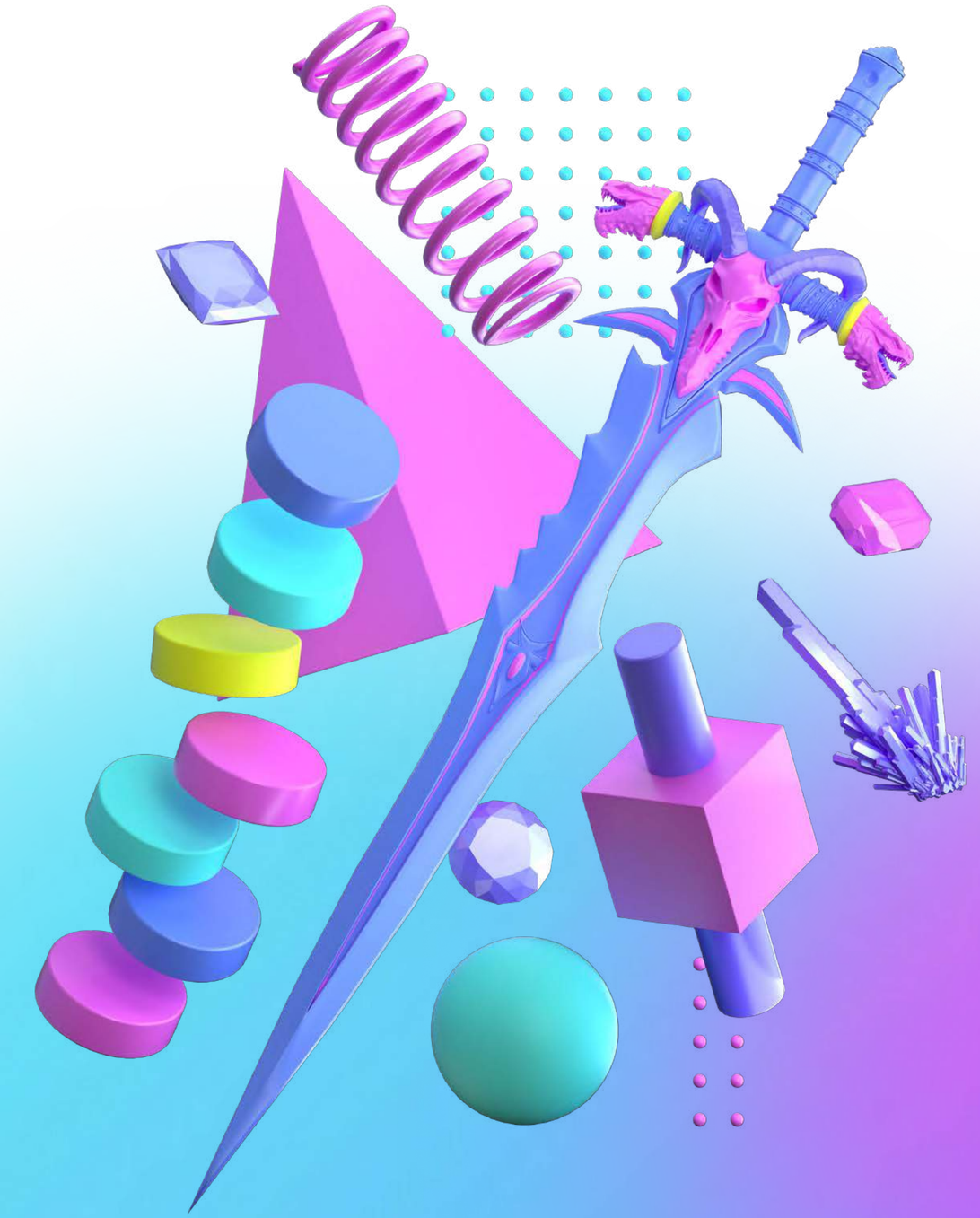
Hololoot

LIGHTPAPER

2022



Hololoot



HOLOLOOT IS THE WORLD'S FIRST AUGMENTED REALITY NFT GENERATOR, MARKETPLACE AND METAVERSE



The NFT market is worth **$17b+**, and growing exponentially.



AR is major trend with significant investments from players like **Apple**, **Microsoft** and **Google**.



AR NFTs are a significant new category, however creators suffer from a lack of **easy**, **scalable solutions**.



We're building a proprietary **no-code AR NFT generator** and **marketplace**, which will unlock significant commission revenues.

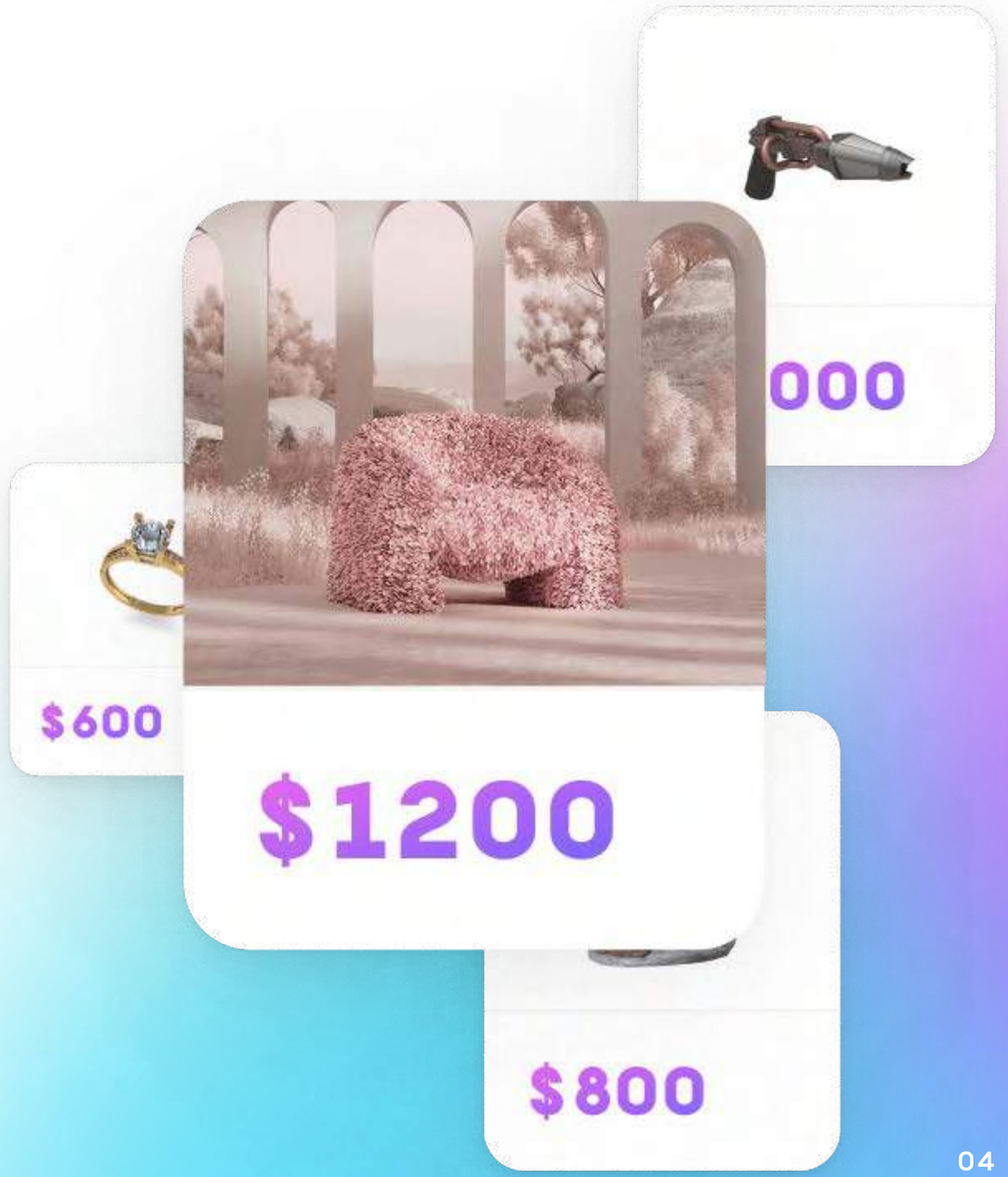
Hololoot

AUGMENTED REALITY IS A NEW, UNTAPPED NFT MARKET

The traditional NFT market is booming, growing by **+3500% YOY** in **Q2 2021**. It's also completely saturated, with **100+ NFT marketplaces** vying for users.

But a new niche is rapidly rising to prominence in the world of NFTs: Augmented Reality (AR). The tools needed to access AR are already available for most people, with most modern smartphones supporting the tech, and AR NFTs like Hortensia Chair are already achieving huge prices.

However, there are currently no scalable solutions to allow creators to bring their designs into AR, leaving almost all of the potential of the AR NFT market untapped.



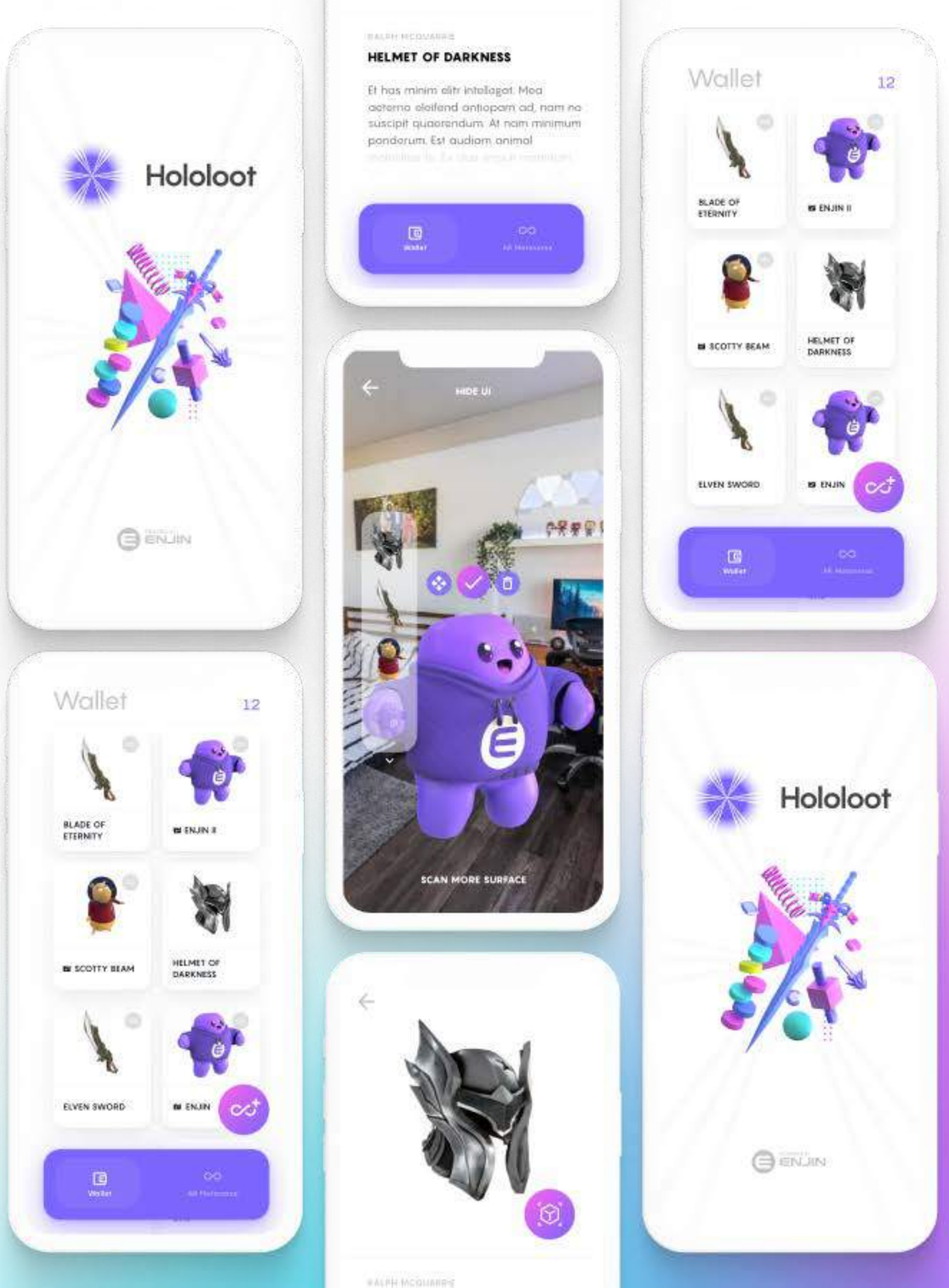
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HOLOLOOT WILL POPULATE THE AR NFT SPACE

From marketing to the metaverse, Hololoot offers the technology needed to create beautiful artist-grade AR visualizations from any compatible 3D model. Our NFT tech stack, powered by Enjin, also makes minting NFTs simple, fast and affordable.

While other AR NFT products have so far required either specialized technical knowledge or the use of weak, uncustomizable tools, Hololoot offers a powerful solution that anyone can use. Artist, brands, gamers, creators, marketers - anyone can take advantage of our tools to enter the incredible world of AR NFTs.

LIGHTPAPER



THERE IS CURRENTLY NO SOLUTION LIKE HOLOOT IN THE MARKET

VeVe is currently our only AR NFT competitor, but their solution requires every AR asset to be handcrafted. Hololoot is the only AR NFT platform built for anyone to pickup and use.

We've been developing AR solutions for years, and our app is built from the ground up with this experience embedded into every line of code. Copying our tech stack would require **50,000+ lines of good quality code** and **at least 12 months of development work**, giving us more than enough time to establish market dominance.



Hololoot

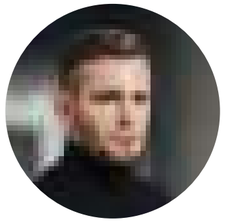
OUR GENERATOR IS A GATEWAY TO THE PROFITABLE WORLD OF AR NFTS

We're building **our own AR-native NFT market** connected to the Enjin X marketplace and other providers.

Industry-standard commissions on a **nine-digit market** return easy and sustained profits.

Exclusive AR NFT drops released through Hololoot open up even more revenue opportunities.

Hololoot



ADAM BIAŁOŃ

CEO

Experienced Enterpreneur

who gets things done

+5 years Business experience



MACIEJ SZAFARCZYK

COO

Skilled Fundrais

& Independent Researcher

+5 years VR/AR experience



PIOTR MULLER

CTO

Senior Architect, Developer

& Product Owner

+15 years Software experience



OLGA KUBALIŃSKA

CMO

Experienced Brand Builder

& Marketer

+5 years Marketing experience

WE HAVE THE PERFECT TEAM TO REALIZE OUR VISION

5

TECH & PRODUCT

5

MARKETNG TEAM

4

INDUSTRY ADVISORS

Hololoot

WE GROW FAST & SMART TO MAKE OUR VISION COME ALIVE

Hololoot's development strategy is guided by 5 key principles:

1. Make sure the underlying technology works well and is user-friendly
2. Engage actively in marketing and long-term community building
3. Establish beneficial partnerships with game studios and crypto projects
4. Remain flexible to adapt to changing market conditions
5. Design short-term goals to achieve our long-term vision



Hololoot

HOLOLOOT TOKEN

The HOL token will be used to create, power and sustain the Hololoot ecosystem. To this end the team has created a tokenomics model that ensures enough token liquidity at each stage of project development as well as healthy token release rate compensated by a built-in token burn mechanism.

THE TOKEN WILL HAVE THE FOLLOWING UTILITIES ↓



HOLOLOOT TOKEN

Staking for 10%+ APR

Stakers will receive a minimum 10% APR for staking their HOL tokens, covered initially by an allocation from our TGE. To ensure a steady supply of tokens to cover the rewards in the future, Hololoot will take a commission from all transactions. This revenue will be used to buy back tokens from the market for distribution, thus creating buy pressure and driving up the token price.

Staking for PIXEL

PIXEL is Hololoot's internal rewards token and can be used to participate in INOs and to buy exclusive NFT drops. PIXEL is farmed by staking HOL tokens, giving HOL investors an incentive to hang on to their tokens in the long-term.

Currency

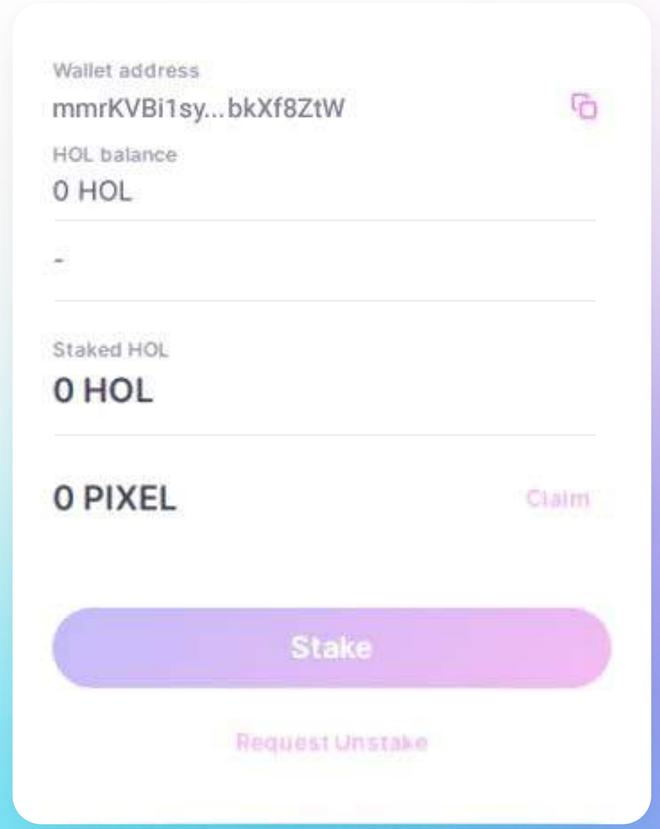
HOL will serve as the basic currency for the Hololoot AR NFT marketplace. The further increase token price pressure, 1% of the tokens used to settle a transaction will be burned.

Premium Services

HOL will be the ticket to accessing a range of other premium in-app and cloud services as development continues. HOL is designed to grow alongside our ecosystem.

Hololoot

PIXEL: HOLOLOOT'S INTERNAL REWARDS TOKEN



PIXEL is earnt by staking HOL, and is rewarded at a 1:1 rate daily. There are no plans to create external markets for PIXEL, making staking HOL the only way to fully participate in the Hololoot ecosystem.

PIXEL will have utility in Hololoot's INO launchpad, as both the token required to access different tier levels and as the mode of payment for NFT releases. It'll also be an essential component in our upcoming NFT rental platform.

This dual token model incentivizes HOL staking and reduces incentives to sell, creating a system where Hololoot investors are rewarded for holding strong.

Hololoot

HOL TOKENOMICS

FDV: 20 000 000 | Ini mcap: 580 000

	Team	Advisors	Marketing	Seed	Private	Public	Liquidity	Strategic Reserve	Total
Token Allocation	15 000 000	6 000 000	12 000 000	**15 000 000**	**20 000 000**	**3 000 000**	17 000 000	12 000 000	100 000 000
Token %	15%	6%	12%	**15%**	**20%**	**3%**	17%	12%	100%
Token Price $				**0,05**	**0,1**	**0,2**			
Amount Raised $				**750 000**	**2 000 000**	**600 000**			3 350 000
Vesting	12 months cliff; then linear over 1 year	10% released 6 months after TGE; then linear over 1 year	10% released 1 month after TGE; then linear over 1 year	**6 MONTHS CLIFF, THEN LINEAR OVER 1 YEAR**	**10% RELEASED ON TGE; THEN LINEAR OVER 1 YEAR**	**30% RELEASED ON TGE; THEN LINEAR OVER 9 MONTHS**		24 months cliff; then linear over 1 year	

Holohome Sp. z o. o. (, Company") is the issuer of Tokens that have characteristics close to virtual currencies under the Directive (EU) 2018/843 of the European Parliament and the Council of 30 May 2018 amending Directive (EU) 2015/849 on the prevention of the use of the financial system for the purposes of money laundering or terrorist financing, and amending Directives (Official Journal of the European Union, L 156/43). It means that the Token is a digital representation of value that is not issued or guaranteed by a central bank or a public authority, is not necessarily attached to a legally established currency, and does not possess a legal status of currency or money but is accepted by natural or legal persons as a means of exchange and which can be transferred, stored and traded electronically. The Company cannot guarantee the value of the Token or the possibility of its practical use, in particular, to pay for goods or services with it. The potential use of tokens is based on assumptions about the future, which is associated with the risk of unforeseen events and, as a consequence, there is the possibility of a loss of value of Tokens or the inability to use them. The Company declares that: 1) Tokens may lose their value in part or in full; 2) Tokens may not always be transferable; 3) Tokens may not be liquid; 4) Tokens may not be exchangeable against the good or service promised in the White Paper, especially in case of failure or discontinuation of the project. This White Paper states the current views of the Company concerning the Holohome platform and related matters. The Company may from time to time revise this White Paper in any respect without giving any notice. The information entered in this White Paper is indicative only and is not legally binding on the Company or any other party. This White Paper states the current views of the Company concerning the Holohome platform and related matters. The Company may from time to time revise this White Paper in any respect without giving any notice. The information entered in this White Paper is indicative only and is not legally binding on the Company or any other party. This document is for informational purposes only and does not constitute and is not intended to be an offer to sell, a solicitation of an offer to buy, or a recommendation of (i) the Company, (ii) an investment in the Holohome platform, or any project or property of the Company, or (iii) shares or other securities in the Company or any affiliated or associated company in any jurisdiction. The information in this White Paper may not be exhaustive and does not imply any elements of a contractual relationship. While we make every reasonable effort to ensure that all the information in the White Paper is accurate and up to date, such material in no way constitutes professional advice. Individuals intending to buy the Token should seek independent professional advice.

The Company does not recommend purchasing Tokens for speculative investment purposes. Tokens do not entitle you to any equity, governance,voting, or similar right or entitlement in the Company or any of its affiliated companies. Tokens are sold as digital assets, similar to downloadable software, digital music, and the like. The Company does not recommend that you purchase Tokens unless you have prior experience with cryptographic tokens, blockchain-based software, and distributed ledger technology and unless you have taken independent professional advice. The Company does not make or purport to make, and hereby disclaims, any representation, warranty, or undertaking in any form whatsoever to any entity or person, including any representation, warranty, or undertaking in relation to the truth, accuracy, and completeness of the information set out in the White Paper and other documents.

You should carefully consider and evaluate each of the risk factors and all other information issued by the Company before deciding to buy tokens. Each investment carries the risk of losing all or part of the invested funds. Taking each investment decision relates to the need to assess the impact of risk on the result of the investment.

The most significant aspects of the risk related to investing in Tokens are listed below.

1. Exchange rate volatility risk (market risk) - there is a risk that the Token price will change to the investor's disadvantage. Tokens are particularly volatile. Single transactions can significantly affect their value. The exchange rate of tokens may be influenced by macroeconomic indicators characteristic of most instruments, i.e. interest rates, unemployment rate, economic growth, inflation level, political situation. The exchange rate of tokens is also significantly influenced by events closely related to the virtual currencies market, e.g. hacking attacks weakening the trust in entities providing services related to trading in virtual currencies.

2. Regulatory risk - a change in the law, as well as the adoption of an official position by competent supervisory authorities on the legal qualification of virtual currencies, may directly or indirectly affect the economic situation of investors, and thus the value of the Token.

3. Technological risk - according to the current state of science, it is nearly impossible to break the blockchain register, however, entities providing services related to trading virtual currencies are exposed to hacking attacks, which may result in the loss of all or part of Tokens. Repeated cyber-attacks may also lead to loss of trust in all technology and, consequently, the complete loss of value of virtual currencies.

4. Liquidity risk - there is a risk that the Token cannot be sold without adversely affecting its price. There may also be a situation where the sale of Tokens will not be possible at all.

5. Risk of lack of guarantee - investing in Tokens is structurally different from a bank deposit and is not covered by any benefit guarantee system. An investment in Tokens is associated with the risk of losing all or part of the invested funds.

6. Operational risk — the Company undertakes to adhere to the highest professional standards, to keep due diligence, and to do its utmost to achieve the goals specified in this White Paper. However, the Company cannot guarantee to achieve these goals. Therefore, there is a risk of the possibility of using inappropriate or defective systems, including human errors, technical failures, and external events that may affect the Company's operations and thus cause failure or discontinuation of the project.

7. The types of risks associated with investing in Tokens described in this document may exist alone, however, in some cases, they may also accumulate due to the correlations between them. The investor should be aware of the possibility of a situation in which, as a result of a cause-and-effect sequence, several types of risk will materialize.

8. Investment in Tokens is not covered by the deposit guarantee schemes established in accordance with Directive 2014/49/EU of the European Parliament and the Council nor is covered by the investor compensation schemes established in accordance with Directive 97/9/EC of the European Parliament and the Council.











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