

LunarLens White Paper

1. About Us

integrates video impact investment gameplay. We

Everyone can use the Moon Coins in their hands as funds truly good content. We call this model Impact Growth Investing (IGI).

2. Vision

3. Content & Functionality

Diversity - The platform is committed to providing

High quality - The community culture is based on

Creators – By introducing Moon Coins and Moon their careers.

Personalization – Combined with machine learning interaction data.

Community co-building – Users can invite friends to

Content investment – everyone can participate in

4. Impact Growth Investing

How to obtain 「Moon Fragments」?

get 「Moon Fragments」

3. Support legal currency to recharge and redeem ^[Moon]

4. Support USDT exchange for 「Moon Fragments」

[[]Moon Coins] ? How to obtain



2. Obtain Moon Coins through transactions. Users can

3. After joining the Oxygen Alliance, you can get Moon

Support Video

users can use Moon Coins to support the video. The user. After the support is successful, the user will enjoy the

Way	Revenue share after support
Gift Giving	30%
TOP 100 Videos List	80%
More	Gradual opening

5. Oxygen Alliance

Reward Pool Plan

1. The Oxygen Alliance will take out **64%** of the total amount of Moon Coins, a total of 69,894,400 Moon Coins

2. Settlement and announcement will be made at 08:00 UTC-8 every day.

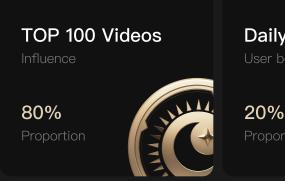
trigger > 1000. If the incentive mechanism cannot be met, incentive mechanism is met.

Reward Pool Release Plan (Moon Coin)

Stage	Cycle	Release Ratio	Total	Daily Release
1	1 year	50%	34,947,200	95,745.75
2	1 year	25%	17,473,600	47,872.88
3	1 year	12.5%	8,736,800	23,936.44
4	1 year	6.25%	4,368,400	11,968.22
5	1 year	3.125%	2,184,200	5,984.11

Prize Pool Ratio

The daily prize pool will be allocated 80% to the daily TOP



Daily Quests User behavior rewards

Daily TOP 100 videos ۲80% I

ر%80 55,915,520 pieces, which will be distributed daily

1. Only works that enter the top 100 of the list every day can receive the influence ranking reward.

① Creator reward = influence of the work on the list/total influence of the list * today's list prize pool * 20% ② Supporter reward = supporter's share of the work support * work influence / total influence of the list * today's list prize pool * 80%

Daily Quests

۲<u>20%</u>۱ 13,978,880 pieces, and will be distributed daily according

Behavior	Oxygen Value	Times /day
Watch the video for 15 minutes	30	1
Like/Comment 8 times	20	1
Invite new users (per person)	20	Unlimited
Published 1 video	10	1
Collected/Like 6 times	20	1
3 new followers	10	1
Gifts (per person)	20	Unlimited
Video investment 1 time	20	1

6. Creator Incentive Program

accounting for **[5%]** of the total Moon Coins, with a total of 5,460,500 Moon Coins. We will distribute these distribution ratio.

7. Operation Incentive Program

The platform will use **6%** of the total Moon Coins, a total of 6,552,600 pieces, to establish a promotion plan. Users can get sharing/promotion rewards by establishing

8.Community Rewards

The platform will use **6%** of the total Moon Coins, totaling 6,552,600 Moon Coins, to establish a content

Content Committee

Audit Volunteer Association

9. Exchange Reserve

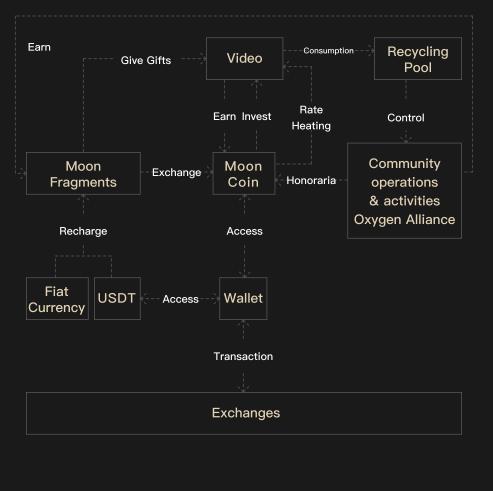
[2%] of the total amount of Moon Coins will be used as exchange reserves, totaling 2,184,200 pieces, which will be Fragments to 1 Moon Coin.

Restricted exchange: Each user can exchange up to 180 coins per day.

10. Economic Model

Use	Proportion	Quantity	Price	TGE%	Unlock cycle
Seed investment	2%	2,184,200		0	96 weeks
Strategic Investment	3%	3,276,300		0	96 weeks
Private Equity	5%	5,460,500		0	96 weeks
Oxygen Alliance	64%	69,894,400		0.02	Halving every year Issuance
Creator Incentives	5%	5,460,500		0.04	96 weeks
Operation Incentives	6%	6,552,600		0.06	96 weeks
Team Rewards	6%	6,552,600		0	96 weeks
Community Rewards	6%	6,552,600		0.06	On Demand
Exchange Reserve	2%	2,184,200		0.04	12 weeks
IDO	1%	1,092,100		0	On Demand

11. Token circulation mechanism



12. Project Roadmap

Short-term planning (2023~2024)

1. Platform launch and marketing (2023: Q3~Q4) platform is stable and easy to use, and officially launch it.

• List the app on the App Store and Google Play, and awareness.

 Carry out new user registration activities, invitation code system, and quickly expand the user base.

2. Creator ecosystem construction (2024Q1) creators with detailed entry guides and support. token rewards, traffic support and other methods. online and offline exchange activities, and promote

3. User interaction and experience optimization (2024Q2)

• Continue to optimize the platform interface and • Introduce diverse video content to meet the interests and needs of different users. Launch a user feedback mechanism to collect and services.

4. Online token planning (Q3 2024) launched on DEX to open public trading. • Submit a listing application to CEX.

5. Promote the Oxygen Alliance and deepen the development platform (Q4 2024) Promote the Oxygen Alliance to provide users with

more token rewards and creative support. Organize community activities to enhance users'

• With the Oxygen Alliance as the core, activate the top exchanges, and enhance market influence and

• The official version of the short drama and the

Medium-term plan (2025-2026)

1. Technological innovation and upgrading

platform, and improve the performance and security

such as more efficient video transmission technology, enhance user experience.

• Increase market promotion efforts and expand the cooperation, etc.

multilingual versions of applications, and attract

 Establish cooperative relations with worldrenowned blockchain projects and communities to worldwide.

companies, project parties and communities in the

Long-term planning (2027-2029)

and application expansion of the LunarLens platform, and strive to occupy a leading position in the WEB3

• Establish a complete ecosystem and become a

2. Social value contribution

and other fields.

• Through the platform's economic model and value distribution of wealth.

problems faced by blockchain technology, such as

that users, creators and platforms can obtain longterm and stable benefits.