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ABSTRACT

This white paper explores human behaviours of internet & social media usage, expectations and the solutions of the Luni.

Social Media, one of the largest consumer markets in the world, is forecast to reach 3.02 billion users by 2021. This point might be higher than the predictions.

The reason of this highly usage ratio comes from nature of the human. Since the beginning of the life, People always try to develop themselves, reach the information, communicate with the others, making conversations, and become socialising. This is the most crucial thing which separates humanity from the other creatures. People always try to reach high qualified contents which are informative and funny. It means that content is the most important parameter for the social media. However there is no accretion value for the content creator at the present day in usual social platforms. In this point, Luni is planning to change the mentality in social media world with an innovator perspective by using the blockchain technologies.

What is the 'Luni Project' briefly?

Luni is a combine project which includes Luni app & Pconnect.

Luni App; 'Decentralized social media network that rewards to content creators and provides socialising'.

Pconnect; 'Decentralized booking system for experts'

For the more details about the Project of Luni, Please review of the rest of the whitepaper.

EXECUTIVE SUMMARY

As pointed out above section, LUNI is composed of two project . This whitepaper clarify these two projects respectively (Luni App and Pconnect). Project's Token will be 'Luni Token' which will be powered by ERC20.

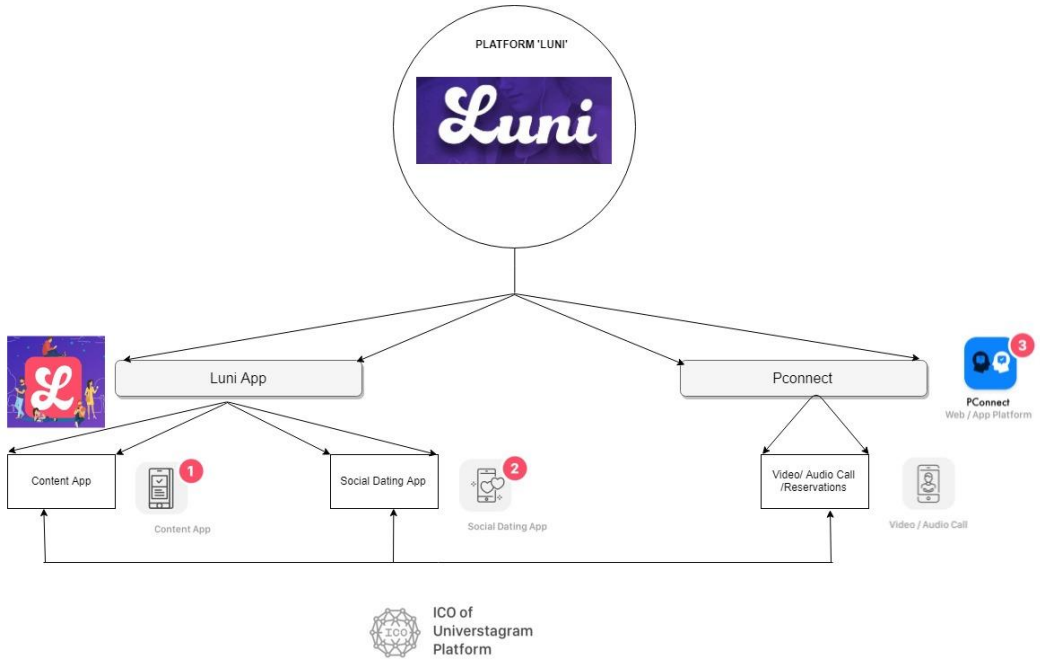
Pconnect will be include to Project Luni according to investment status. This Ratio (for İnvestment status) will be clarified before ICO period and announce.

Luni app (Decentralized social media network that rewards to content creators and provides socialising') & Pconnect (Decentralized booking system for experts') will be available to use Luni Token during the process.

Whitepapers Index;

1-Luni App

2-Pconnect



INTRODUCTION

1-What is Luni App?

Luni App

Luni is a network of social contents. It has two different types of user; content producers and content promoters. Producers make qualified and interesting social contents in order to be promoted by promoters via liking and sharing. Our platform give rewards to producers based on the promotion level. In other words; more likes or shares the content get, more rewards the producer get. Rewarding algorithm can be sens as similar to Steem.it. However; contents on our platform are much different from it. These are much more viral, visual focused, intersting and shorter. Also, producers can get much more higher rewards so they are motivated to produce such qualified and intersting viral contents. Further; we will translate most promoted contents into different languages.

PROBLEMS & SOLUTIONS

How to reach millions of users

Making a well content would consumes around four hours, but; it would be consumed in a minute. There is a classic question about chicken or egg. First of all, we will focus on content producing, our strategies will be explained in next section.

We have several growth hacking tactics to increase user base (intending promoters). There are integration enable promoters to share our contents in their own social media channels by one touch or click. If people who are these particular promoters' contacts would like to view full content, they will need to download our app without requiring any registration process. In order to motivate promoter to share such contents, we will give reward them depending on how many downloads came due to their sharing. This operation is run by using Google Deeplink technology. Also, these referrals will be saved on blockchain. For instance; you share a content which you like in facebook. When one of your friends want to open it, there is a notice by google saying that this content can be viewed only by download Luni app. If this particular person download the app, he or she will continue from this content to search among our network of social contents. To sum up, every social sharing brings us to new users.

How to manage quality of contents

Blockchaing technology plays important role on how we determine qualification level of contents. In our app, there is only three button rather then option to choose contents. These buttons are for like, share or next content. Every interaction with contents are saved on blockchain and how

much reward the producer get is calculated depending on these data. Thus; all likes or shares for any content could be viewed publicly. All rewarding operations are run by full transparency. Moreover; content owner can track detailed stats about his or her particular content in real time, such as; demographic information of users interacting with his or her content. In summary, we appreciate quality of any content based on interaction level of promoters. Rewards are calculated by an algorithm based on likes and shares, and then all payment is made via our coin directly to the wallet of content producers.

How to scale number of contents

Qualified and viral contents are heard of our business model. We will translate most promoted contents into other languages by working permanent translators. Translator get payment based on promotion level of translated contents. Also, the orginal producer get rewarded for this translated version. In other words, original producer would share half of his or reward with translator. For example, a qualifed Chinese content would be translated into Russian, Turkish, English, Japanese, Dutch and so on. In summary, we initially expect around 100 fresh qualified contents, and x10 translated versions in daily basis.

There is an option to co-create. This mean more than one user can work cooperatively to create qualified contents. Every contributor take his or her own share from overall profit made from these particular content. This feature make content creation easier and has a positive impact on increase in number of qualified contents.

How to and why limit use of your dating module

As we told, our app consists of two module. Former one is network of social content, the latter is dating module. Everyone can use the social network module, but; usage of dating module is limited with only for university students.

Downloading a dating app may result in social biases. In some cultures, such action can be seen as disgraceful. In order to avoid such cases, we integrate this two module on one app. Dating module is not available for every user. So, someone who downloaded our app, does not need to hide our app bacause of social biases. This give us a bigger chance to scale up our user base.

In terms of number; we take carefully women-men balance into consideration in order to improve user experience with our dating services. It is free for women but men should pay via LUNİ TOKENS or create qualified contents via our first module. This would increase token liquidity.

How to increase user base

Our main growth strategies are constant referral program, entering into new markets, special community programs and cross marketing.

We run constant referral program for promoters. Anyone would share our contents which he or she likes via social media, and then we track automatically how many new users come through this particular sharing. Based on number of referrals, we give token rewards for these references.

We aim to grow globally. In order to increase our user base constantly, we will launch marketing campaign for another country after reaching enough number of contents which are written in this particular country's language. Our main advertising method for entering new market would be influencer marketing. We will pay influencers for sharing our qualified contents by their own social media accounts. Because of our growth hacking strategies, we believe that it triggers to bring mass exponentially.

We have special community programs for content producers, translators and university students. These programs run separately. Our marketing teams always looking for contact with producer communities via online or offline channels. We will encourage co-producing among producers. Also, there are many exclusive offers for producers, such as, special offers from our partners, exclusive competition and so on. Moreover, we plan to build our own translators community in order to spread our best contents among different countries or languages quickly. Lastly, university students are our main targets for dating module. Therefore, we will have university ambassadors who are responsible for building and managing the community in his or her university in returns for token rewards.

Lastly; cross marketing is most important way to grow. As we told before, we are unity of projects, not only a single ones. Thus we can create and use the synergy between different modules. For example, our dating module guarantee user to match at least one user over voice chat during 3 mins max. If both side wants, step by step, they can see each other pictures, profiles and so on. Our pricing model is freemium. So, user have a limit to matching or messaging. If they want to increase their limit, they should pay via LUNI TOKEN

or produce contents for network of social content module or perform activities among constant referral program.

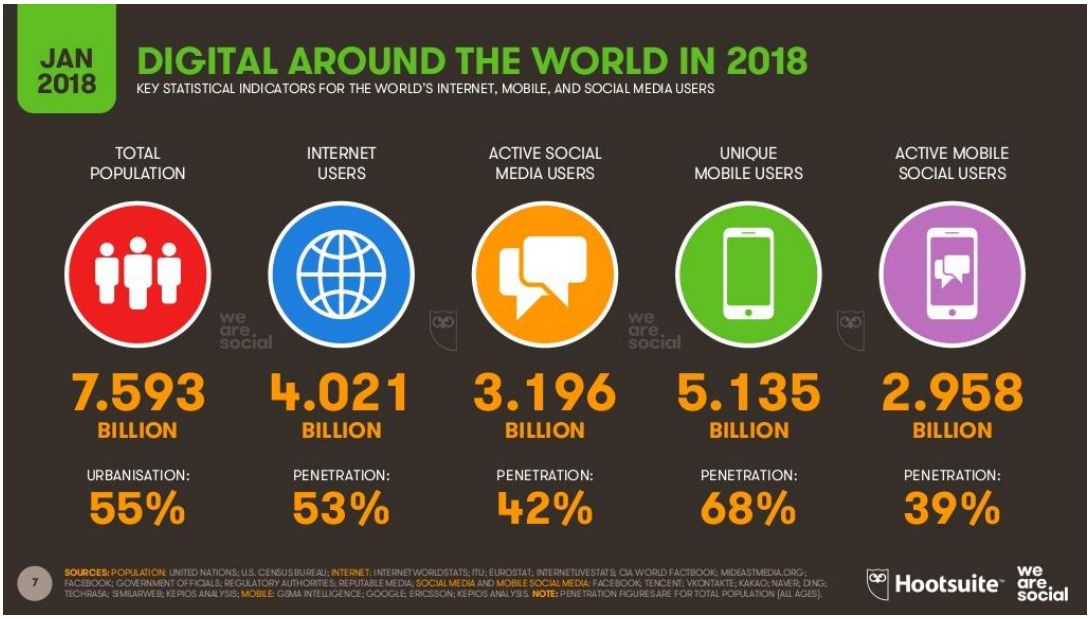
How to deal with cultural differences

Naturally, there are significant differences among cultures. Same content would not be liked in different countries. In order to deal with such differences, we will apply a control test before publishing content in a particular language. For example, one of the most liked English content is translated into Spanish. First, we show this content to 100 Spanish speaking people. If results are satisfactory, then we will publish this content to all of our Spanish speaking members.

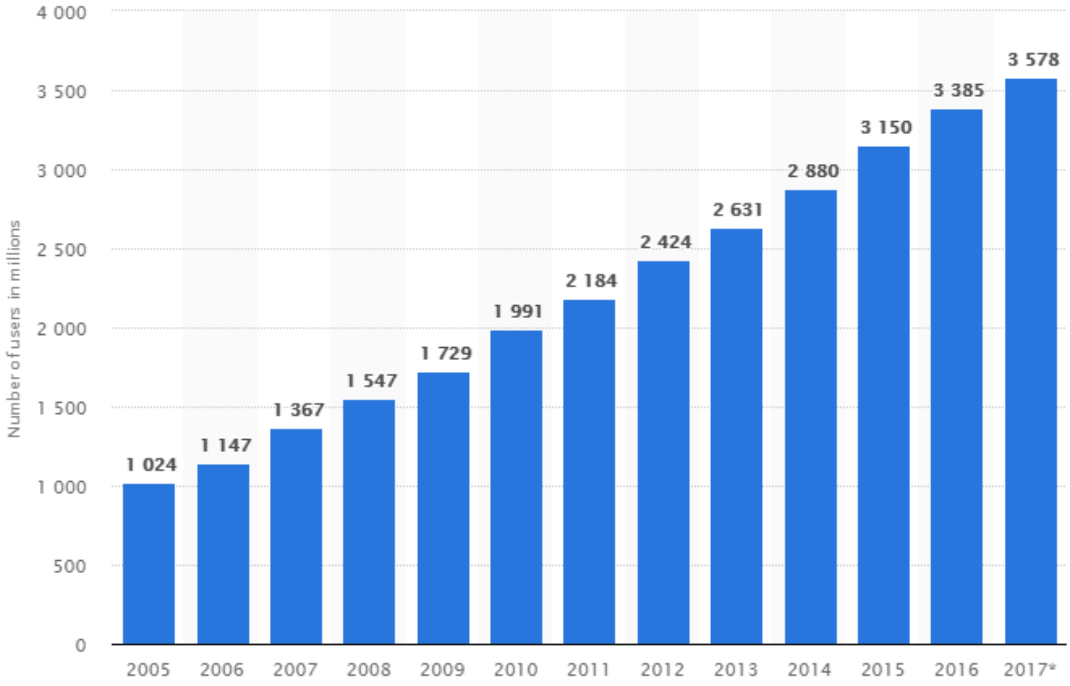
MARKET FACTS

Mass Usage of Internet and Social Media

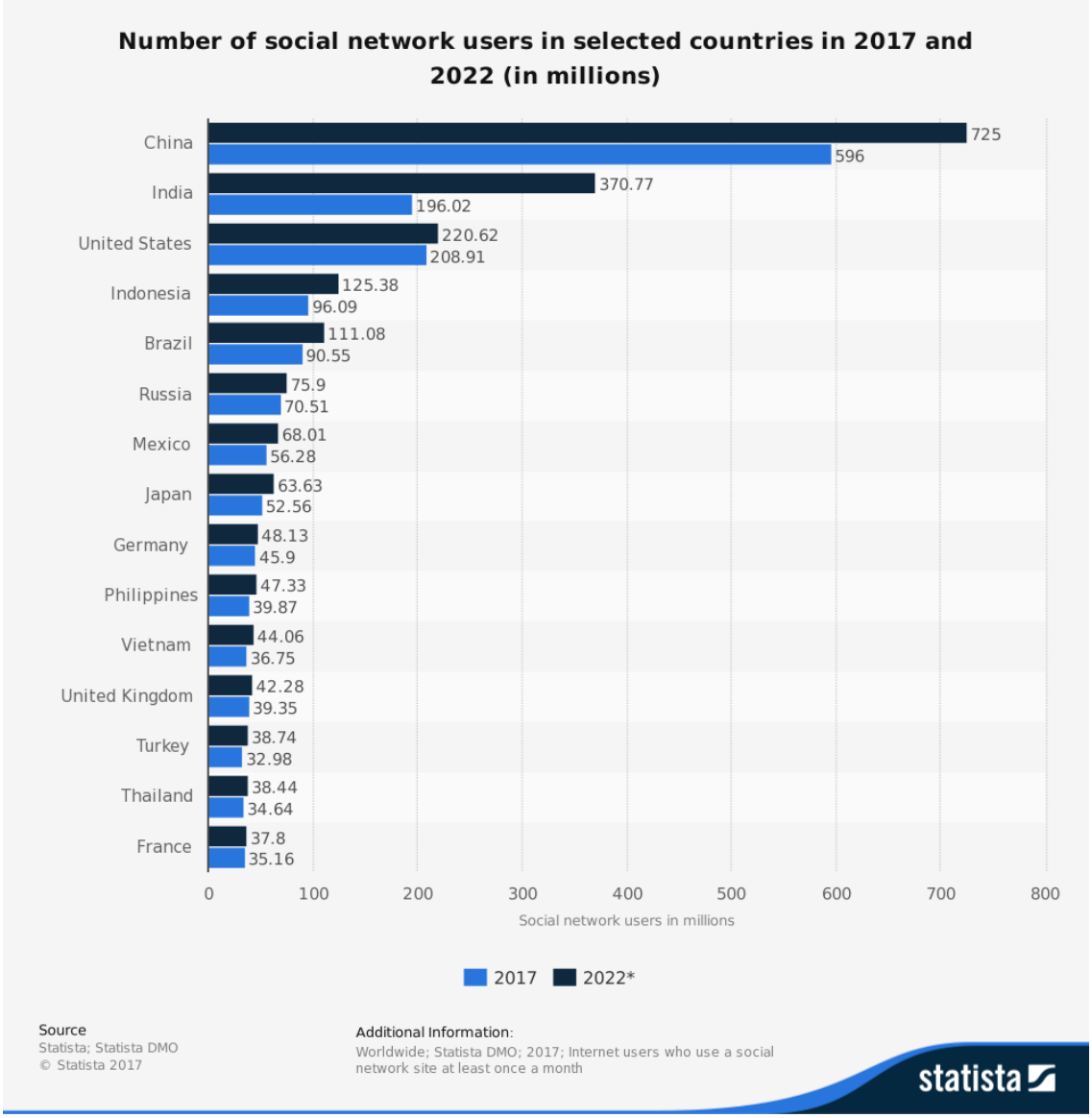
%55 of total population of the world are using the internet vigorously and %80 of this active users mingle with social media. Therefore more than half of the mobile devices are using for the social media.



Below sketch/statics gives information on the total number of internet users worldwide from 2005 to 2017. As seen in the statics explicitly , usage of internet increasing year by year exponentially due to effect of social media and mobile devices.



The power of social networking is such that the number of worldwide users is expected to reach some 3.02 billion monthly active social media users by 2021, around a third of Earth's entire population.



This chart indicates the anticipated number of social network users in 2017 and 2022 in selected countries. This investigation/prediction will be directly related target market of Luni app. Luni app will be placed in the market expeditiously due to business model as mentioned above sections.

The most critical statistic is ratio of the social media users in mobile for the Luni app. Luni app will be used just in mobile devices as mentioned in the business model. That's why the raise of the ratio of social network users in mobile is very crucial for the target market of Luni app.

The Number of mobile/smartphone users increasing day by day. In a near future ratio of pc usage for social activities will get close zero level. In this case Luni will take its place in this world expeditiously due to business model. You can see at above sketch the ratio of people who believe that ‘Mobile/Smartphone usage is more practical than pc in social world.

Factors in Growth in Social Media

Leading social networks usually brag a high number of user accounts or strong user participation datums. For instance, Facebook is the first social network having passed the 1 billion monthly active user mark and as of the first quarter of 2017. Pinterest was the fastest independent website in history

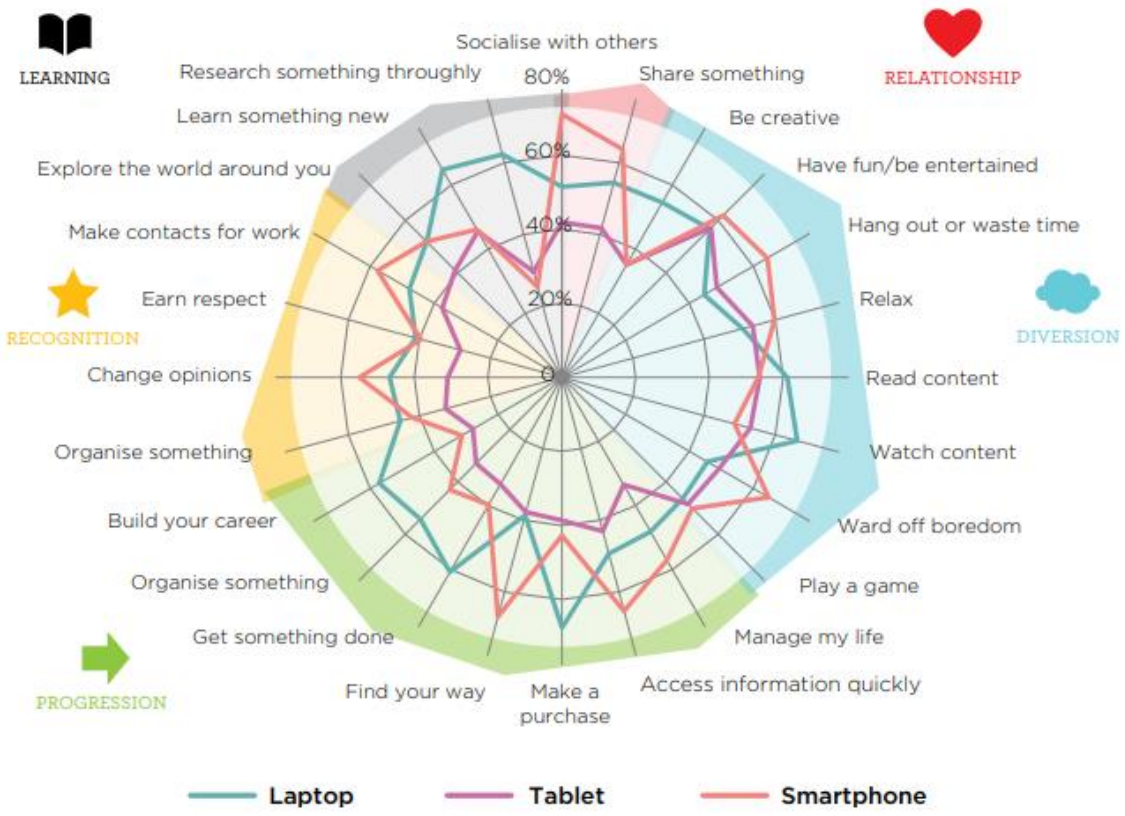
to reach more than 10 million monthly unique visitors, but fell behind other players who popularized in recent years, such as photo-sharing social network Instagram or microblogging platform Tumblr, Snapchat and etc.

In a recent years, mentality of active social media users have been changing. Content creation is one of unique parameter in social media market. People desire creating their own content and follow others. For example , growth ratio of Facebook and Twitter is decreasing comparing with content creation networks who related with directly/indirect unique content - photo sharing, such as Youtube , Instagram , Snapchat or etc.

There are two strong parameter in the new market;

1. Creation of own content (photo, blog, fun, informative, recognition, diversion , relationship etc.) or
2. Follow matter 1 in order to diversion, learning, progression, relationship and etc. by using mobile applications generally in smart phones and tablets.

The purpose of usage social networks is seen below charts;



In this cases, Luni App offers these value propositions:

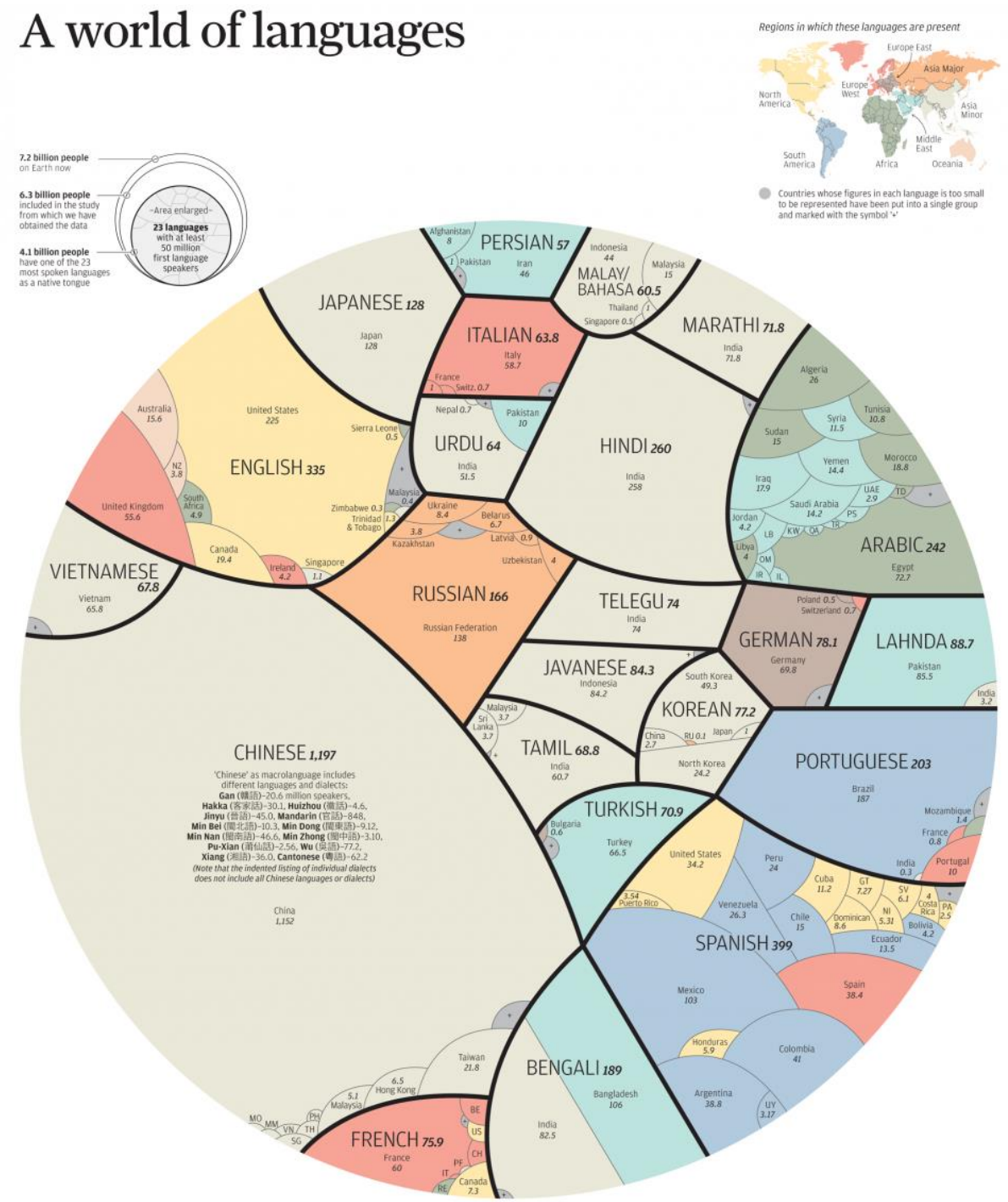
- Possibility to create unique content
- To earn cryptocurrency with creating qualified content
- Reach qualified content with easily with mobile application

Languages and Countries

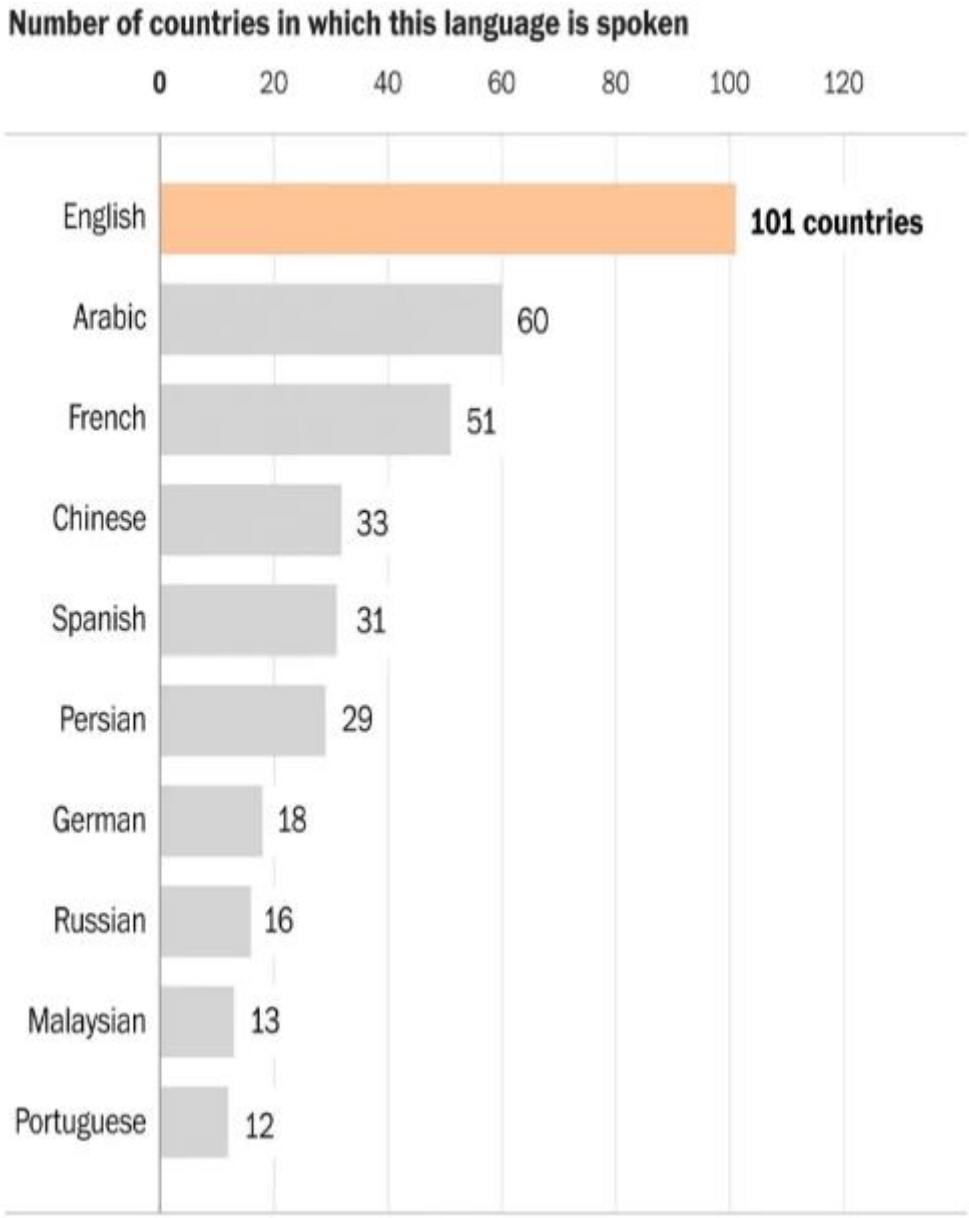
First of all , Luni as a whole platform will provide a multiple language support. Before explain how/why to do this , let us give you some information about the a world of languages.

There are at least 7,102 known languages alive in the world. Twenty-three of these languages are a mother tongue for more than 50 million people. The 23 languages make up the the native tongue 4.1 billion people. We represent each language within black borders and then provide the number of native

speakers(in millions) by country. The colour of these countries shows how languages have taken root in many different regions.



In addition to abovementioned information , number of countries in which language is spoken was shown at below sketch;



For Luni Content App;

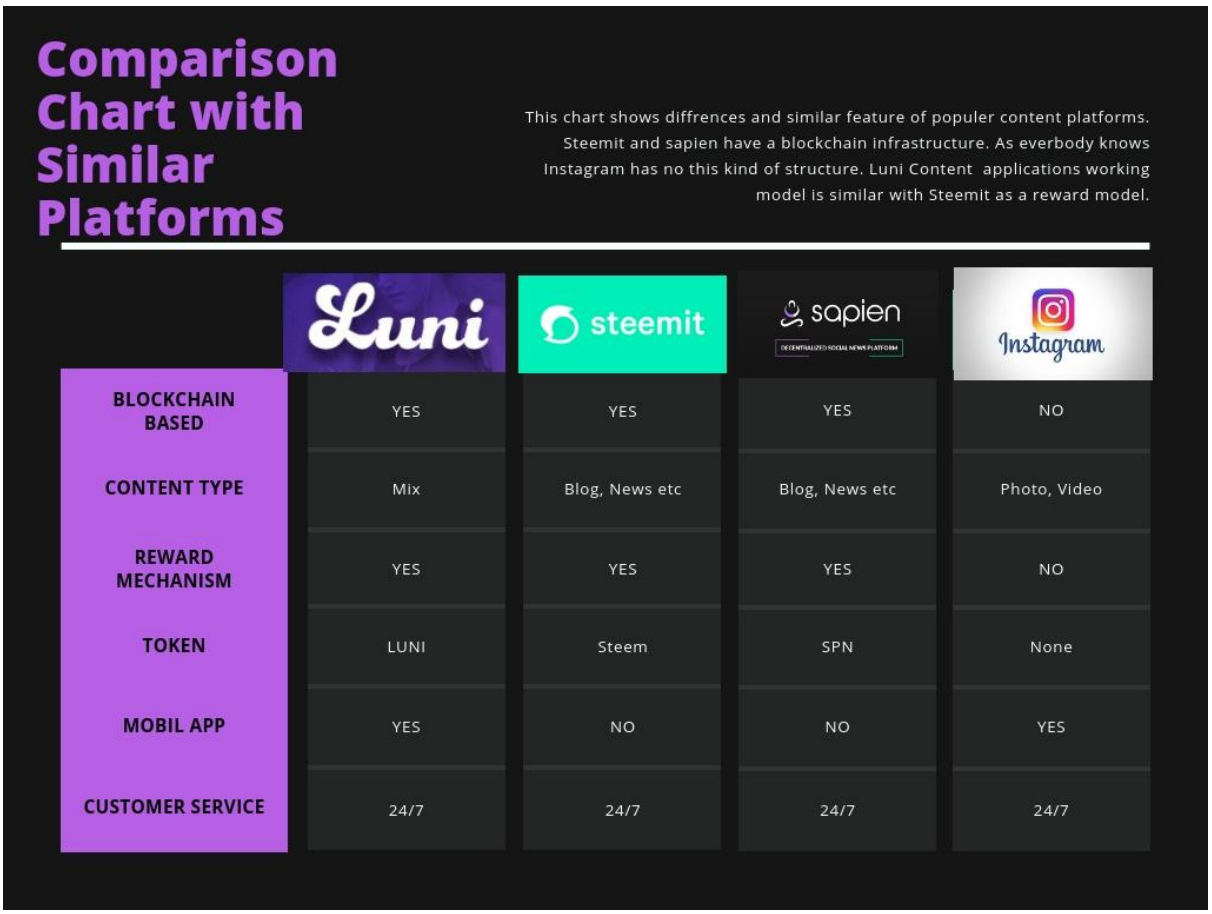
Selected and upvoted(via blockchain technologies) qualified contents will be translated to other languages by native interpreter if the content is favourable to culture of next country. In this way , a new content network will be created and it will spread to whole world simultaneously. This will be the most crucial parameter which seperates Luni from the other similar or usual social media/content projects.

Competition

We analyze competitors as classfying into social content networks and dating apps.

Competitions among social content networks

There are some large player in the field. We see this situation as a proof of the business model rather than a threat. Our main competitive edges are uniqueness or quality of contents, quantity of rewards (much larger rewards in respect of quality), synergy between modules and possibility to integrate different projects by sharing token system.



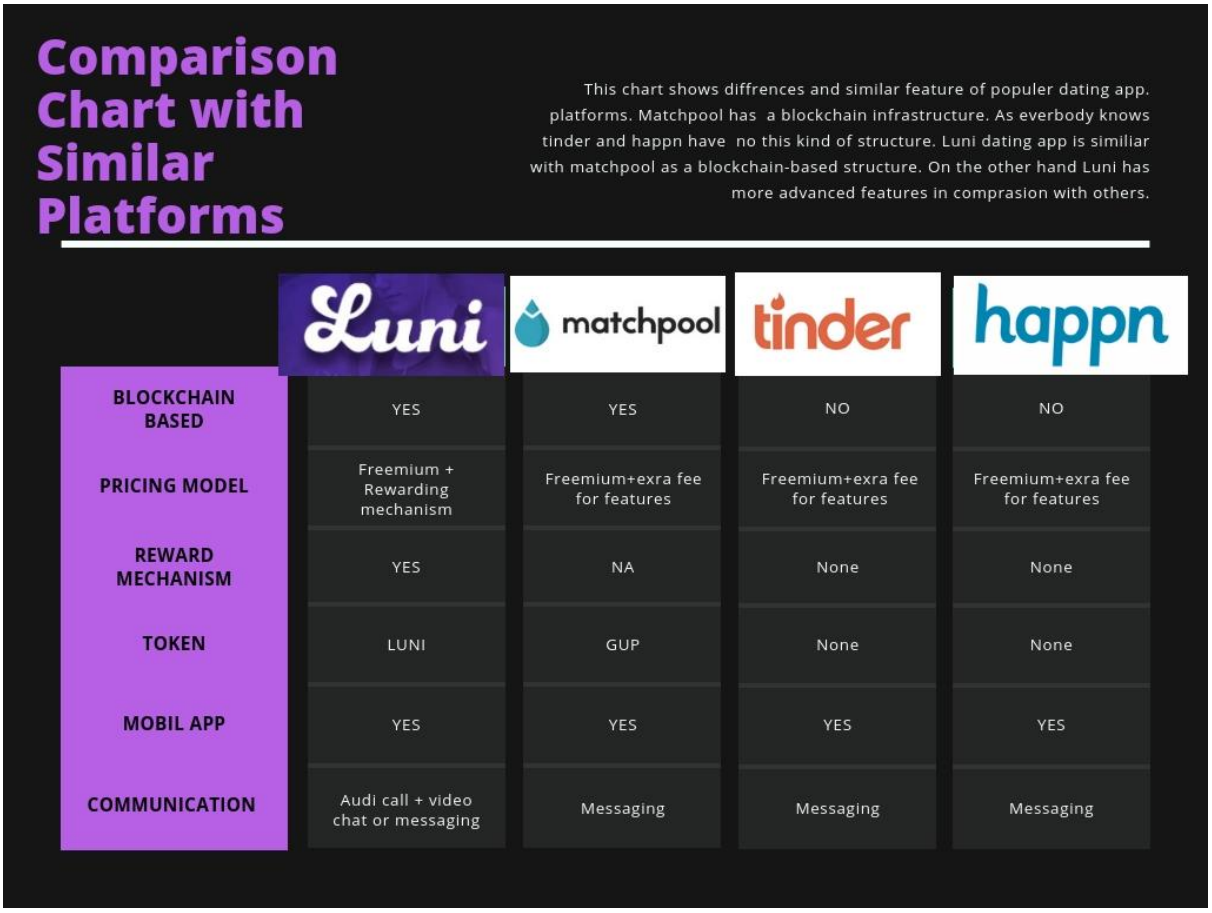
Steem.it – Steem is a blockchain-based reward platform for publishers to monetize content and grow community.

Sapien network – Sapien is highly customizable, democratized social news platform capable of rewarding millions of content creators and curators without any centralized intermediaries.

Instagram – Instagram is a social networking app made for sharing photos and videos from smartphones. Similar to Facabook and Twitter, everyone who creates an instagram account has a profile and news feed. When you post a photo or video on instagram, it will be displayed on your profile. Other users who follow you will see your post in their own feed. Likewise, you will see posts from other users whom you choose to follow.

Competitions among dating app

There are numerous dating apps because it is one of the most profitable areas for new start-ups. Most of known apps are not based on blockchain, such as Tinder. In a such fierce competition, we believe we have bigger chance to success because of uniqueness our business model. First of all, blockchain ensures privacy which can be seen as most important consideration for users. Also, tokenization allow us to scale payment system globally. A comparison table is made to summarize competition and underline our differences as below:



Tinder – Tinder, which launched in 2012, is a social app that facilitates communication between mutually interested users. Users use left or right swipes to 'like' or 'dislike' photos of the other users and potentially match with them. Chatting on tinder is only available between two users who have swiped right on one anothers photos and matched.

Happen-Happn is a new mobile dating app that uses your phone's location to show you potential matches. Every time you cross someone's path, this person's profile will be added to the top of your feed. It works like Highlight, but for dating.

PRODUCTS

Most ICO's are offered with only idea or so basic prototypes. On the contrary, our products are ready to use and constantly being improved by adding new features. Before making contribution to our ICO campaign, you would look at our app by downloading via these links:

Android app –

IOS app –

If you are interested to be a content creator, you should look at producer version of our app through this link:

Producer version –

Technologies

We do not have desktop version for promoters (regular users). Our product is focused only mobile in order to create much better user experience by specializing in and allocating all efforts for only mobile. These mobile applications are native apps. In the background, we use Amazon Web Services (AWS) and Google Firebase technologies. However, due to specific needs for creating contents, we provide a web version for only content producers.

Blockchain Leverages

Ethereum blockchain is used for creating LUNI Token via ERC20 standard. LUNI Token is used as internal payment method for our platform.

We use another blockchain because storing visual data on Ethereum blockchain is too expensive. Hyperledger is used for storing data. In both network, all data can be viewed publicly.

Mobile Wallet

Every user who downloaded app and registered, has a wallet inside our app. Users can send or receive UNIQUE TOKEN in the our platform. There are only gas fee taken by miners in ETH blockchain.

Luni app has two different platform. First one is network of social content, the other is dating module.

Network of Social Content

There are two different user type. First one is promoters (regular users), the other is content producers.

Dating Module

How to Login System?

Firstly to be a member of any university is mandatory in order to login system. Users need to prove this situation via university confirmation mail or another ways. After confirmation from our side, then can enter the system via confirmation mail simply. Luni dating app is planning to balance male and female ratio in order to high qualified matched. That's why some users might wait in order to enter system. Course it depends on the users condition.

How is Payment System?

There is no fee for usage of Luni dating application. There are three way to use extra features;

1-Create qualified content for the Luni App Content Part and get reward as a cryptocurrency(Luni Token) and use in the app or convert fiat in the exchanges.

2-Make payment with Luni Token(for additional features)

3-Make payment with fiat(for additional features)

Matching Rules Of App

As mentioned above sections, man and female ration will be under our team control in order to qualified matches. This situation is will be applied just dating application part. For the Luni content application ; Everbody can join the system whenever they want.

University members can join system and match with each other. In this point you may ask ‘Why just university members?’. Every university need a social network in itself. It must be high qualified and elite. Luni app provide to users this conditions.

Improper users will remove system forever.

Users personal information will not be shared to others without users permission and approval.

After matching users can make audio call, video call and messaging with each other and become socializing.

TOKENIZATION

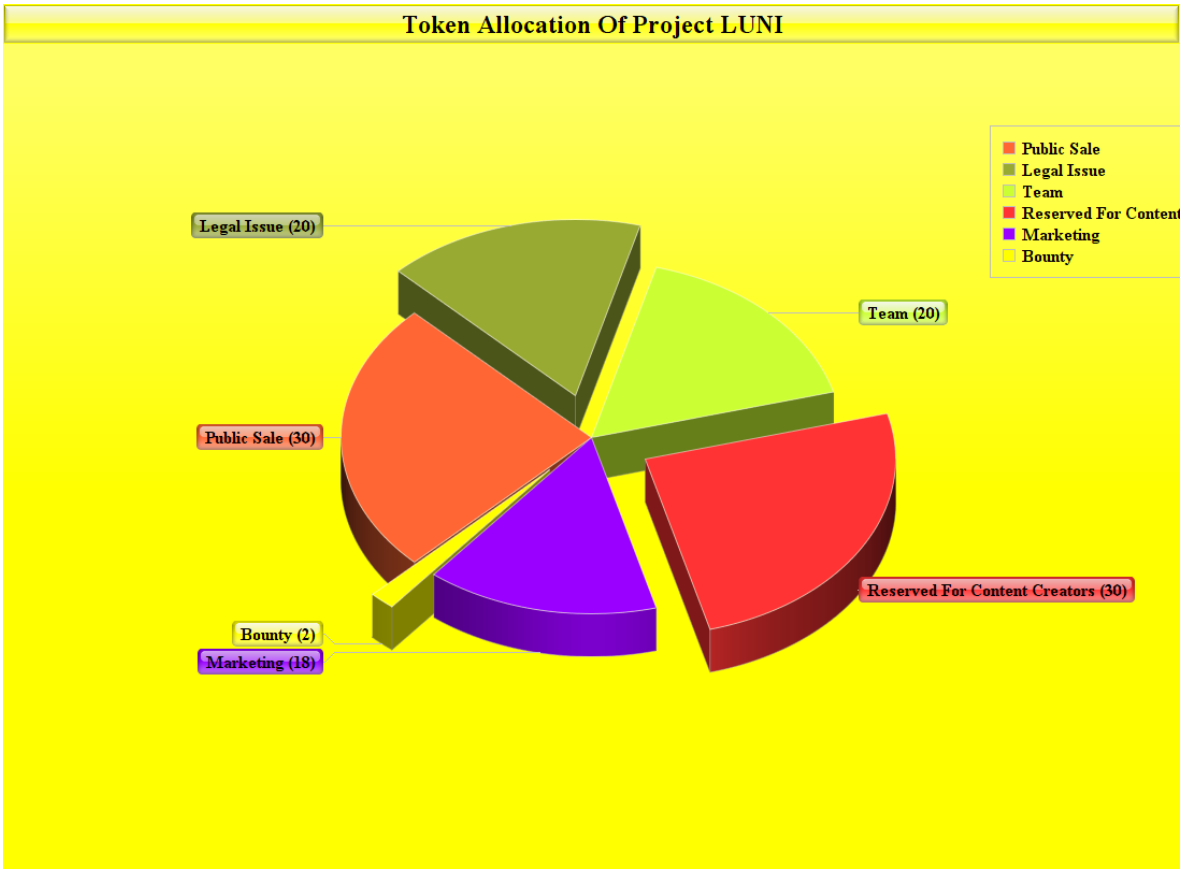
LUNI TOKEN are issued on Ethereum blokchain as use for internal payments in Luni Platform. It is not a security token, it does not give the holders the right of getting dividents from company profit or participating into corporate decisions. It is utility token enabling the holder to use premium services of Luni.

Token Name	LUNI TOKEN
Token Symbol	LUNI
Decimal	8
Blockchain	Ethereum (ERC20 token)
Total supply	250,000,000

*It is issued once, and there is no further issuing.

Distribution of Total Supply

Total supply is distributed among founders, team, legal issues, platform reserve pool, Token Sale and bounty program as shown in graphics below:



- Team and Founders: Their tokens are unlocked untill six months after finishing token sale campaign. Then, every six months, %20 of tokens are released. So, all of their tokens will be released in three years.
- Advisor: who help us to build better platform, get rewarded by UNIQUE TOKEN.
- Platform reserve: It is used to pay content creators and provide liquidity for internal wallets. Wallet holding reserves tokens can be viewed publicly.
- Token Sale: is allocated for who contributes our project.
- Bounty Campaign: People who help us by promoting our project, get rewarded by UNIQUE TOKEN.

Token Sale

Luni sales LUNI TOKEN in order to finance further development and growth of its platform. It does not offer sales of any securities or investment products.

The token sale campaign consists of three steps, namely; private sales, pre-sales and ICO (main sales) as scheduled below:

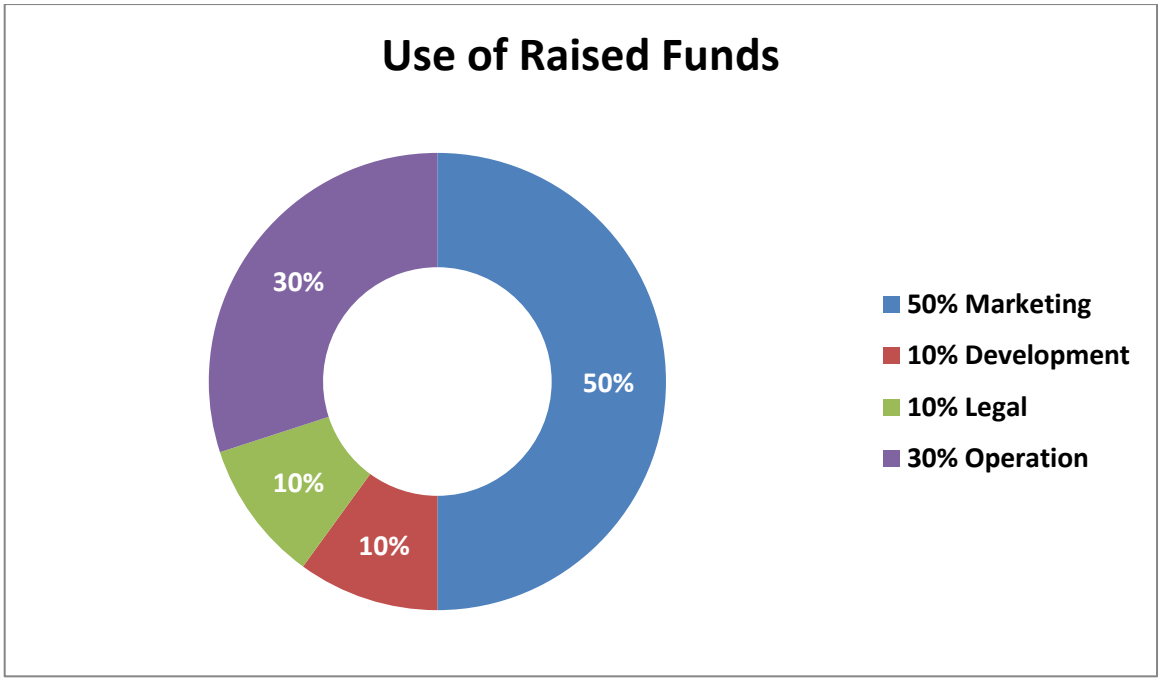
Duration	# of tokens	Base price (USD)	Bonus rate	Min. Contribution (USD)	Maks. Contribution (USD)
Private Sale:	10,000,000	0,2	60%	>20,000	<200,000
Pre-sale 1:	10,000,000	0,2	40%	>5,000	<50,000
Pre-sale 2:	10,000,000	0,2	30%	>1,000	<10,000
ICO 1:	20,000,000	0,2	20%	-	<10,000
ICO 2:	20,000,000	0,2	10%	-	<10,000
ICO 3:	30,000,000	0,2	0%	-	<10,000

- Unsold tokens in specific phase, will be sold again in nest phase.
- After ICO finishes, unsold tokens are transferred to platform reserve pool.
- Token sale run by a smart contract which is published our GitHUB page:
- Accepted payment methods are ETH, BTC,
- We don't have a soft cap, because we have already a working product. Collected funds accelarate our growth rate.
- Hard cap is 20,000,000 USD (20 million USD)
- We will announce exchange listings when finalized. Our plan is being listed one of major exchange like HitBTC, Bittrex, Binance, Kucoin, Cobinhood within one month after ICO finishes.

Use of Raised Funds

Our product is already working, therefore we will use raised funds mostly for marketing.

Our planned budget is shown as below:



Please note that, this plan is subject to change depending on amount of raised funds, current business conditions and such factor.

LEGAL DISCLAIMER

This document is intended solely for informational purposes and isn't meant to be a solicitation or an offer to invest in our platform.

No Ownership and Control Rights

Ownership of Luni Tokens does not grant its holders the right of ownership or the right to share in . Luni Tokens do not give the right to participate in decision making about direction and development of business. However, the opinions of token holders and platform users are very important and can be taken into account when such decisions are being made. Luni Tokens can be used as an internal currency within the project to purchase products and services from companies represented in the marketplace, and to pay for contextual advertising or premium accounts in .

No Income or Profit Guarantees

All examples of income and profit calculation in this document are presented only to demonstrate the average, empirical indicators of the industry. They do not guarantee that these results will be achieved according to the marketing plan.

Regulatory Uncertainty

Blockchain technologies are subject to supervision and control by various regulatory bodies around the world. There`s a risk that all digital tokens, as an asset, may fall under heavy regulation and restrictions, that may limit the functionality of LUNI token or even make it impossible to use. We see it as a highly improbable course of action, but if it happens, we aren't responsible for its consequences.

Luni token Investment Status

The Luni token is not a certified or legally binding investment. Due to unforeseen circumstances, the objectives set forth in this document may be amended. Although we intend to accomplish all the objectives described in this document, all persons and parties involved in the purchase of Luni Tokens do so at their own risk.

Risks

Risk of Insufficient Adoption

Although Luni Tokens should not be seen as an investment, they will have some value on the cryptocurrencies market. team can't and won't influence the tokens` market price, which depends solely on the proportion of supply and demand, and also on the use frequency. Their value may increase due to high frequency of use and high demand, and decrease when used not often.

Risk of Funds Loss

Funds collected in the Token sale process are not insured. In the case of token loss or decrease of the token value, token holders are not provided with a private or public insurance representative.

Risk of Failure

Even though the team is highly confident that the project will be successful, working additional shifts and spending countless hours and resources to achieve all goals, these goals may be not achieved due to some reasons beyond the control of the team.

Risk of Using New Technologies

Crypto-tokens, such as Luni Tokens, are a new and unverified technology. In addition to the risks mentioned in this document, there are additional risks

which the team cannot foresee. These risks could materialize in other forms not specified in this document.

No Guarantees

Registration on platform or Luni token purchase is a voluntary action and the project team doesn’t take any responsibility for this action or its consequences. After emission, Luni Tokens are sent to users without any guarantees, including guarantees of increase in value. Some jurisdictions do not allow the exclusion of implied guarantees, and the above exceptions to implied guarantees may not apply to you, but we still put it here in order to avoid any monetary claims from investors and users.