



# LUXOCHAIN

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“ EVERY ONCE IN A WHILE, A **NEW TECHNOLOGY,**  
AN **OLD PROBLEM** AND A **BIG IDEA,** TURN INTO AN **INNOVATION** ”

Dean Kamen

[www.luxochain.io](http://www.luxochain.io)

# COUNTERFEIT

In 2017, the global market in counterfeit goods was said to be valued at over **US \$460 billion**.

In the European Union alone, the clothing, footwear and accessories industry loses around Eur 26.3 billion (about US \$27.7 billion) of revenue annually from counterfeit goods

Nowadays, counterfeit products are increasing in terms of volume and sophistication. It's harder day by day to recognize the originality

In 2017 the counterfeit products importation confiscated by US Customs have been more than 34143 units

# MISSION



## LUXOCHAIN

**Make Your  
Luxury Goods  
Authentic and Safe  
from Counterfeiting**



# Which Kind of Needs Does Luxochain Want to Satisfy?



Have the certainty of possessing an authentic product and knowing that is unique and not counterfeited

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Supply a protection to the luxury brand and the private who buy in the second hand market

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Stop the trade of stolen luxury products market

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Provide an unique code for each product, creating a system able to allow each owner to certify the fingerprints

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Guarantee a 100% original purchase product

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Own a unique product. 100% inimitable

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Ensure to the product the unbreakable protection against the sale of stolen products

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LUXOCHAIN



# AUTHENTICITY

The sureness to own the  
real product, certified and  
guaranteed by the  
company



LUXOCHAIN

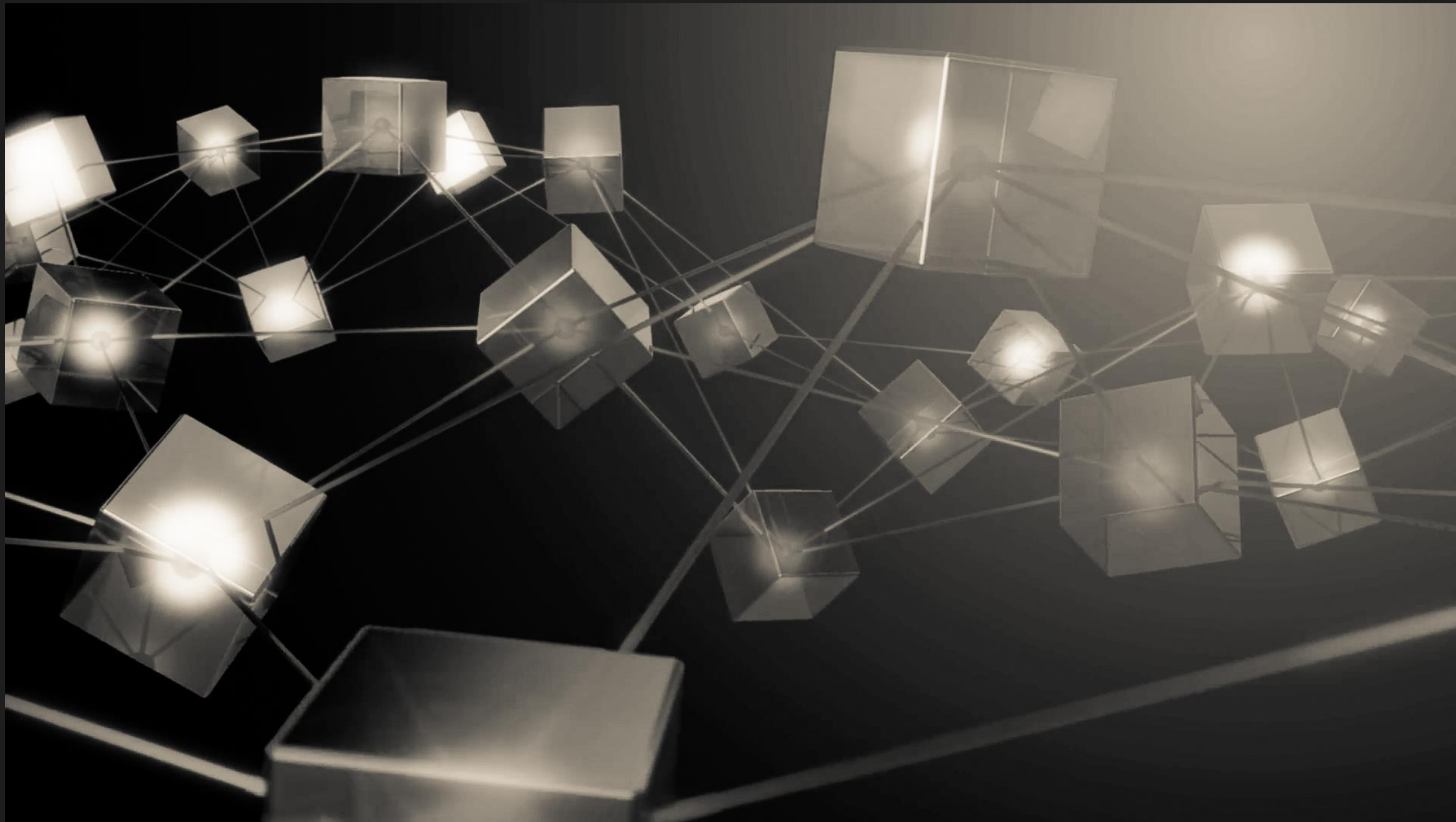




# Blockchain combined with a selected set of technologies

N.F.C.	NEAR
FIELD COMMUNICATION	
R.F.I.D.	RADIO
FREQUENCY IDENTIFICATION	
F.P.A.	FINGERPRINT
PRODUCT AUTHENTICATION	
BLOCK ID	

# What Does Luxochain?



LUXOCHAIN creates a system made of fingerprints, a unique token of the product. Thanks to the blockchain technology, this token holds all the information that makes the product unique, inimitable, and permanent registered



The product owns his unique inimitable  
code [ with our system Block ID ]

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The product has own proper digital  
fingerprints

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# LUXOCHAIN

# FOUNDERS



**Natale Consonni**

Founder



**Davide Baldi**

Founder & CEO



**Roberto Gorini**

Founder e CFO



**Naor Adno**  
Business Developer



**Davide Zucchetti**  
Marketing Manager



**Davide Luigi Borella**  
Community Manager



**LUXOCHAIN**

# TEAM



**Federico Viganò**  
COO



**Marco Guarducci**  
CTO

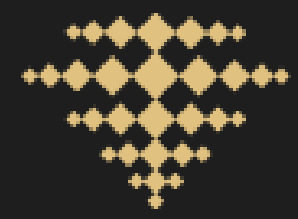


**Manuel Olivi**  
Developer



**Cosimo Sguanci**  
Developer





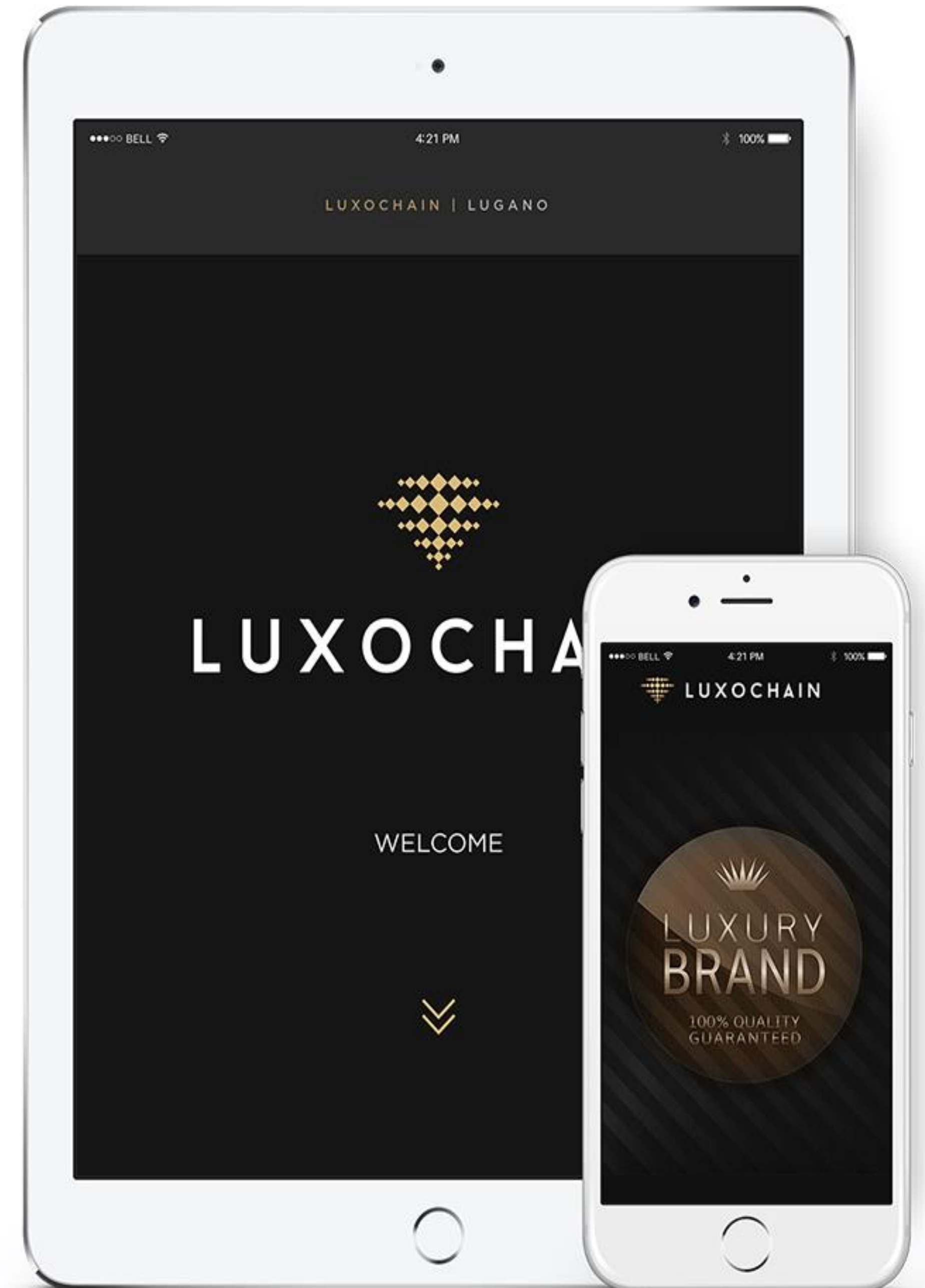
LUXOCHAIN

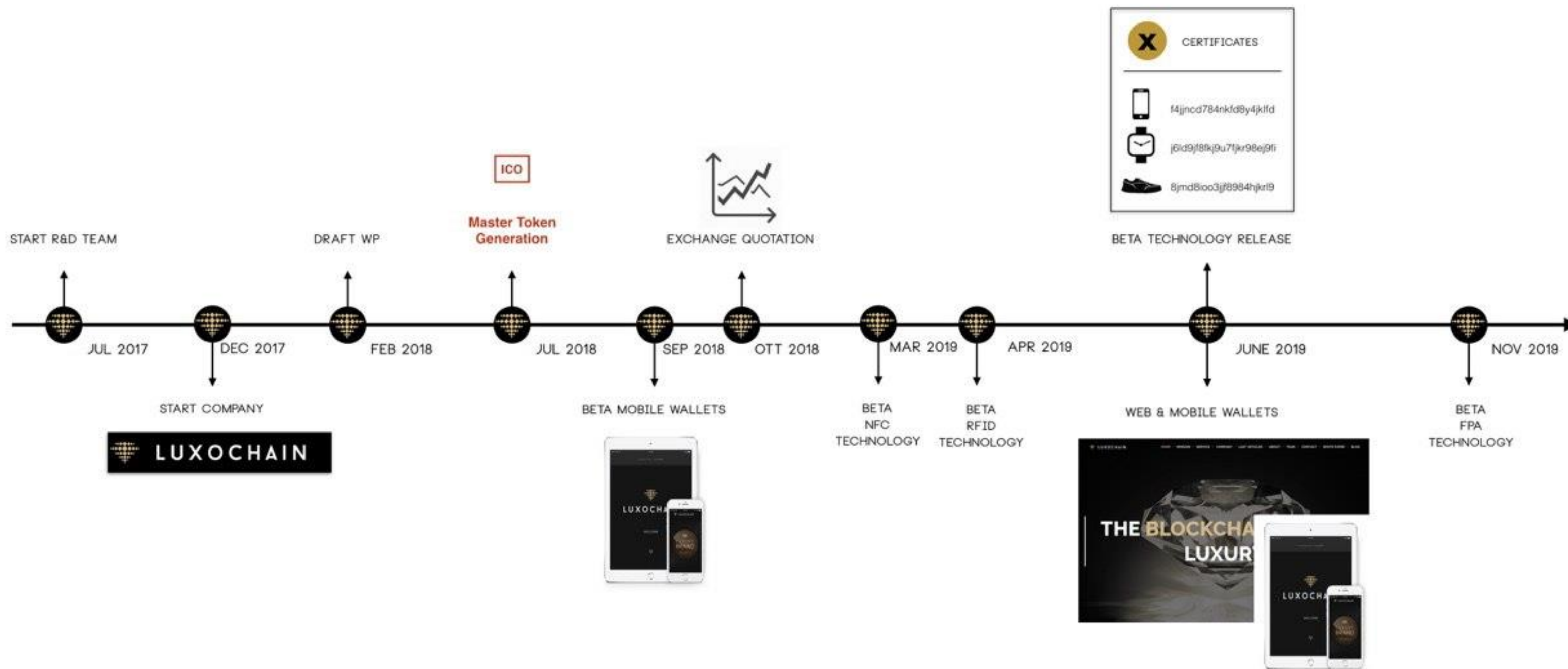
PERSONAL

SECURE

LUXURY

WALLET







# TOKEN MODEL

**Total Tokens**

**1.000.000.000**

**Ticker**

**LUXO**

**Type**

**ERC20**

**Inflation**

**None**

**Pre sale Start**

**Apr, 12, 2018**

**Token Sale Start**

**Sept, 10, 2018**

**Sale Length**

**Two week**

**Soft cap**

**€ 2.000.000**

**Hard Cap**

**€ 10.000.000**

**Unsold Tokens**

**Burned**

**WE WILL ACCEPT IN PRESALE UP TO A MAXIMUM  
OF 19 QUALIFIED INVESTORS WITH A MINIMUM CAPACITY OF EUR  
200,000 EACH**

**ALL PEOPLE INTERESTED CAN REGISTER TO OUR STAND AND WILL BE  
CONTACTED FOR AN INDIVIDUAL MEETING**

**IF YOU HAVE THE CONDITIONS DESCRIBED HERE ABOVE, YOU CAN  
PARTECIPATE WITH ETH, NOKU TOKEN OR TRANSFER IN EUR**





# TOKEN PRICE

## **PRESALE PHASE 1**

FROM APR 12, TO MAY 12:  
PRICE € 0,02 EACH

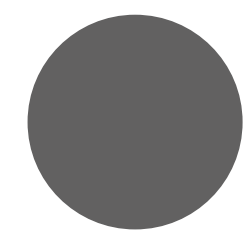
## **PRESALE PHASE 2**

FROM MAY 13, TO JULY 15:  
PRICE € 0,025 EACH

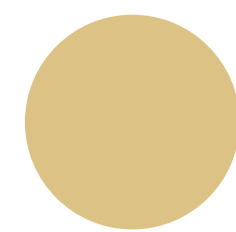
## **ICO PRICE:**

FROM SEPT 10, TO SEPT 25:  
PRICE € 0,05 EACH

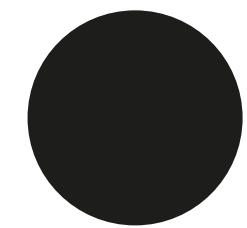
# BUDGET ALLOCATION



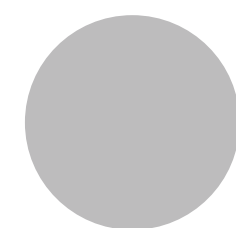
Marketing 25%



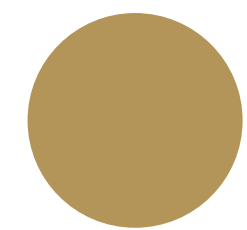
Legal & Admin 5%



Technology 25%



Business Development 15%



Team Salary 30%



# TOKEN DISTRIBUTION



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 Presale 20%

 Airdrop 20%

 ICO 10%

 Team 10%

 Advisors 10%

 Partners 30%

# AIRDROP PROGRAM

Time	% of Tokens	N of Tokens	Estimated Value	Gift %
ICO	10%	100,000,000	€ 5,000,000	
Airdrop 1 T = 1 month	1%	10,000,000	€ 500,000	10%
Airdrop 2 T = 3 months	2.2%	22,000,000	€ 1,100,000	20%
Airdrop 3 T = 5 months	4%	40,000,000	€ 2,000,000	30%
Airdrop 4 T = 6 months	6.8%	68,000,000	€ 3,400,000	40%
Total after 15 months	24%	240,000,000	€ 12,000,000	240% in 15 months

# ABOUT US

Our Company, based in Lugano, operates in the technological field making use of the blockchain's IT architecture willing to certify and guarantee that your luxury products are inimitable, unique and exclusive as you desire

Luxochain will make you  
secure of your luxury goods.







# LUXOCHAIN

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THE ASWER IS LUXOCHAIN

INFO AT:

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Lugano | CH