LoMoStar

A Cryptocurrency Platform for
the New Social World

LOMOSTAR

Content

Abstract

At LoMoStar, our common goal is to connect the digital world with the real world. We do this by encouraging new forms of social interaction that rely on cryptocurrency as the primary medium. By leveraging the key aspects of blockchain--decentralization, anonymity, and others--we try to promote free association, spontaneous interactions, and mutual interpersonal relationships. This allows the users of our platform to express their full potential and generate a new kind of "social ecology" that never existed before.

It is not our aim to uphold the traditional social order. Instead, we are excited to unlock the potential for new interactions through the use of technology. These interactions, we believe, are made possible when people can exchange value freely on LoMoStar's Digital Social Currency Platform. Our social ecology will revolve around interactions of the following types: people-to-people, people-to-asset and people-to-organization (and vice versa). This creates a dynamic and coherent network based on cryptocurrency and blockchain technology.

As the philosopher-economist Friedrich Hayek noted in The Constitution of Liberty, restrictions on freedom can reduce the drive for innovation, which impedes progress. Under the liberal social structure of LoMoStar, however, people expand their relationships with one another, while deepening the foundations of openness and trust. We here at LoMoStar are committed and passionate to spread our vision globally. We believe fully in its potential to create positive changes for our societies, both socially and economically.

In order to achieve this goal, LoMoStar will make use of three major systems:

1. A social events platform within the cryptocurrency environment

LoMoStar will integrate one's geographical position with its virtual environment and will use cryptocurrencies as its social medium to introduce new forms of relationships with one another. Also, by allowing for global (group) interactions, LoMoStar will facilitate international social relationships. In addition, people can develop business relationships at LoMoStar to enhance the influence of individuals,

increase brand awareness, and/or improve business development. Furthermore, airdrops of red envelopes, which contain cryptocurrencies, can be organized at certain geographical locations that have a sufficient density of users, for instance cities or popular public locations. Additionally, automated trading between users and investment opportunities will become available and people can use LoMoStar to perform many social related activities, such as marketing activities, group-related activities, organizing events, participating in treasure hunts, digital investments, and more. All these features enable LoMoStar to become a unique social and economic platform. The establishment of these social relationships and global interactions can fulfill both individual, group and corporate interests and desires, forming a win-win or multi-win situation.

2. Convenient peer-to-peer cryptocurrency trading

Through the decentralized feature of blockchain technology, LoMoStar aims to create a free order and to establish spontaneous social relationships where value exchanges can be conducted. LoMoStar supports people using any cryptocurrency to conduct trading, whether it is for physical goods, services or digital assets. LoMostar's underlying technology will therefore enable peer-to-peer trading with one another.

3. Digital assets based on our location-based system (LBS)

Through LoMoStar, people can also invest in many real-world businesses on certain geographical locations, such as retail, real estate, attractions, and more. There are also many ways in which investments can be made, through asset-backed securitization (ABS), for instance, or by obtaining a corresponding share of an asset through our digital currencies.

Lastly, we believe that cryptocurrencies can generate a new free order through LoMoStar's social environment and can greatly inspire people to use the blockchain to transform economic and social developments within our societies. The aspiration of developing better models can therefore ultimately help promote further positive changes for humanity. The Digital Social Currency Model of LoMoStar will be an important part towards this change.

I. Design Concept

From the most primitive society to the most advanced; from feudalism to the current dominant form of capitalism, human beings have constantly yearned to enhance our civilization and well-being. The fundamental theme at the core of all of these different societies is the pursuit of personal, political and economic freedom. The essence of this unrelenting pursuit of freedom is the quest for rules of a higher order to govern and coordinate human behavior. Each social evolution has worked to develop and advance personal sovereignty, propelling mankind towards a freer society.

Despite this evolution and the incredible achievements made by human society, an ideal state of freedom remains elusive. Even in developed democratic countries, the means of production, political rights, the rules for establishing laws and regulations remain controlled by the powerful few. Blockchain technology and Bitcoin have shattered this entire centralized phenomenon. Anonymity, security, decentralization and the value exchange properties of the blockchain have laid the foundation for disrupting monopolies, realizing a better and a more autonomous human order for the future and providing innovative new methods which completely reinvent the way we interact with one another.

Based on the blockchain, LoMoStar regards decentralization and anonymous trust as its core beliefs, and establishes a free social and economic ecology of cryptocurrency through spontaneity, autonomy, and by forming interpersonal connections. The LoMoStar ecology is not artificially imposed, but spontaneously generated by all users. Hayek called this the "Spontaneous Order," a state that results from the consequences of the user's actions rather than his intentions, which provides beneficial conditions for all individuals to achieve their respective goals. At LoMoStar, the behavior, assets and relationships of individuals interact with the real world in the form of smart contracts, generating economic and social values through each interaction.

LoMoStar adheres to 3 core ideas: (1) The Compatibility Principle, (2) The Security Strategy, and (3) The Friendly Strategy. These ideas aim to allow users to maximize their respective individual goals within our system.

1.The Compatibility Principle:

At the technical level, LoMoStar adopts the latest front-end technology in order to solve many existing problems older clients have, such as poor response time and difficulty in updating their platform. Many of these technical difficulties were solved during the development process and will be continuously further developed. In addition, it uses the latest technology to solve the fragmentation of Android products; while the iOS version has been refined for the iOS platform to achieve optimal user experience. At the application level, LoMoStar supports multiple digital currencies, including Bitcoin and Ethereum, and people will be able to freely transact, exchange and perform commercial marketing inside our application.

2. The Security Strategy:

By using both hot and cold wallet protocols, we can ensure the greatest safety of our users' assets. We also use a gatekeeper and multi-layered authorization to ensure that the system's most important server resources are isolated from the outside world. Also, transfers of digital currencies are secured with a multiple- signature to further ensure the security of our blockchain ledger.
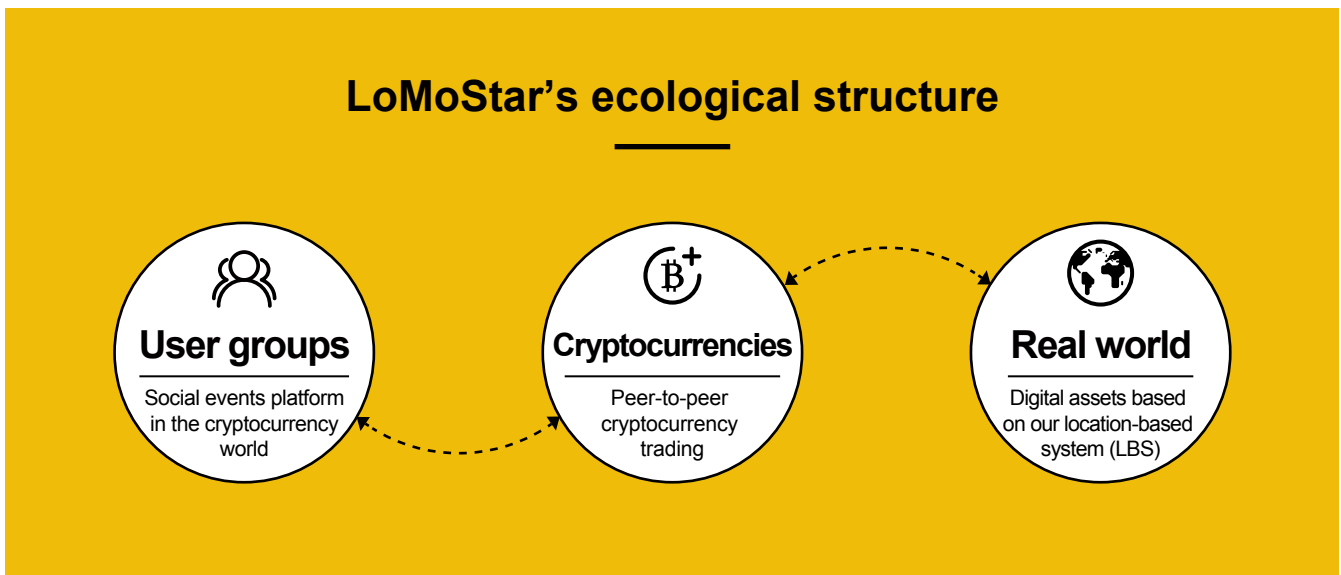
3. The Friendly Strategy:

Our independent research and development (R&D) of the software development kit (SDK) middle layer, simplifies the operation of our own blockchain technology. Providing blockchain application in the form of a SDK has drastically reduced the difficulty of the development and application of our blockchain. In addition, the use of the latest technology we are adopting for LoMoStar also drastically reduces users' time spent on downloading new versions and allows for faster iteration speed to provide an overall better product experience.

Bitcoin's technology helped to create a free and decentralized society. Ethereum took inspiration from Bitcoin and aspired to create the next generation "smart contract and decentralized application" platform. LoMoStar is a completely new ecosystem that blends together Ethereum's smart contract technology and its original token technology to provide multi-asset issuance and management on the blockchain, thereby creating a decentralized spontaneous order fostered by our innovative socio-economic platform.
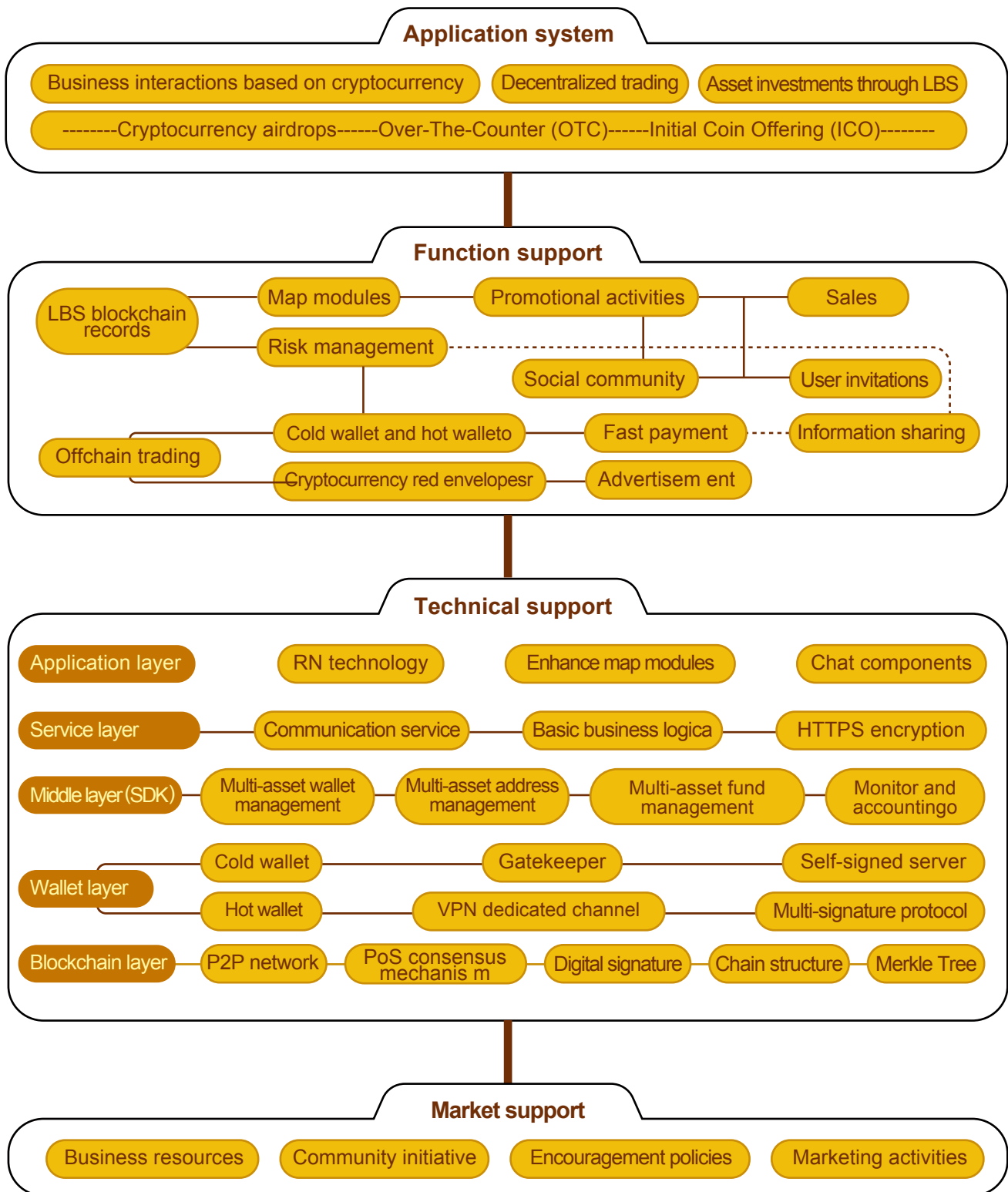
II. Ecological Structure

LoMoStar achieves a state of "spontaneous order" by using cryptocurrency to bridge the gap between a large social user group and real world digital assets in our LBS. By connecting users to each other in the virtual world and then to assets in the real world, LoMoStar creates a novel setting where unpredictable social and economic relationships can spontaneously flourish within user-created scenarios. This will promote the use of cryptocurrencies in the real world and allow completely new ecological models and scenarios to emerge. This cycle necessarily results in the symbiotic growth of both the social ecology and the application itself.

LoMoStar's ecological structure

User groups
Social events platform in the cryptocurrency world

Cryptocurrencies
Peer-to-peer cryptocurrency trading

Real world
Digital assets based on our location-based system (LBS)

When user-generated "Spontaneous Order" inevitably creates new application scenarios, the intimacy between the virtual and the real world will naturally follow. This will expand both the value and diversity of use cases of the cryptocurrency, igniting a positive feedback loop of value exchange. LoMoStar aims to promote the use of cryptocurrency in the real world by acting as the bridge connecting the two worlds - ultimately revealing the true value of cryptocurrency.

LoMoStar Digital Social Currency Model

Application system

Business interactions based on cryptocurrency | Decentralized trading | Asset investments through LBS

--------Cryptocurrency airdrops------Over-The-Counter (OTC)------Initial Coin Offering (ICO)--------

Function support

LBS blockchain records

Map modules — Promotional activities — Sales

Risk management

Social community — User invitations

Cold wallet and hot walleto — Fast payment — Information sharing

Offchain trading

Cryptocurrency red envelopesr — Advertisem ent

Technical support

Application layer — RN technology — Enhance map modules — Chat components

Service layer — Communication service — Basic business logica — HTTPS encryption

Middle layer (SDK) — Multi-asset wallet management — Multi-asset address management — Multi-asset fund management — Monitor and accountingo

Wallet layer — Cold wallet — Gatekeeper — Self-signed server

Hot wallet — VPN dedicated channel — Multi-signature protocol

Blockchain layer — P2P network — PoS consensus mechanis m — Digital signature — Chain structure — Merkle Tree

Market support

Business resources | Community initiative | Encouragement policies | Marketing activities

III. Application System

Although LoMoStar's ecology pursues Hayek's principle of "Spontaneous Order", the application of this (decentralized) order will closely involve the use of cryptocurrency by, for example, making use of micro-financing, asset-backed securities (ABS), anonymity, and by allowing for social empowerment through global liquidity.

● Business interactions based on cryptocurrency

Applications	Core features	Application scenarios	Social properties
Cryptocurrency socialization through red envelopes	Local view envelope World view envelope Map Chat groups	Red envelope map events LBS treasure hunting Community groups LoMoStar celebrities	People- to-people People-to-assets People-to-organizations
Social business relationships	LBS advertisement Digital currency rewards	Commercial airdrops Mobile retail Cryptocurrency marketing	People-to-assets Information and assets
Micro social assets	Cross-currency trading Smart contracts	Cryptocurrency airdrops Crowdfunding of digital assets	People-to-people People-to-assets

1. Cryptocurrency social interaction by using red envelopes

Based on our Location-based system (LBS) map, users can use the red envelope function of LoMoStar, which transfers cryptocurrencies to other users and drops these envelopes in their surrounding area (or anywhere else in the world). By picking up an envelope, one automatically joins the group of the user that has dropped this envelope. This allows users to attract other users to join their own social groups.

These kinds of social interactions produce innumerable new and amusing ways to connect. For example, users can add personalized design elements to red envelopes to signal the character and interests of the group. They can grow their fan base and enhance their influence by continuously launching new and exciting red envelopes in hopes of emerging as 'LoMoStar celebrities'. Moreover, the LBS functionalities also open up a wide variety of opportunities to increase the intensity of the interactions. By adding a riddle component, for instance, users can take part in a hidden treasure hunt game; by adding a hot zone trigger, a location can be part of a special surprise event, which can also become a gathering event by adding superimposed conditions.

New types of functionalities will be gradually introduced over time and users will use their own ingenuity to create many new forms of social entertainment. A birthday party invitation can be airdropped at a doorstep; a welcome gift can be left at the airport for an out-of-town visitor; a breadcrumb trail of red envelopes can be left along the Great Wall of China for old and new friends to follow. Whole networks of virtual relationships can be called into real-world action. By specifying areas, people, functionalities, and other conditions, users can invent various new and interesting ways to develop social relationships with one another.

2. Socialization based on micro-assets

LoMoStar utilizes the blockchain and cryptocurrency as its ecological basis, and a large proportion of the various relationships formed by people on LoMoStar are associated with digital assets. This can result in a very rich and diverse method for interactions based on micro-assets. It also allows for cross-currency trading, cross-regional communication, smart contracts, decentralization, and other features. Moreover, based on the over-the- counter (OTC) feature, the multi-currency wallet support, and other features currently available on LoMoStar, many types of social interaction can already be realised. For example, when users want to perform certain tasks, they can launch a request to cooperate with another party and use cryptocurrency to reward others in order to achieve their goals. Furthermore, individuals and organizations can use social networks on LoMoStar to initiate fundraising through cryptocurrency. If individuals or organizations want to host a project, such as a private meeting, art show, or R&D related projects, they can seek sponsorship through cryptocurrency on LoMoStar. Anyone interested in sponsoring projects, be it an individual or an organization, can use LMC, Bitcoin, Ethereum, or any other digital currency to provide funding support for the specific party. The sponsor can obtain tickets, naming rights, and other types of rewards from the sponsored party according to the agreement. Lastly, if users see creative, interesting, or popular content posted by others, they can express their support by offering digital currency. This reward-based social model can promote the output of more quality content and provide a good soil for LoMoStar's content ecology.

2. Business to consumer socialization

Due to the increasingly competitive retail landscape, more and more offline retailers are slowing down with the expansion of new stores, while investing in an experience- based business model with a relatively low investment cost such as a Pop-up Store. The so-called Pop-up Store can be understood as a temporary trendy shop, and this experience-based business model mainly operates for a short period of time at different locations. This business model is ideal for LoMoStar's commercial social airdrop format.

Pop-up Stores are often unique and trendy and GPS advertisement can mark the geographical position of the Pop-up Store to cooperate with the locally placed digital red envelopes around the Pop-up Store. This way, an effective and a wider range of social impact can be achieved compared with traditional methods. For example, some shops import culture, art, tourism, science and technology to stimulate the spiritual and sensual needs of their customer. These Pop-up Stores are often integrated with trendy goods, creative design, limited edition products, and various themed parties, which are becoming increasingly popular in various countries. Moreover, some businesses with special locations and mobility can easily supply contact information in LoMoStar. A company like Disneyland, for instance, may indicate their location in-app to attract people and to expand them through social influence.

● Decentralized transactions

LoMoStar's decentralised transactions will be based on smart contracts and cross-chain technology. This will provide users a peer-to-peer, decentralised and multi-currency exchange.

In order to support an even more flexible decentralized transaction ecosystem, LoMoStar has established a spontaneous invisible market based on OTC technology. Users and organizations can conduct mutual transactions and can rely on LoMoStar's social applications to connect with one another for direct deals without any intermediaries. LoMoStar does not adopt a brokerage system and buyers and sellers are therefore able to make direct transactions with one another. Even for currencies that are not yet listed on any exchanges, there is a possibility to conduct a peer-to-peer trade at an agreed price between the two parties. LoMoStar relies on the users' network to connect trading markets that are scattered around the globe into one big network. This allows for easier management and more efficiency, in order to offer users more flexible transactions. LoMoStar's decentralized trading will be released in the first half of 2018.

- LBS-based asset investment

One of the core functions of LoMoStar' s cryptocurrency-based social platform is to let users reap the benefits by investing in cryptocurrency. LoMoStar combines its location- based system (LBS) map functions with real-world assets to create models that allow users to utilize cryptocurrency for investing in retail, real estate, attractions and other various immovable properties in order to gain profits. For example, based on the existing function of an Initial Coin Offering (ICO), we help assets in the real world to conduct assets raising activities. This allows users to realize their investment returns and allow companies to airdrops coins to attract new investors and expand its influence. In addition to ICOs being available for investors, one can also use assets as the investment target and launch it on LoMoStar' s virtual map. A detailed description of the assets, the investment return model, and other relevant information can be provided. Users can then conduct cryptocurrency investments according to the rules and information provided.

In the future, asset owners may be able to convert the original non-liquid and real fixed assets into blockchain securities that can be circulated similar to a digital security. After they are packaged, divided, and distributed, they will be able to generate cash flow and support the development of real enterprises. This is a new type of asset securitization that has massive potential for the future and we will use cryptocurrencies as a medium to realize these investments.

The basic model is as follows: The original rights and interests generated from the asset of the owner (e.g. in real estate, retail stores, and other properties) transfer the income right of the held assets (rent, turnover, tickets, and other future cash flow income) to the asset securitization manager. Thereafter, the asset securitization manager combines assets, separates and reorganizes risks and benefits, and sells them to the investors through LoMoStar. After a certain period of time, the principal and interest are paid back in order for investors to gain profits.

Taking the vending machines as an example, which is one of the most common automatic trading devices, the holder can divide the income rights of a predetermined period and then launch the installation address of the device on the LoMoStar map. The (1) the product service description, (2) investment price of the income rights after division, (3) income distribution overview, and (4) other related information will then also be given. There are other types of devices that work similarly as a vending machine (e.g. self- service photo machine, self-service massage chair, and/or a doll machine) that can be used as a similar example. If LoMoStar users are interested, they can use cryptocurrency to invest and purchase the rights of these devices on the virtual map and thereby allow the possibility to generate an income from their (virtual) investments.
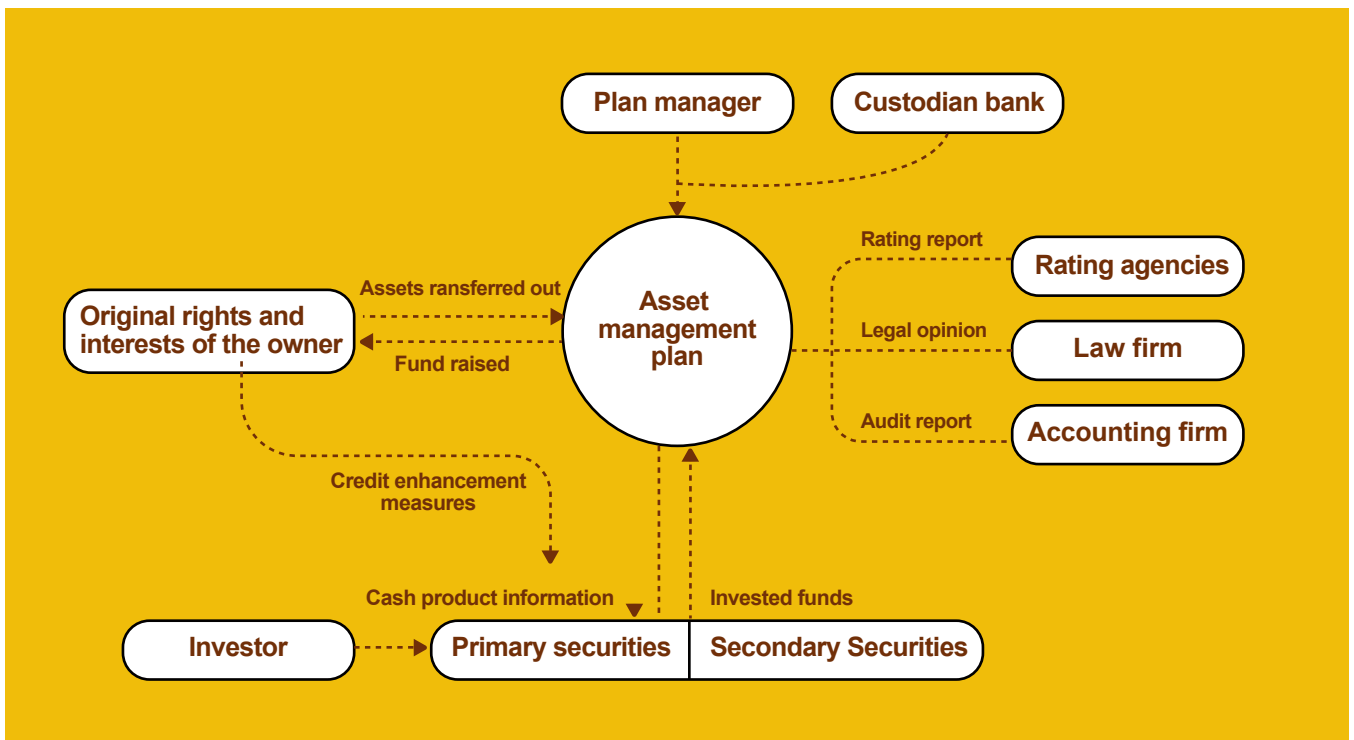
In the future, LoMoStar's innovative asset securitization approach will allow institutions to be more open and allow the investment process to become simpler and more efficient. This will be an improvement of the traditional and matured asset securitization model and it will exclude high-risk financial assets aimed at corporate bonds and mortgages. Our focus will be to optimize and improve retail, real estate, attractions, and other physical assets in specific geographical locations. Investors can invest in these assets, which can be linked to a specific location. This will consequently reduce risk in comparison to that of traditional financial models.

Based on the LBS digital assets investment, LoMoStar will disrupt the previous models that have been dominated by banks, securities companies, insurance companies, trust companies, funds, and other traditional financial institutions. We thereby introduce investors to a new world of asset securitization and will use cryptocurrency for its investments. Also, to conduct these real-world assets investments through cryptocurrency, LoMoStar will also allow ICOs to integrate new blockchain projects. Only cryptocurrencies and projects with high investment value will be made available for our users.

IV. Functional Level Support

The three major systems of LoMoStar all have a complete functional layer to support the foundational applications, such as cryptocurrency airdrops, OTC exchanges, ICO integration, and so on. With each update, new powerful functions will be added to support the extension of the application system and enrich users' experiences inside the LoMoStar Digital Currency Social Platform.

● Payment transaction function

One of the main features of LoMoStar is the payment transaction function. LoMoStar supports multi-currency transactions and cross-currency transactions, and solves users' payment problems in social events through, for instance, red envelopes, commercial airdrops and micro-assets. This greatly improves users' freedom and social adoption of cryptocurrencies on LoMoStar. Users can also make use of various cryptocurrencies in order to invest in assets. More importantly, in micro-asset based networking, users face the general challenge of high-frequency payment transactions, such as for micro-donation, digital asset sponsorship, providing rewards, etc. Within our platform, we avoid the complicated cross-chain interaction threshold and offer a possibility for the direct adoption of various types of digital currencies to allow for smooth interactions between assets.

● Red envelope functions of cryptocurrency

LoMoStar has a first-mover advantage within the industry regarding this function; it will be one of the most important functions of the application. Previously, cryptocurrency has mainly been used as a reward for mining and assets investment within the blockchain industry. But the appearance of red envelopes allows cryptocurrencies to have a social function and therefore creates a new social landscape to be further explored. People not only socialize through information communication, but also start to socialize through cryptocurrency and digital assets. Users can globally perform a variety of social activities with others through this function, by, for example, having group interactions, creating asset investments, designing interactive games and more.

● LBS geographic location components

A lot of the cryptocurrency-based social interaction on LoMoStar is based on one's location information. Businesses may employ geographical border techniques, limiting the marketing area to the desired area chosen by the business, and provide many different types of marketing activities. Scenarios such as regional red envelopes, LBS advertisements can, therefore, be made available. In addition, flash retail, LBS treasure hunting, and LBS based asset investment also require the support of this function. LoMoStar integrates map components both domestically and abroad and provides it to the Android & iOS platform for direct use. This allows users to implement the current and subsequent application scenarios that require LBS map function support.

● Cryptocurrency wallet

Because most of the social behavior and interactions on LoMoStar are involved through cryptocurrency, the use of a wallet is necessary. LoMoStar uses the industry's most advanced cold and hot wallet program to maximize the security of our user's assets. At the same time, the wallet also supports cross-chain payments, which supports multi- wallet cross chain operations such as with BTC, ETH, LMC, ERC-20 tokens and so on. One can, therefore, cross blockchains to pay, which means that you will be able to use BTC to pay for ETH and the exchange rates in the middle will be calculated automatically.

● Group function

Social relations between people and assets, as well as between people and organizations, are inseparable from social information communication, especially deep and stable communication within a certain range. LoMoStar has a social section for everyone to release information on. The information is not targeted towards a certain audience and is open for everybody. All users can see and respond to it which is similar to a town square. But we think that, in addition to this open social scene, people need a more stable and small social network for a variety of reasons. This is the group function of LoMoStar. The group holder can build their own group and invite other people to join this group. People in this group will then be able to communicate more deeply about certain topics.

● Cryptocurrency marketing

Cryptocurrency marketing is an important component within the platform. The cryptocurrency marketing of LoMoStar consists of two parts. One aspect concerns the marketing of businesses in the real world through cryptocurrency. For example, LBS advertisements by businesses can make use of red envelopes with cryptocurrency inside of them as a new driving way to promote their brands and increase sales. Another use is the promotion of cryptocurrency for new projects on the blockchain. One can use LoMoStar's existing user groups and multiple platform functionalities for other purposes. For instance, making use of airdrops which can function as a way of increasing trust in financing new projects and spreading new types of digital currencies. This type of promotion can therefore help new project teams to quickly build new currencies within the social ecology of LoMoStar. This will attract the attention of the users of the app and establish more support groups and communities. Initial Coin Offerings (ICOs) can help new projects raise the required funds and LoMoStar can make a good use of the variety of social systems and interactions to meet the need for these new projects.

● Other functions

In addition to the above mentioned core functions, LoMoStar also has other useful functions, such as the referral function. That is, a user can invite a new person to register on LoMoStar and this person will automatically become a follower of the user that invited him. A part of the red envelopes picked up by the new user will be awarded to the inviter by giving him a certain commission fee. To explore more interesting social functions, take a look at the figure below.
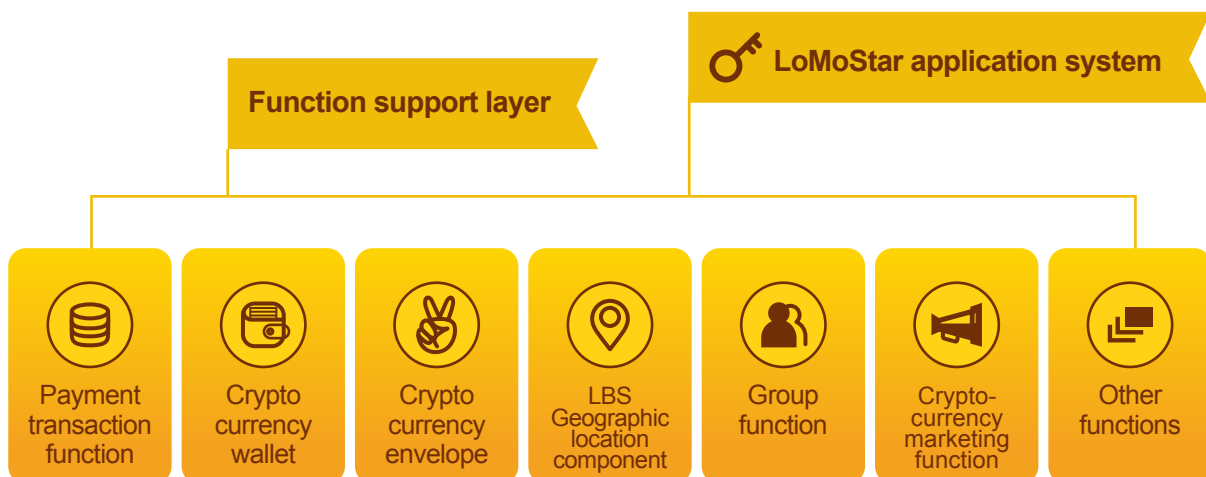
V. Technical Features and Advantages

The early built-in LoMoCoin (LMC) of LoMoStar is similar to Bitcoin, which is a crypto-currency with real value based on our own blockchain technology. Compared with traditional cryptocurrencies, LMC inherits the advantages of the related currencies which includes that the total amount is limited and cannot be over-issued. The general ledger and the transactions on the blockchain are disclosed and can be checked by everyone, and we aim at providing transparency and openness to all our users and investors. However, the reason for the emergence of LMC is the Offline-to-Online (O2O) business model that we are proposing in this whitepaper. That is to say, the business model that underlies LMC. This is quite different from other cryptocurrencies such as Bitcoin or Ethereum.

The consensus mechanism used by LMC is Proof of Stake (PoS). The difference from the consensus mechanism of PoW (Proof of Work) is that PoS does not depend on the mining represented by computational power competition. As long as the computer runs the wallet, it can be used as a node. The currency can take part in the blocking minting process after it is deposited in the wallet for approximately three days. Block minting is an interaction of all the network nodes that keep an account of the transactions. The PoW consensus mechanism of the Bitcoin blockchain is to calculate the mathematical problem by all nodes. In contrast, the node in the PoS mechanism aims to find the solution first in order for it to receive a reward. The block will then be included on the blockchain. LMC's PoS includes the concept of a coin age:

Coin age = number of LMC token held * time of holding

Each node competes for the right to sign the next block through its coin age. If not selected, other nodes will define the next valid block while the probability of being selected will increase for those that have not been selected previously. This is the foundation of our PoS mechanism. Based on the technology of the LMC blockchain, LoMoStar also has its own unique technological advantages:

● Security technology

A great importance is given to the application and user data security of the Android and iOS clients from the early stage of its development. With the use of the industry's highest encryption methods, we will minimize or eliminate the chances of your data being compromised by third party applications and focus on preventing any privacy leaks. All back-end connections are encrypted with HTTPS to ensure user data security. Additionally, the locally cached app data is also encrypted with the highest standard within the industry and losing one's mobile phone does not lead to any loss of one's assets.

● Lightweight and quick iteration

The LoMoStar application will not be hard to uninstall and will not be misused by any third-party applications. In the previous 1.5 years of development, there were around 300 updates on the Android version and around 200 updates on the iOS version to ensure a continually improving user experience. Following that, the 2.0 version adopts the latest RN hotfix technology to reduce the time cost for users to download new versions, which will also provide rapid updates and better product experience.

● Compatibility and a multi-platform

Using the latest technology to handle the fragmentation of Android systems, a refined experience is also offered on the iOS platform. The latest front-end technology is used to solve the problem of traditional clients (e.g. response time and reusability) and many technical difficulties were solved during the development process. The community will benefit from these rewards gradually.

● LBS data based on the blockchain

With the help of the blockchain, users can permanently record their geographic locations that will be immutable. It can also connect to map components, domestically and abroad, and provide a direct usage for multiple platforms on Android and iOS.

● PoS features of the LMC blockchain

Unlike PoW, the consensus mechanism of PoS is not to conduct consensus competition with huge calculation force. LMC uses the coin age as a means to take part in the consensus process. There are also "interests" besides the "coin age". From the aspect of the"interest rate", it is different from the fixed interest rate of most currencies. We will adjust the interest rate according to the quantity of tokens held. The current interest rate is set between 5-24% and a new version will be released for the new interest rates in the near future. Moreover, the LMC blockchain supports cold staking. Functions such as a single private key address and a multiple signature address are also supported. Smart contracts will also be integrated in the near future.

● Decentralization

On the LMC blockchain, we use P2P networks to conduct data transmission. From a communication point of view, the various nodes in the whole network structure are equal. No centralization of nodes exists. In the consensus mechanism, the right of each node to take part in PoS is equal. Each node can participate in the competition of the consensus mechanism to win the right to sign for the next block.

● The overall structure of the LMC blockchain

The LMC blockchain can be divided into 5 levels from a technical point of view: (1) data layer, (2) network layer, (3) consensus layer, (4) incentive layer and (5) application layer.

Data layer: The cryptography, Merkle Tree, and distributed ledger technology constitute the data layer of the LMC blockchain.

Network layer: The LMC blockchain uses a P2P network protocol, which is also the basis of the decentralization of the LMC blockchain.
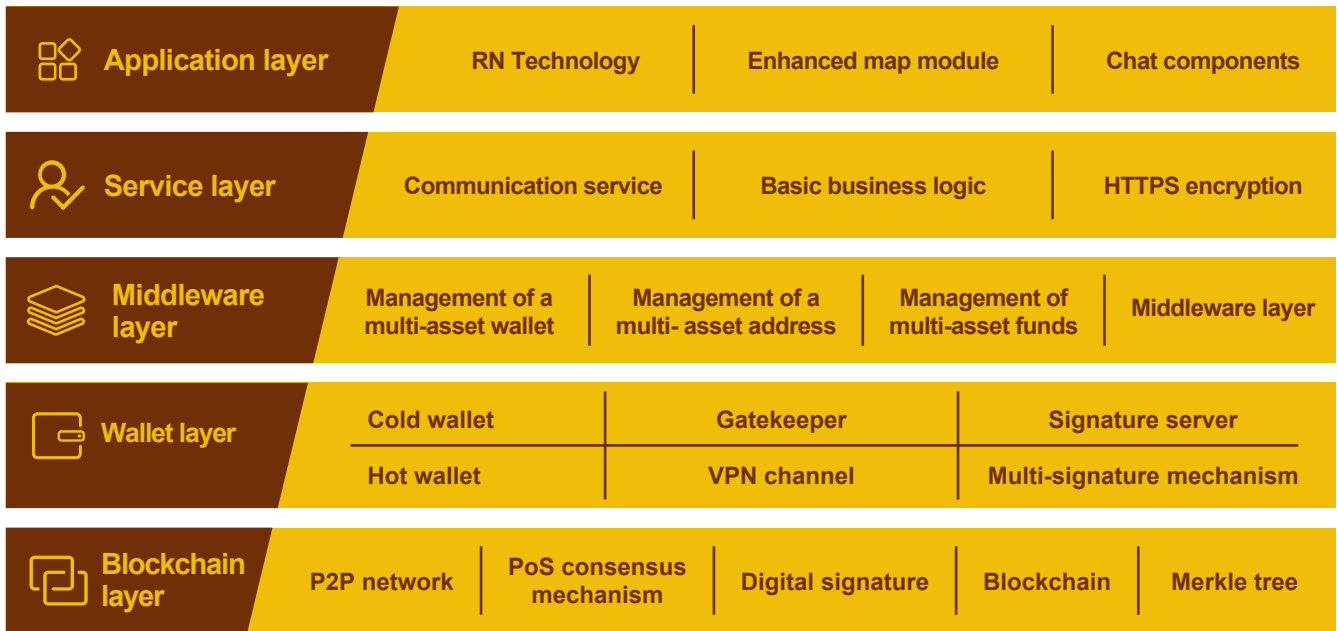
Consensus layer: LMC uses the consensus mechanism of PoS. Compared to the PoW consensus mechanism represented by the computing force competition, PoS participates in consensus with the coin age, which, consequently, heavily reduce the consumption of energy.

Incentive layer: The LMC blockchain will calculate the interest depending on the amount of token staked to motivate users that holding LMC to compete with one another.

Application layer: The main application of the LMC application layer is LoMoStar. Users can advertise in LoMoStar, send red envelopes, socialize, play location-based games, and more. Additionally, a number of applications based on smart contracts, such as virtual games and micro asset-backed securitization (Mini ABS), will also be introduced and encouraged.

● The overall architecture of the LoMoStar applications:

To meet LoMoStar's needs to socialize through cryptocurrencies and to meet more application scenarios, the overall technical architecture of LoMoStar is as follows:

Application layer	RN Technology		Enhanced map module		Chat components
Service layer	Communication service		Basic business logic		HTTPS encryption
Middleware layer	Management of a multi-asset wallet	Management of a multi- asset address	Management of multi-asset funds		Middleware layer
Wallet layer	Cold wallet	Gatekeeper		Signature server	
	Hot wallet	VPN channel		Multi-signature mechanism	
Blockchain layer	P2P network	PoS consensus mechanism	Digital signature	Blockchain	Merkle tree

● Multi-currency and multi-asset management through the SDK middleware system

To meet more possibilities of social networking and improve user experience, the LoMoStar server develops a SDK middleware system for many currencies and assets. The SDK offers a set of APIs based on blockchain and wallet technologies to provide the external applications with the current interfaces, which have been enabled by the application server. It also allows application server developers to complete the related business logic without having to know much of the blockchain technology itself and to integrate these inside the LoMoStar application, the server, and the underlying blockchain.

Functions

1. Reducing the technical barriers between the blockchain and applications through the SDK.
2. Use the same interface to develop applications for different platforms.

Characteristics

1. Support multi wallet cross-chain operations, such as BTC, ETH, LMC, ERC-20 tokens and so on.
2. After accessing the SDK, the application transfer that is developed on the SDK does not need to wait for transaction confirmation and will be available into one's account right away.
3. Wallets are divided into three parts: (1) a hot wallet, (2) a cold wallet, and (3) a user wallet. Different security measures are adopted to ensure the integrity of the assets that are linked to these wallets.

● Management measures of cold and hot wallet based on multiple signature

In order to ensure that the user's cryptocurrency can be exchanged normally and to protect the security of a user's assets, the LoMoStar technical architecture of the wallet layer adopts a technical structure that alternates between cold and hot wallets.

A hot wallet stores a small amount of cryptocurrency to meet the normal needs of the user's withdrawal and the majority of cryptocurrency are stored in the cold wallet. By using multiple signature protocols, a gateway server, multi-signature protocol and other technical means, we ensure the digital assets stored inside the cold wallet will not be maliciously stolen by third parties. These protection mechanisms can greatly enhance the risk-bearing capacity of the digital asset, increase trust, and ensure the security of the digital assets of the platform. Meanwhile, the hot wallet is responsible for providing deposits and withdrawal interface and will only keep a small amount of cryptocurrency for users to withdraw. Within the hot wallet, the amount of cryptocurrency stored is adjusted according to the predetermined rules and to ensure users to withdraw quickly. Also, the cryptocurrency in the cold wallet uses the multi-signature mechanism and a private key is stored in the "signature server" that does not connect to the outside network.

When there is insufficient fund within the hot wallet, it will apply for a withdrawal from the cold wallet automatically. In the process of withdrawing from the cold wallet, the unsigned transaction from the cold wallet will go through the gatekeeper that also uses a multi-signature protection mechanism which requires the signatures from many people to open the gatekeeper. Once the gatekeeper is opened, that is when the unsigned transaction has been signed with a number of signatures greater than the agreed required number before the withdrawal transaction is allowed to be completed.

Function

1. The security of the user's cryptocurrency is greatly enhanced when the user's normal withdrawal (the normal operation of the digital asset trusteeship) is met.
2. The risk tolerance of digital asset trustees is enhanced.

Characteristics

1. The gatekeeper mechanism adds a key barrier to the private key to ensure it will not be stolen.
2. The hot wallet can adapt its capacity expansion according to specific rules and can avoid transaction blocking to ensure a normal operation of the business.
3. A two layered multi-signature mechanism of the gatekeeper and wallet address minimizes the risk of an asset being maliciously used and the security of the user's assets while the compliance of the operation has been greatly strengthened.
4. The hot wallet can only communicate through an encrypted channel when it applies to the cold wallet for withdrawal.
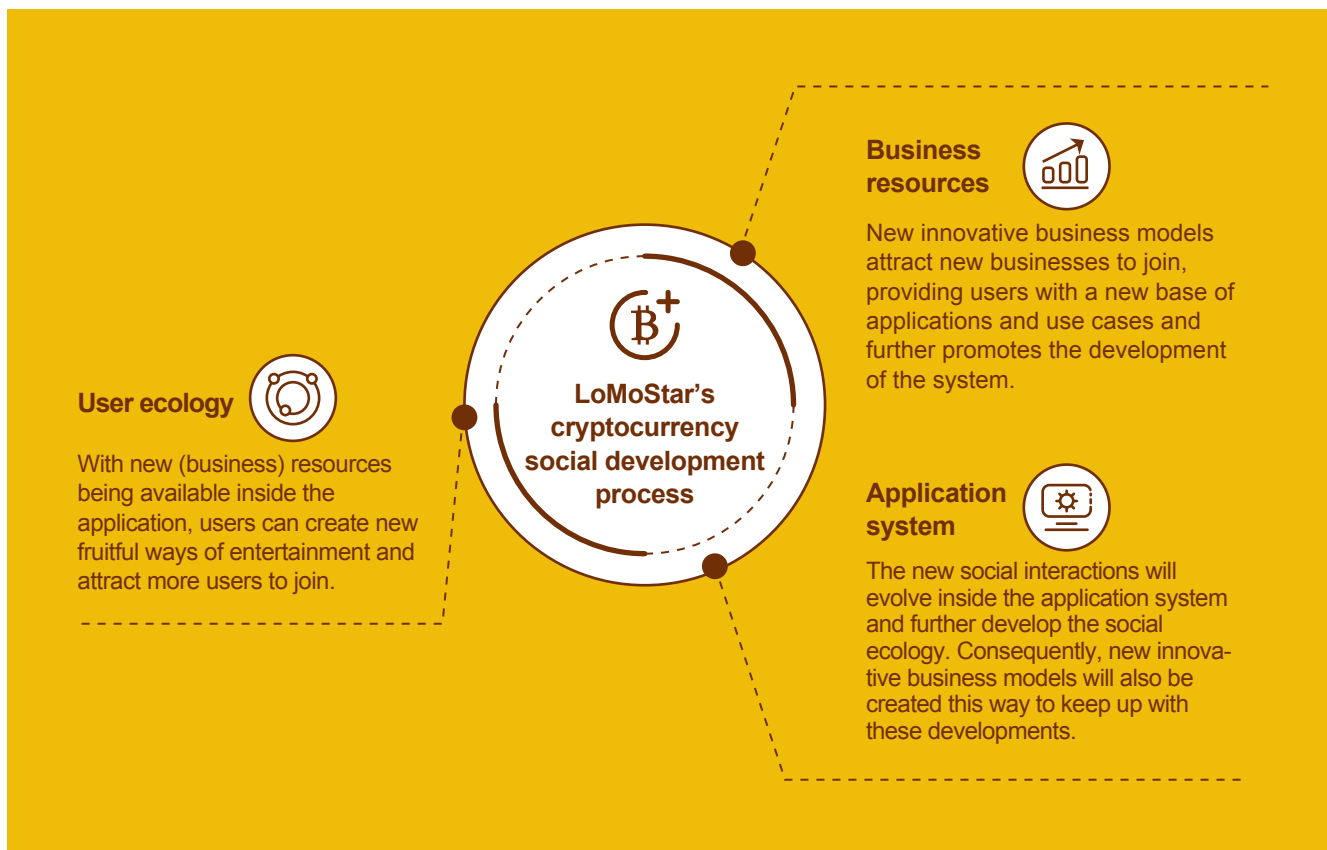
VI. Market Support

We believe that a healthy and sustainable ecosystem needs the support of the market. Likewise, LoMoStar's Digital Currency Social Platform requires support from the external environment. In the early stage of building the cryptocurrency-based social ecology of LoMoStar, we have already started to prepare for the market and will continue to carry forward.

● Business resource support

Of the three major application systems of LoMoStar, there are many scenarios that need commercial resources to support the system as a whole and allow it to run smoothly. For example, before businesses can utilize business-to-user interaction via airdrops they need to be introduced to LoMoStar to develop a new mobile retail approach for their customers. This innovative approach and their influence during this process can attract ordinary customers to join this new mobile retail business. Consequently, with more users, more new use cases will be discovered. New retail-based use cases can then emerge where social airdrops can be initiated by businesses, attracting more customers on the app and thus forming a virtuous cycle to support the ecosystem.

Similarly, digital assets investment based on the LBS also requires early seed funding to initiate the ecological growth. Real estate, automatic trading devices such as vending machines, and other assets need to be available in huge amounts in order for it to quickly enhance the amount of investment possibilities. These business resources will then act as a basis for different types of investments and attract more users to participate, to create a rich environment of different types of use cases. Consequently, the increase in different forms of interactions will facilitate the evolution of the overall ecosystem and a new business process and model for companies to adopt. The maturity of the new business model will therefore attract new businesses to join and the whole ecology will continue to grow and become an important driving force for the LoMoStar cryptocurrency-based social system.

User ecology

With new (business) resources being available inside the application, users can create new fruitful ways of entertainment and attract more users to join.

LoMoStar's cryptocurrency social development process

Business resources

New innovative business models attract new businesses to join, providing users with a new base of applications and use cases and further promotes the development of the system.

Application system

The new social interactions will evolve inside the application system and further develop the social ecology. Consequently, new innovative business models will also be created this way to keep up with these developments.

No matter the business model and market, rarely would a business rely purely on its own resources if they aim to scale rapidly. The widespread integration of commercial resources to support one's own business model is a common phenomenon. We will continue to abide by the vision of creating the LoMoStar Digital Social Currency Model while introducing commercial resources to internally develop our ecosystem and maintain a clear market position. At the same time, we will identify all potential traditional industries which could be interested in blockchain and cryptocurrencies, and integrate them into LoMoStar's platform. This way it's possible to achieve an efficient development in a short period of time. At present, some of our partners have already integrated themselves inside our cryptocurrency-based ecosystem and taken advantage of our platform by forming a business alliance. This does not only provide users with 'surprising gifts' but also a diversified market offering from our partners.

● Support of social organizations

Social organizations can exist on two levels for LoMoStar. One is an organized and systematic user group inside the LoMoStar ecosystem, the other one is an organization with a large group of users outside of the app.

LoMoStar's cryptocurrency is inseparable from the support of both commercial resources and social organizations. The internal community produces and circulates information for cryptocurrency-based interactions and therefore plays a key role in enhancing the ecological activity and enriching various social applications in the future. Otherwise, even with a large number of scattered users and some commercial resources, a cryptocurrency-based social platform which uses different social media to evolve significantly can many difficult challenges to overcome.

LoMoStar's existing group functions and subsequent community functions will be developed to meet the users' need for an intimate type of social interaction while being flexible for different social formats. At present, LoMoStar allows users to form stable social groups around a topic to communicate in depth about a specific subject matter. In addition, a stable community group can be extended by more subgroups. Each subgroup can make a finer division of the original topic to define more subtopics. Hence, a single social theme can grow into a "social tree" with both social breadth and depth. With the emergence of more different "social trees", social ecosystems with social organizations can thus be formed.
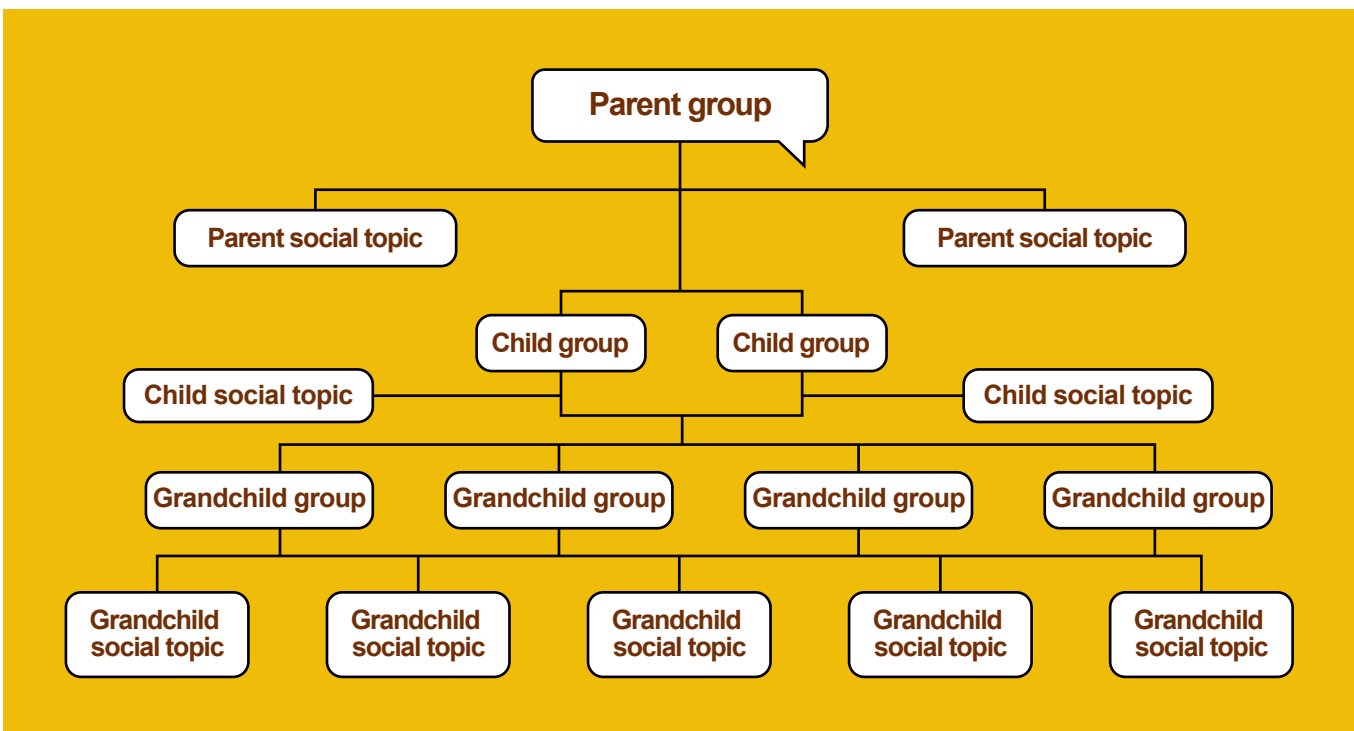
External users are connected to LoMoStar and will most likely have interests in blockchain and cryptocurrency, and are willing to try other (new) social formats. These groups of users can create a strong external environment for our cryptocurrency-based social model and can provide LoMoStar with an increasing number of new visitors. For example, through Twitter communities, Facebook communities, Telegram, Slack, as well as Reddit, Bitcointalk and other forums. These community organizations with a large number of users can therefore help spread LoMoStar's use cases.

The management of a community is integral to any social community. There are many advantages of having communities, which can, for example, allow for more interaction with one other. Additionally, it can also help to understand the needs of the users, to establish a more stable and long-term relationship, and to have a higher conversion rate for advertisement. Therefore, it is one of our core features to publicize LoMoStar's social concept of cryptocurrency and increase the number of future users of LoMoStar on these platforms. Even for existing user groups, these social platforms will act as the main and most important channels for us to communicate with.

● Incentive policy

LoMoStar has a basic market support with business resources and community organizations, and can already produce spontaneous cryptocurrency-based interactions. Nevertheless, we think this is not enough. We believe that in order for a new ecology to be accepted by users, the users must first understand and align with the new social formats. It is only with such prerequisites that the new format will have the vitality of growth. The rapid development of this new social format requires a certain incentive policy in order for users to devote more energy, time and resources for the development of the new social format.

The incentive policy is that LoMoStar rewards, guides and maintains the actions of LoMoStar users by designing appropriate forms of rewards for certain behavioral norms and incentives and information provision to effectively implement new activities and satisfy users' needs.

Information communication runs through the whole process of the incentive work. Information communication is needed in the publicity of the incentive system, the personal understanding of the user, the mastery of the user's behavior process and the evaluation of the results of the user's behavior. Whether information communication in LoMoStar is smooth, timely, accurate and comprehensive directly affects the effect of the incentive system and the cost of the incentive work. Therefore, we not only attach importance to the formulation of incentive measures, but also pay more attention to the transmission of this information. The operation of the community organization mentioned above has always been one of our core tasks.

Take community organizations as an example. The development and expansion of the LoMoStar community cannot be separated from splitting up. The precondition of this separation is that the community has formed a set of subcultural and operational mechanisms. This tendency of splitting up is not dominated by community leaders, but by the core members of the community. The culture of the community has greatly enhanced the sense of ritual and experience of the members of the community. The community therefore needs to proclaim its existence through rituals and carry forward the value proposition of the community. The appropriate incentive policy is a powerful means to carry forward the value proposition. Through a certain incentive ceremony, the common values of the members of the community can be strengthened and the cohesion of the members can be enhanced. The LoMoStar community is able to achieve its goals and also enables the members of the community to achieve their personal goals, that is, to align the objective unity of the organizational goals and the personal goals of each user.

● Marketing activities

To make LoMoStar's social ecology of cryptocurrency grow quickly, we will increase the variety of marketing activities on a basis that does not affect the user's spontaneous interaction. All the marketing activities of LoMoStar are based on the decentralization of the blockchain and the spirit of free democracy in order to improve the user's experience and promote the development of a society that operates on cryptocurrency.

Our marketing activities are divided into two parts. One is the marketing activity within LoMoStar, and the other is marketing activity outside of LoMoStar, such as Twitter, Facebook, Telegram, Slack, etc. The marketing activities in LoMoStar are becoming increasingly influential, and the numbers and approaches are rapidly increasing. We will, for instance, publicize new projects within LoMoStar with a bright future and high investment value to let more users know about these projects, make use of them, and discuss them with each other. Users can get the coins of the new projects by participating in certain marketing activities (e.g. free airdrops). This not only supports new projects with growth potential, but can also bring real value to LoMoStar users. More importantly, it introduces new social elements for LoMoStar's cryptocurrency social model and provides new nutrients for the ecology and promotes the growth of the whole ecosystem.

Furthermore, in order to encourage cryptocurrency transactions between users, we will organize interesting and new marketing activities on a regular basis. For example, we launched the activity "Monster Chaos of Halloween" to encourage users from all countries using cryptocurrency to participate in our Halloween event inside our app. Also, marketing events that aim to combine cultures from different countries. For example, we have held a social marketing event that gave unique Chinese names for users all over the world together with some LMC. It not only aroused the users' strong enthusiasm for cryptocurrency, but also a strong interest in the oriental culture.

In addition to the marketing activities in the LoMoStar application, we will also do some supporting marketing activities on our official Twitter, Facebook, Telegram, Slack and other social media channels. We will, for instance, spread and promote new projects of our (future) partners. The purpose of any marketing method is to maximize the social value of LoMoStar and to promote the development of the cryptocurrency world.

Summary

There are numerous "universal languages" in the world; music, sports and arts for instance. However, there is one thing that is more universal than those three and that is the currency. Currencies are undervalued as a social driving force and it might be the foundational driver within a business which stimulates societies to flourish and thrive.

The social foundations of the virtual world and the real world are not the same. For example, when two people are chatting in the physical world, they would require a comfortable sofa and a cup of coffee. In the virtual world pictures and emojis are used when people chat online. What about blockchain?

We have discovered that blockchain is not lacking in what it can offer but rather lack a context in which it can thrive. There are many 'vertical blockchains' designed to serve in various industries like copywriting, connecting the relationships between creators and fans, or in supply chain, connecting manufacturers and retailers. Prior to establishing the supply and demand relationship between the two parties, does a certain demand exist? Or is even the initial demand first preceded by the relationship that will eventually establish the supply and demand? We propose that both causes are vital and it is the context in which relationships comes first that will be our primary focus. One important example is the programmer community; when they are remotely working with each other they must first develop a relationship in order to begin coding. Afterwards, they will calculate their contribution based on their code.

In other words, cooperation, donations, sponsorships, partnerships, gifts, credits, and inheritance are the most direct forms of social interactions through currencies. Our economic society has functioned through many years of contracts to forge and perfect these basic relationships, but they are not yet fully formed inside the blockchain. We want to build these foundations so that mainstream society will finally have the opportunity to adopt and embrace the blockchain.

The development of the internet is driven by the human desire for information exchange, interaction, and socialization; this led to the early proliferation of chat groups and internet forums. The development of the blockchain is driven by value exchange. We want to extend this connection beyond simply the scope of financial transactions and build a more generalized social value of relationships. Most businesses in the industry focus on reforming old frameworks while LoMoStar rejects that model and instead chooses to create a new construct of social and economic relationships.

The first step in the construction of this ecology has already been completed. The foundation has been laid by connecting the global cryptocurrency framework. In the current cryptocurrency sphere, communities remain to be separated from each other. The community of every kind of cryptocurrency is confined to its own small circle, which limits the power and value these communities can produce. Through our continuous exploration of technology, LoMoStar can connect these separate communities through different social contexts and formats. For example, we can support general transactions in social situations, provide large and safe deposit and withdrawal of cryptocurrencies, and send red envelopes containing various cryptocurrencies within the community. A variety of social scenarios and social structures can be supported by these technological advantages and thus provide the basis on which our social economy stands: a place where cryptocurrency and social currency merges.

The second step is to expand the financing of blockchain enterprises into a universal event with mainstream participation. Transaction-based events on our virtual map will empower participants to enhance the impact of their influence through donation, sponsorship, investment, and other relationships. The first example of this feature is the red envelope allowing users to create their own communities through the very act of issuing cryptocurrencies, thus gaining influence.

The third step is to integrate the boundary between the real world and the virtual world. We already proposed the O2O marketing model previously and in the future we will expand the opportunities for this to include micro-commercial asset securitization based on smart contracts and automation of new retail.

These steps are just the starting point. The more important changes will be the support and expansion of smart contracts, integrating it with the Internet of Things (IoT) and "Big Data", which will also happen in the near future. To conclude in one sentence, LoMoStar aims to integrate the physical world and the virtual world through the blockchain. The physical world lacks channels for democracy while the virtual blockchain world lacks social innovation. The goal is to bring these two worlds together.