real estate.

Stake \$LPX for fee reduction

Revenue Model – Trading Fees: Maker | Taker | Market | Limit



Trading terminal.

Unleash your potential in the world of digital assets with our intuitive trading terminal. Designed for users of all skill levels, it empowers you to navigate markets with ease, seize opportunities, and embark on a journey of financial growth.

Allows Launchpad users to trade using a fully featured, API-driven trading platform

Actionable trading insights accessed from within the terminal

Bespoke indicators

Revenue Model – Referral Fees from Exchanges via API |
Trading System Fees | Signal Fees

Roadmap.

Q2. 2023

Token Contract Deployment

Inside Edge Newsletter

Inside Edge News and Signals Telegram

Web3 Wallet/Profile

Q3. 2023

Presale closes

Launchpad Feed

Token Directory

Metaverse Library

NFT Directory

Gaming Hub

Q4. 2023

Decentralised Exchange

Token Unlocks

Presale Directory

Learn With Launchpad

Q1. 2024

Launchpad Quotient

A.I. Search

Trading Terminal

Q2. 2024

NFT Decentralised Exchange

Gaming Hub

Q3. 2024

Fractionalised asset creation and exchange

Staking.

Users staking a minimum monthly average of
10,000 \$LPX will receive:



Discount on fees

Sliding scale based on amount staked



Guaranteed access to whitelist of NFT mints

1 ticket per 25,000 \$LPX staked



Guaranteed access to presales

\$500 allocation per 25,000 \$LPX staked



Access to partner discounts



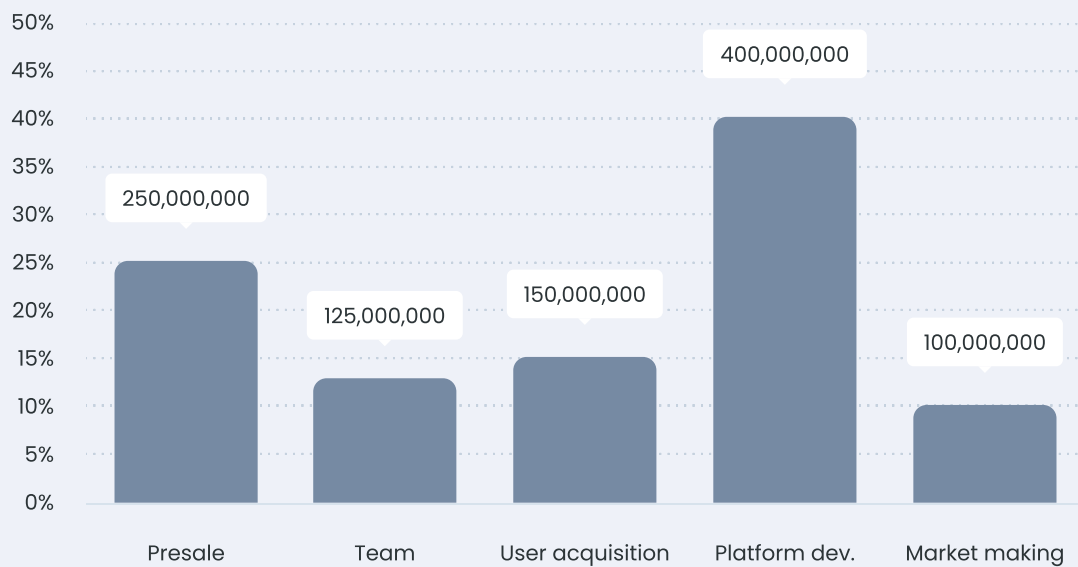
Beta P2E access



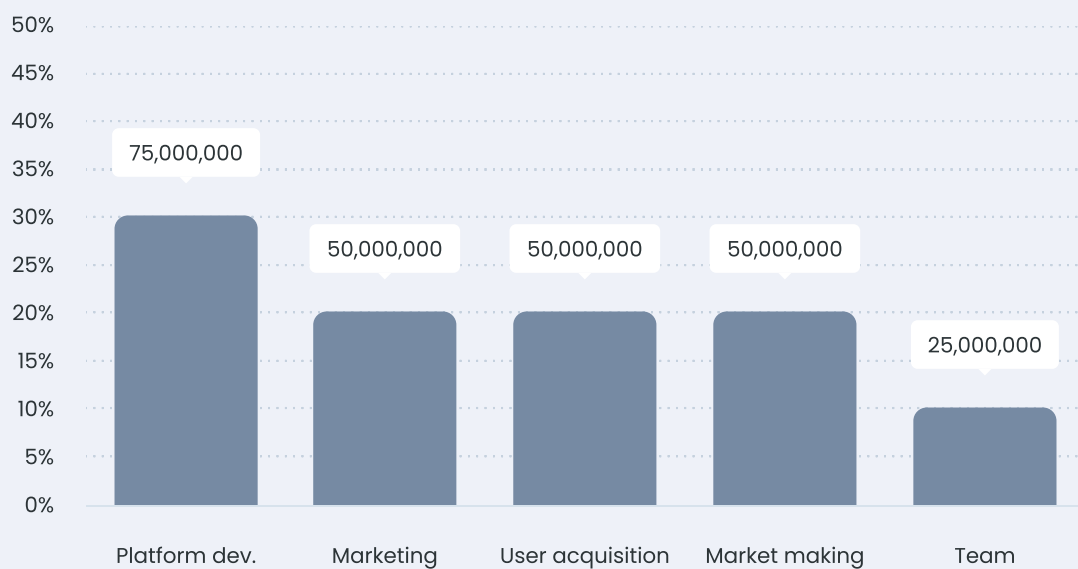
Community prestige badges

Tokenomics.

Token usage



Presale raised usage 250,000,000



Summary.

Launchpad will provide a truly humanised interface, removing the barrier to entry for many, and onboarding the next wave of Web3 users. Our roadmap is fully aligned with our goal to deliver the platform in time for the next market cycle, and our mission is to:

- Onboard the next 10m users to Web3 and empower them to maximise their yield
- Establish a simple pathway for brands and agencies to integrate Web3 into their user acquisition methods
- Create an engagement reward framework to ensure Web3 becomes the standard for user acquisition instead of email