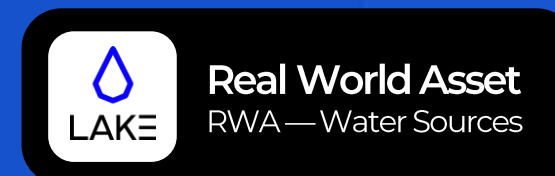


Presentation
V1.0



LAKE



Inviting People to
The Water Economy
with Web3



LAK3 Company SA

Geneva, Switzerland
Email: lake@lak3.io | Website: lak3.io





**“LAKE, is a Real World Asset
(RWA) project.”**

**“We leverage blockchain
technology to invite people
to the global water
economy.”**





Problem

Water Industry is too centralized

Not accessible to individuals and small companies.

1/4 of the population still has no water

As water is as vital as oxygen, should not it be available for all?

It's 2024, and the water economy needs disruption...

Consumers are inactive

One of the biggest issues in the water economy is that consumers are only consumers.

The planet is suffering

With only 9% of plastic being recycled, most plastic water bottles are ending up in landfills or the ocean.



Opportunity



SUPPLY

**Trillion
Liters**

Untapped Water

MISSING PIECE

**Global
Currency**

+ Ecosystem

DEMAND

**8.1B
People**

Daily Use

2023 Global Market Size - \$317B (+5.2% Growth Rate)



LAK3 Token



\$LAK3

The Universal Cryptocurrency For Water

950M Max Supply

Get a sustainable access to,
trade, own and invest in local
water springs

Cryptocurrency Utility Token

Get access to innovative
opportunities from a
groundbreaking ecosystem



Sign Up



LAKE (LAK3)

Standard: ERC-20 | Audit score: 9.8/10 Security score: 10/10

Smart Contract Address: 0x13d074303C95a34d304F29928dC8A16dEc797e9E

LAKE

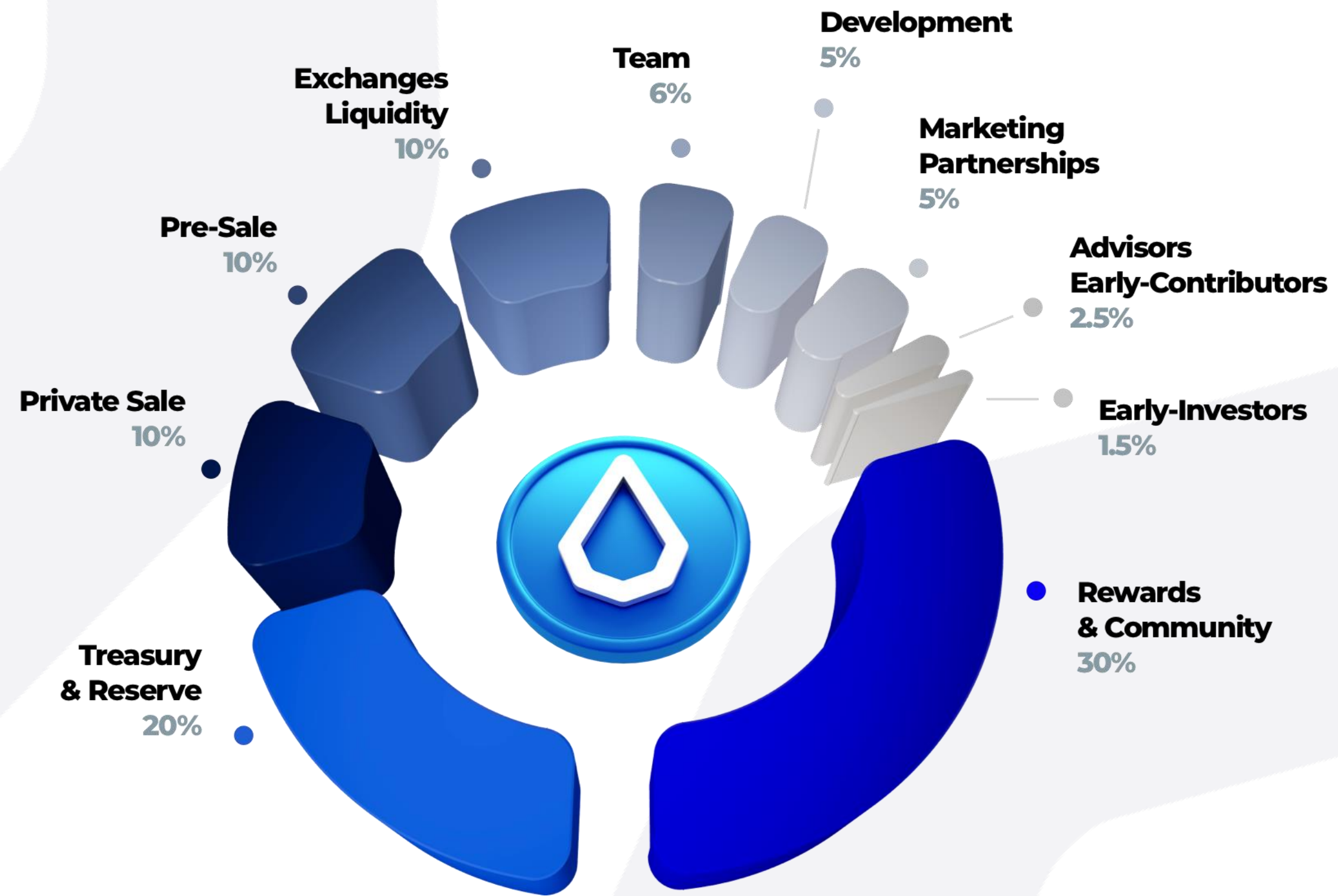


Tokenomics



\$LAK3

Total Supply Sharing



LAKE (LAK3)

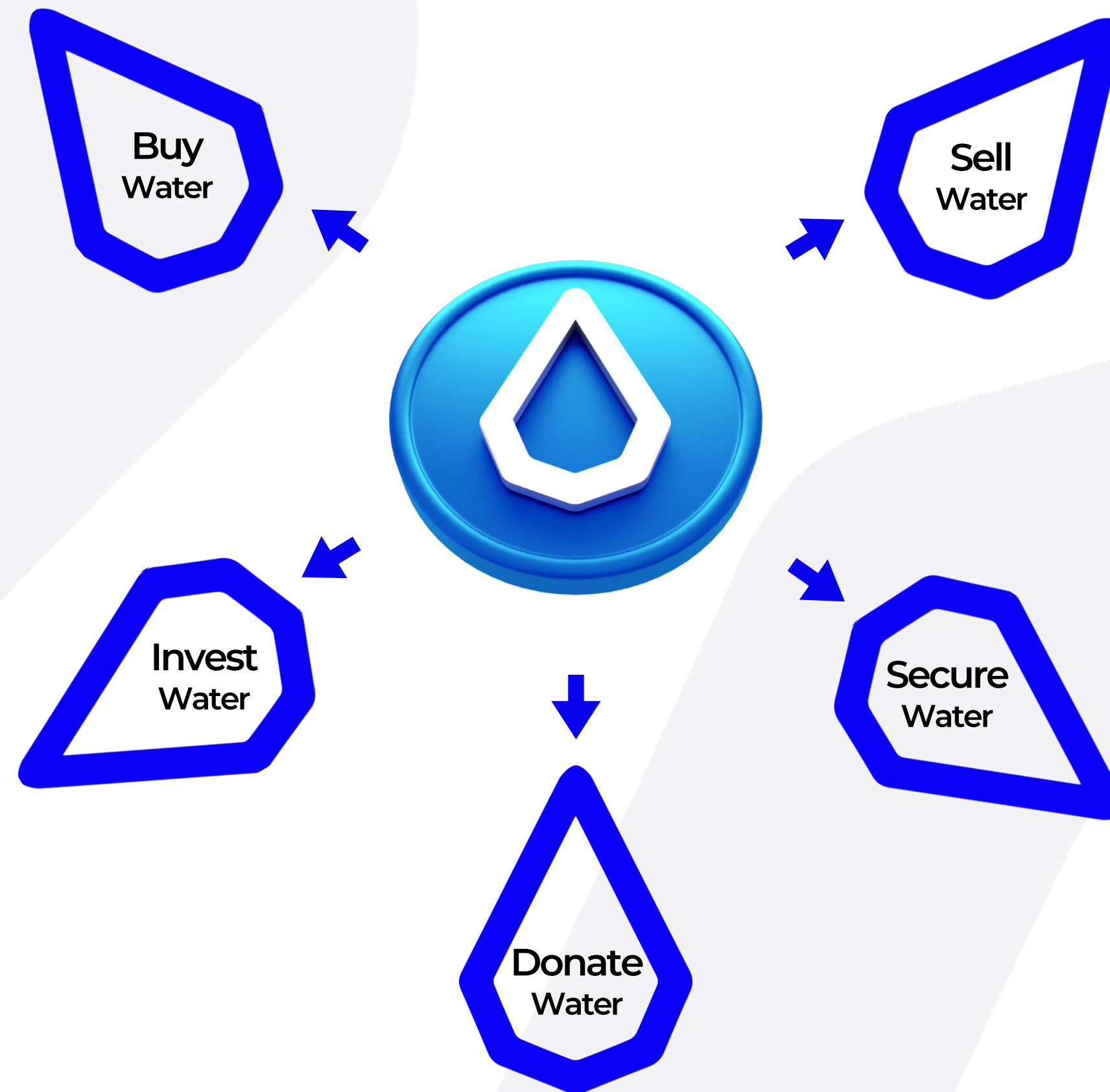
Max Supply: 950M | Projected Circulating Supply (2024-26): ~450M



Ecosystem

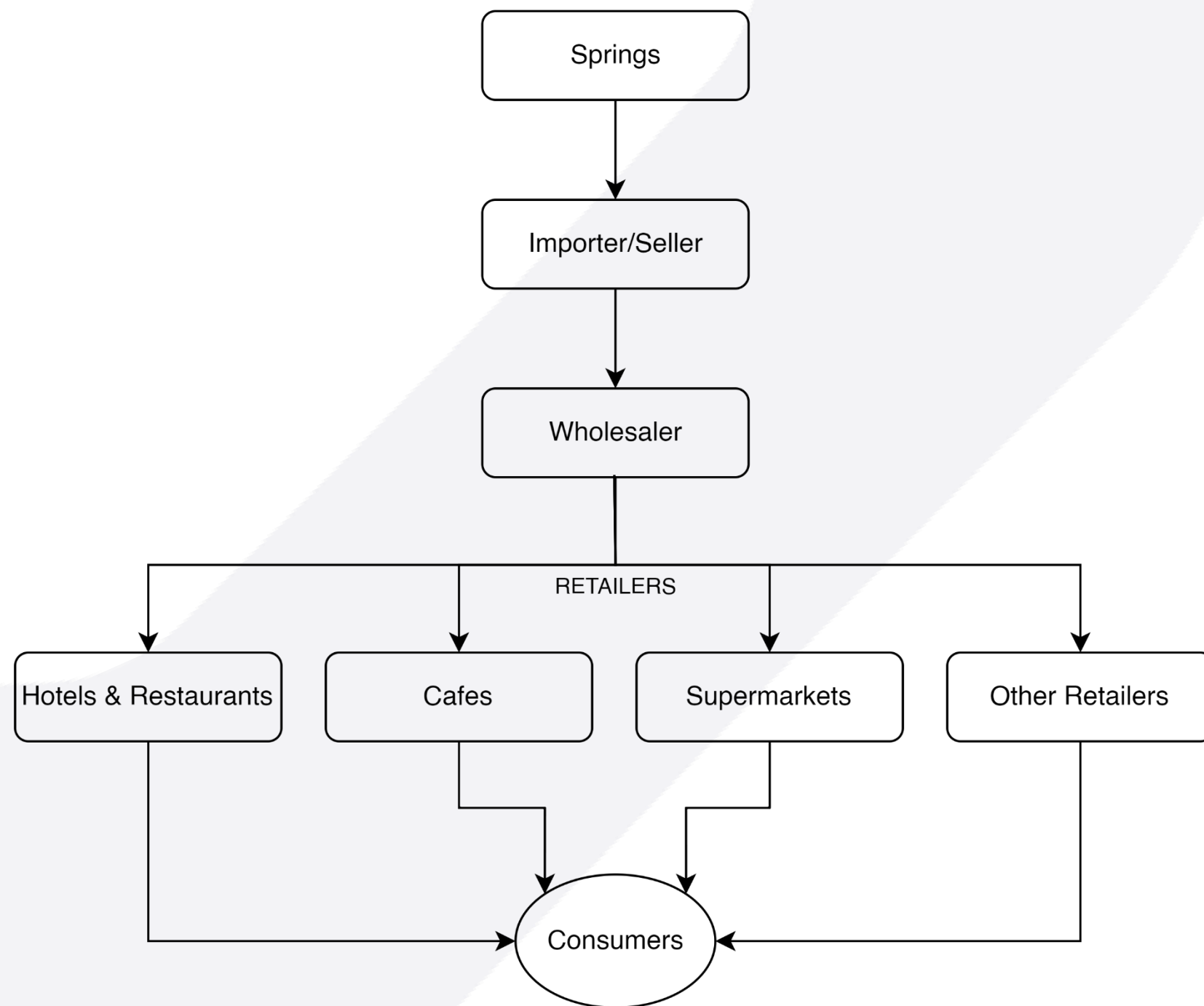


Introducing LAKE. Become an Active Player in the Water Economy

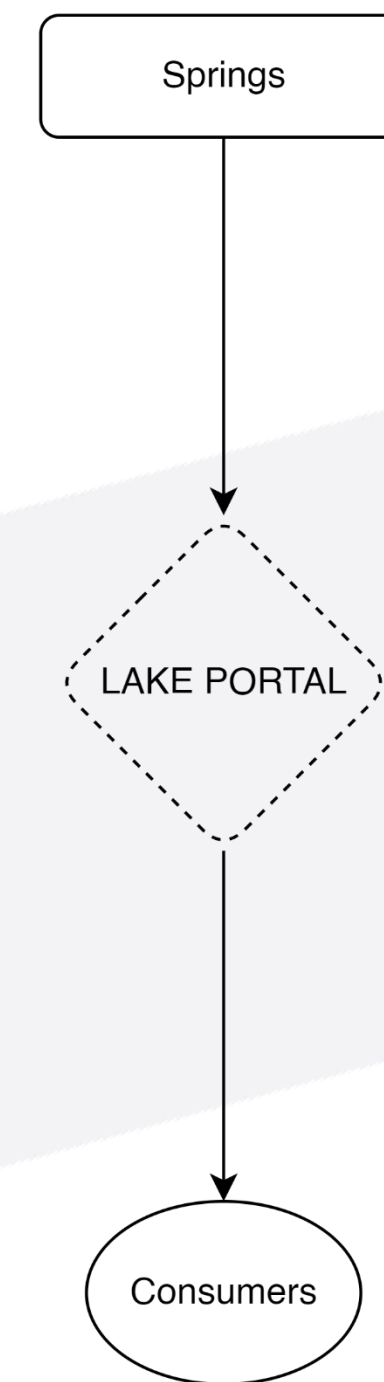




Spring to Consumer (S2C) Direct Access to the Purest Water



CONVENTIONAL WATER DISTRIBUTION MODEL



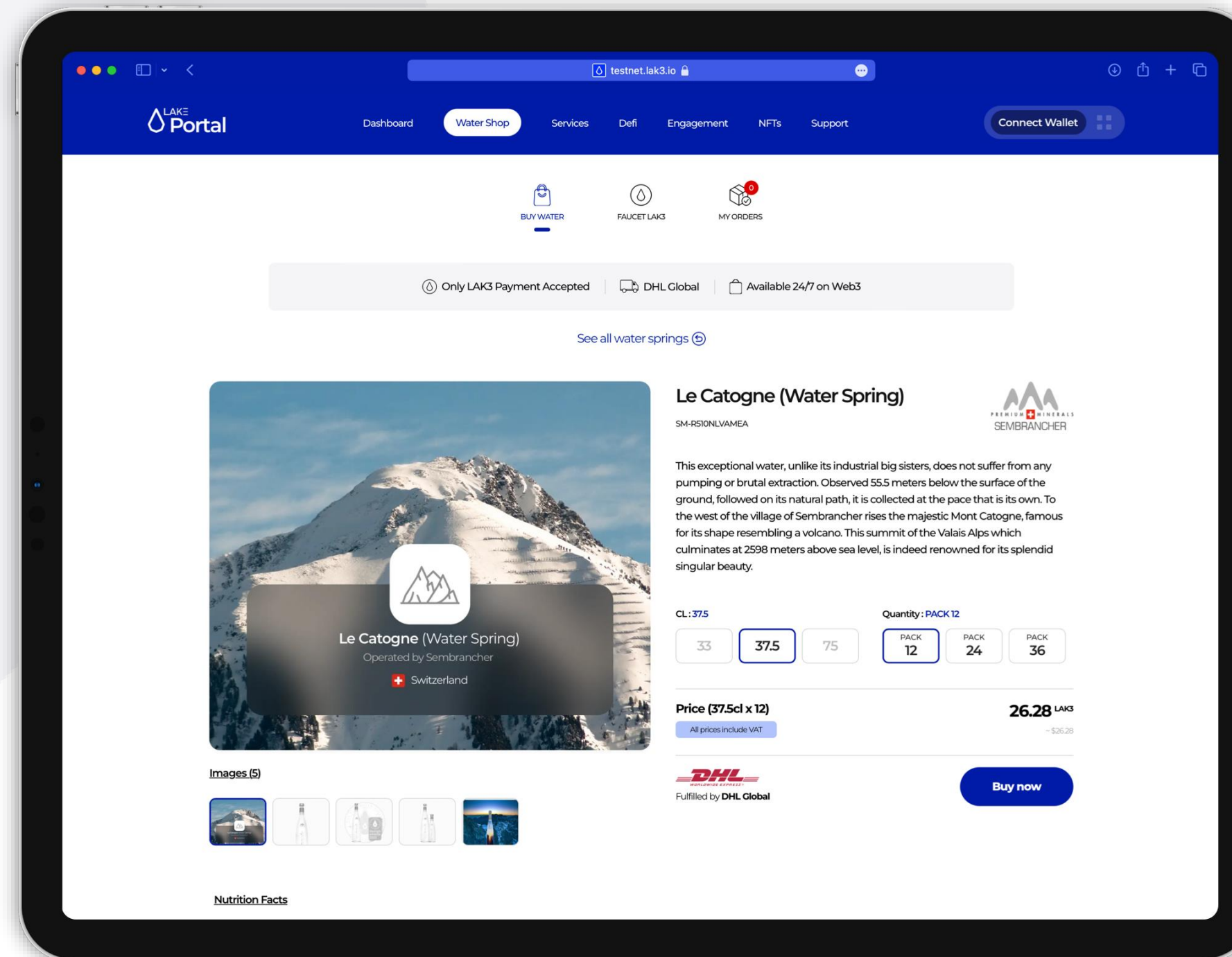
SPRING-TO-CONSUMER (S2C) MODEL



Buy Water



The Water Shop Testnet Live, Road to Mainnet



Video

Faucet

Testnet



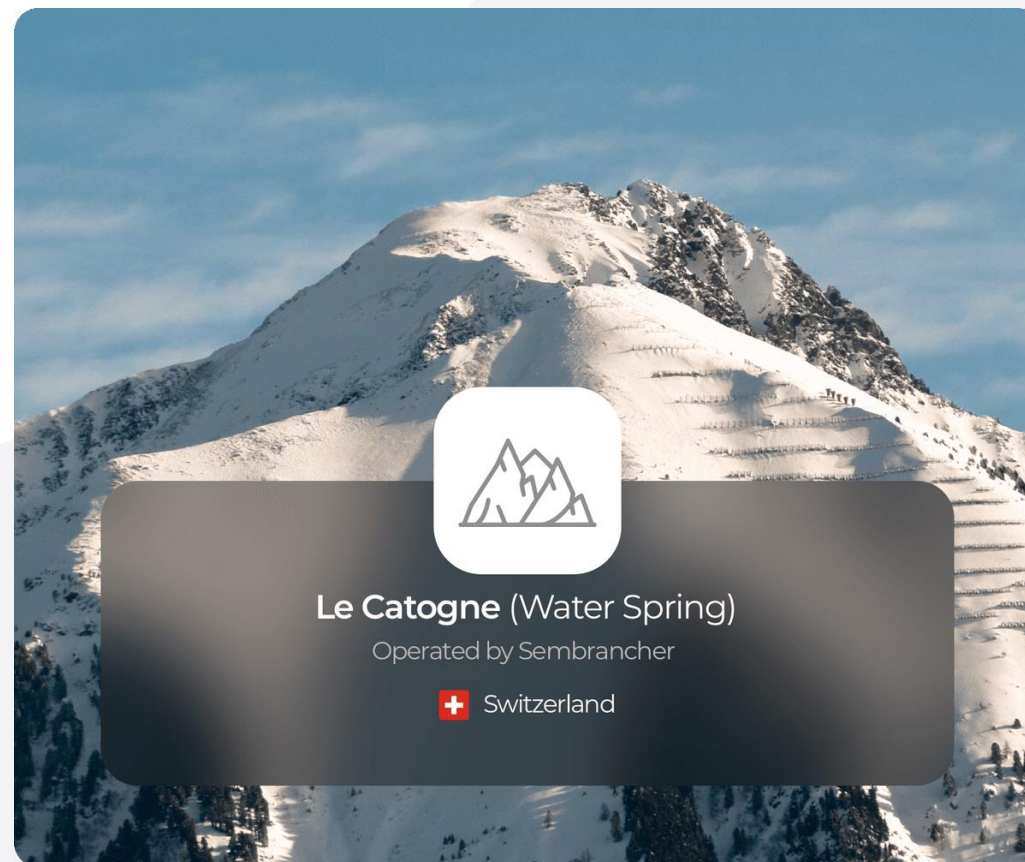
Water Supply



+600 Millions Liters of Spring Water Secured

SWITZERLAND

Le Catogne Water Spring



Le Catogne (Water Spring)
Operated by Sembrancher
Switzerland



CORSICA

Montegrosso Water Spring



Monte Grosso (Water Spring)
Operated by Zilia
Corsica



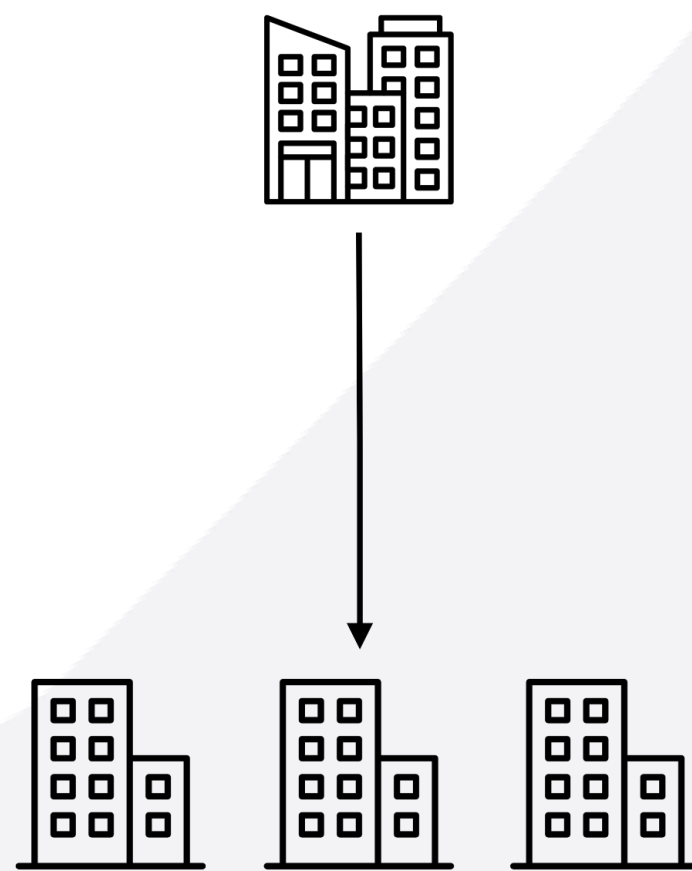
LAK3.IO



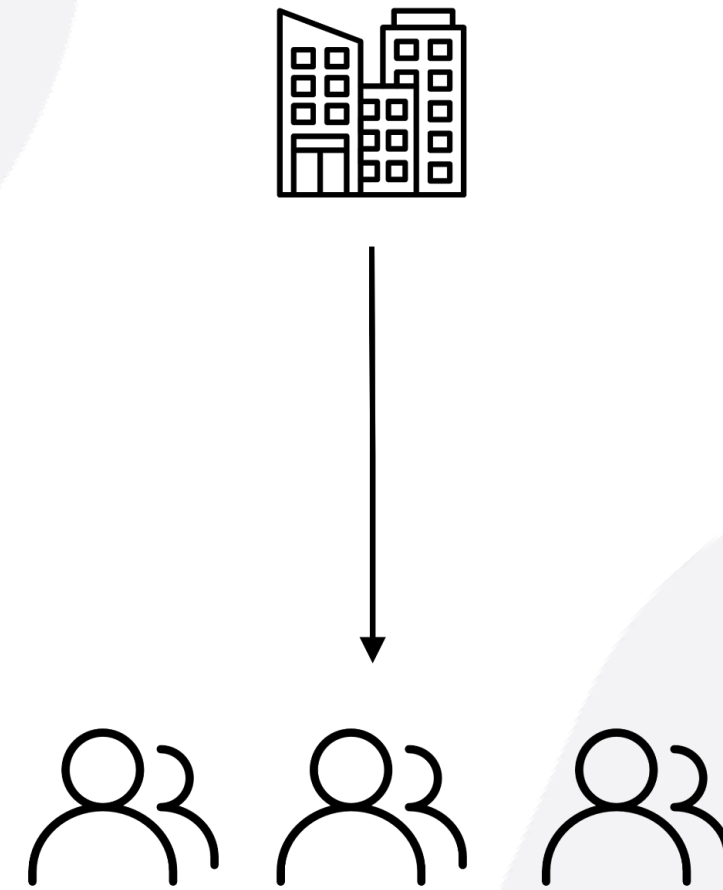
Sell Water



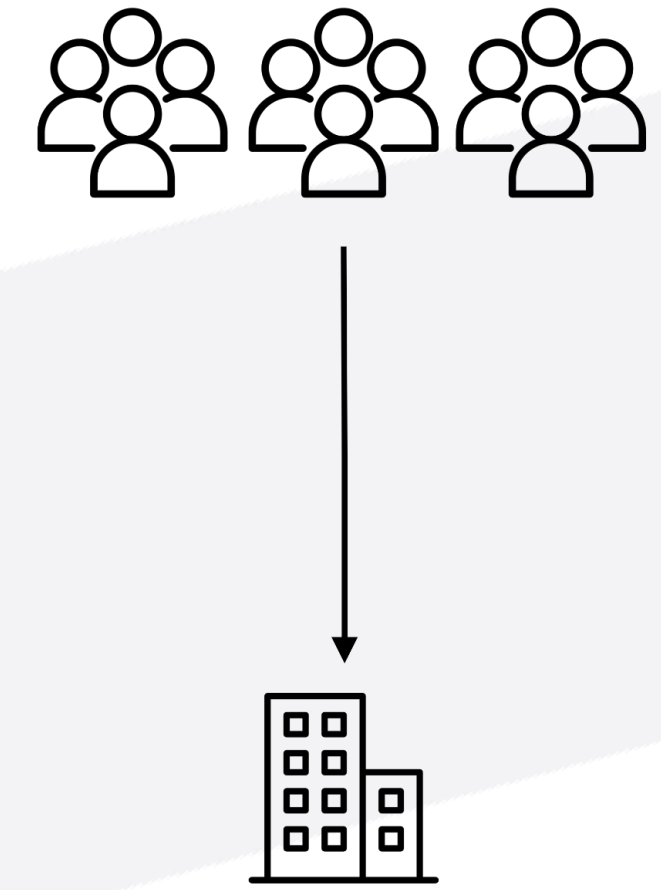
Community to Business (C2B) Earn Money with Spring Water



BUSINESS-TO-BUSINESS (B2B)



BUSINESS-TO-CONSUMER (B2C)



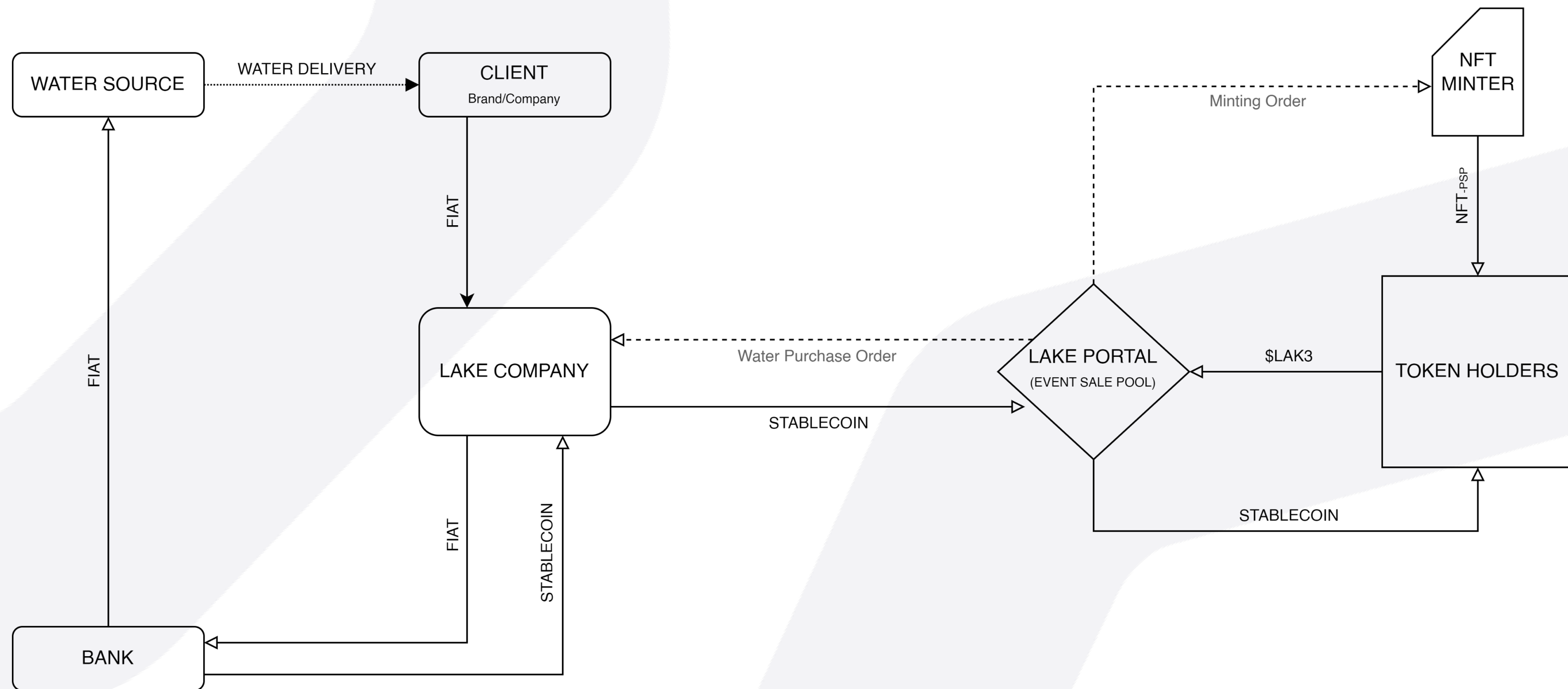
COMMUNITY-TO-BUSINESS (C2B)



Sell Water

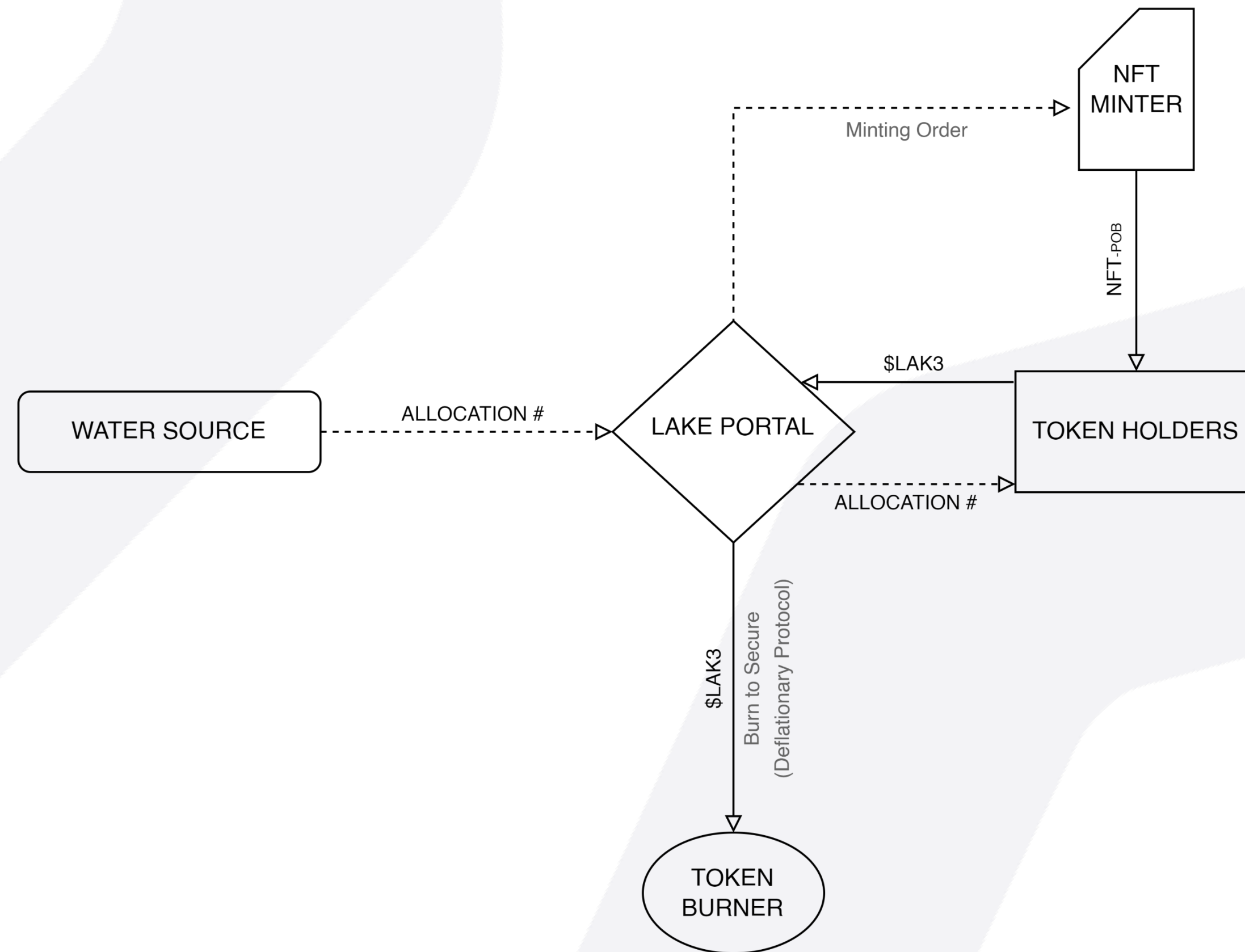


Sell Water to Businesses Without Owning Water





Burn-to-Secure Protocol (B2S) Fixed Pricing and Sustainable Delivery for Decades



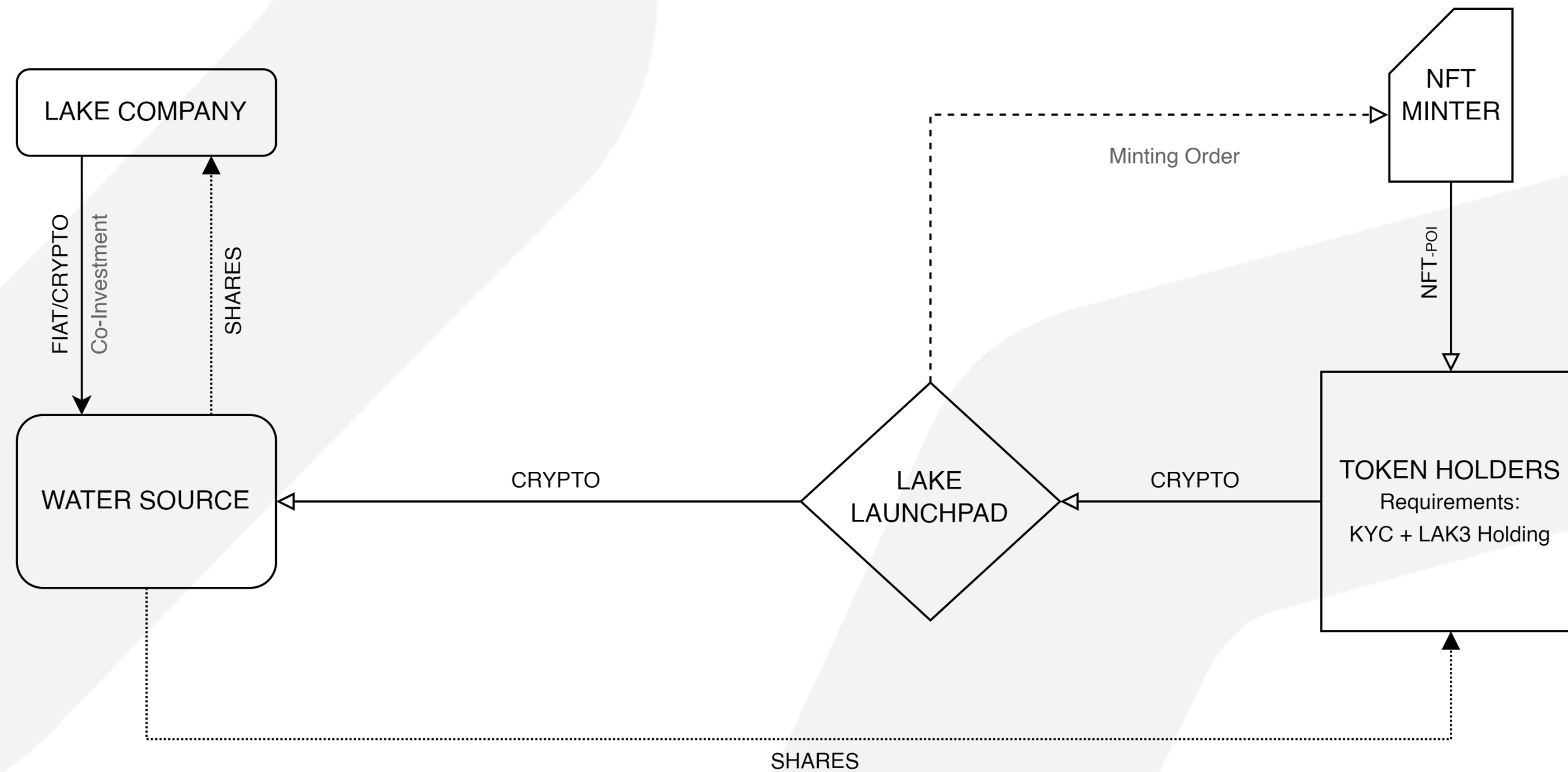


Invest in Water Spring



LAKE Launchpad

Become a real shareholder in water sources



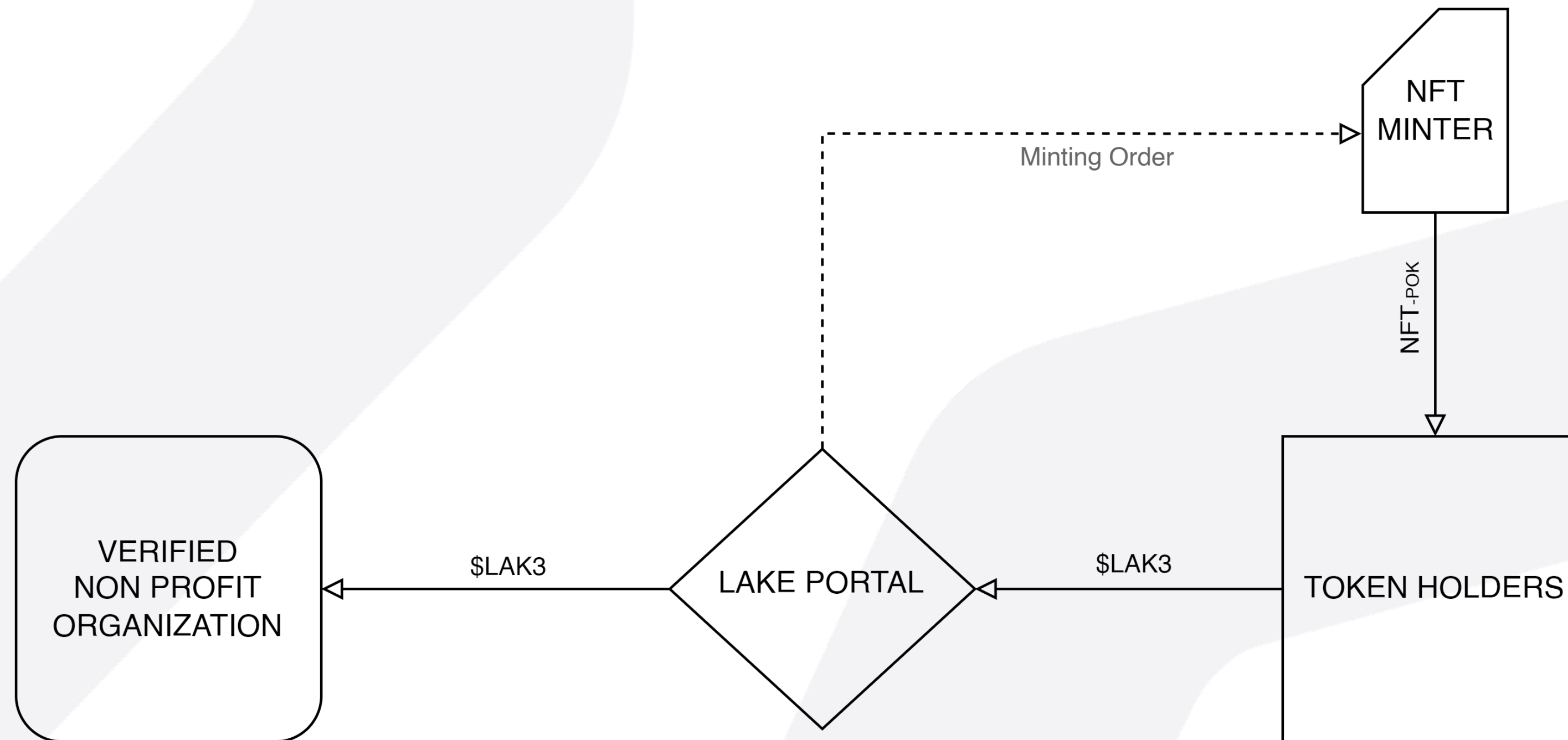


Donate Water



Give Water

Make a Difference in the World





Donate Water



We also Give Back

First Humanitarian Aid in Senegal





Business Model



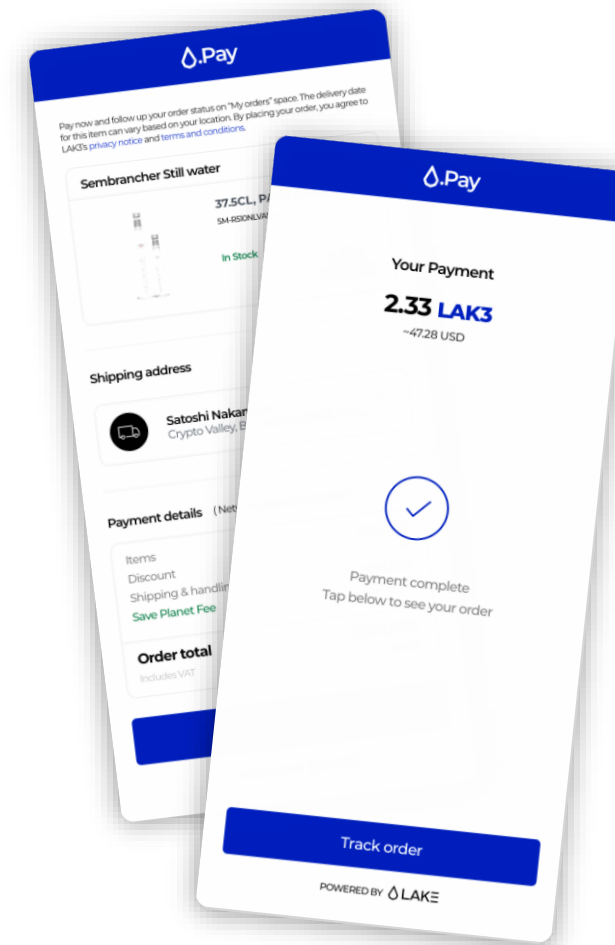
Profitable for **people**
Profitable for **us**



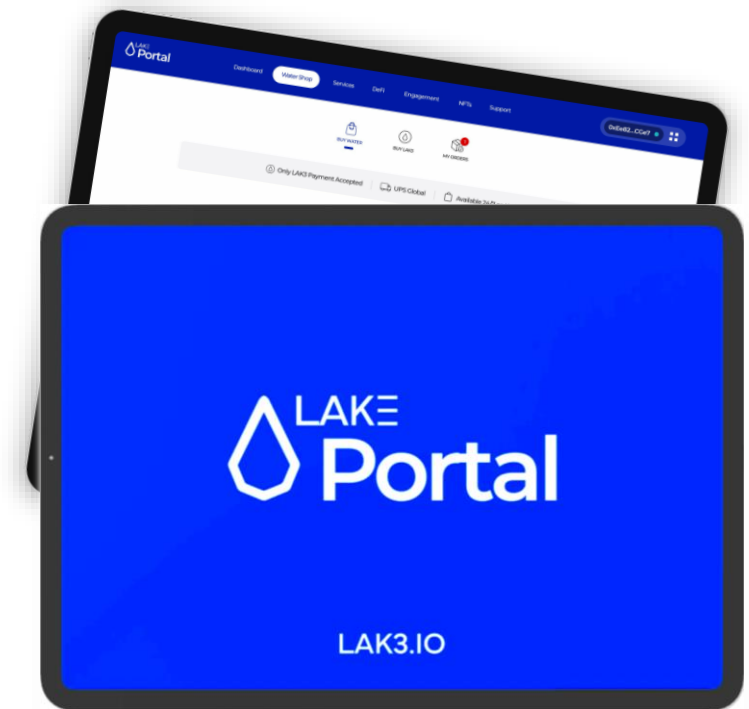
TOKEN
Revenue



WATER
Revenue



TRANSACTION
Fees



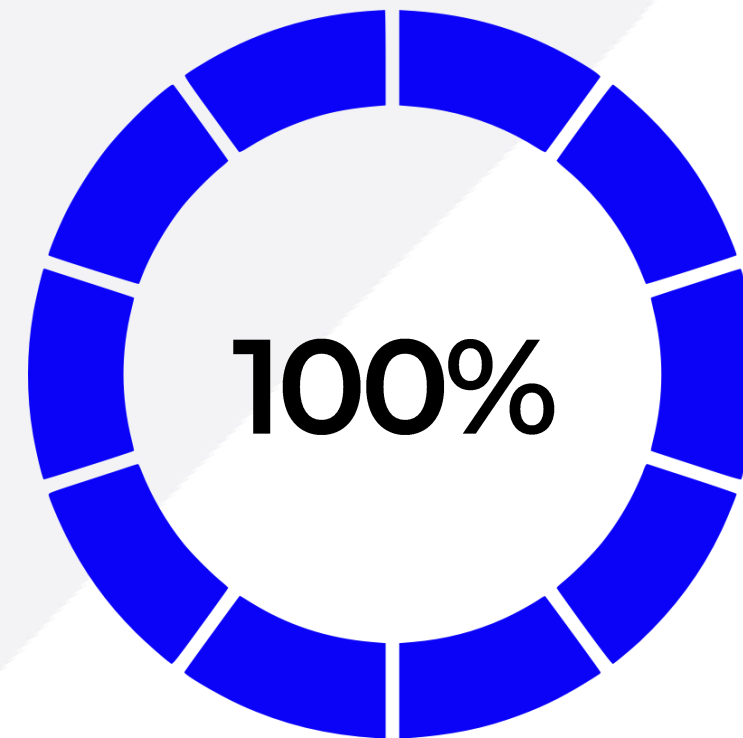
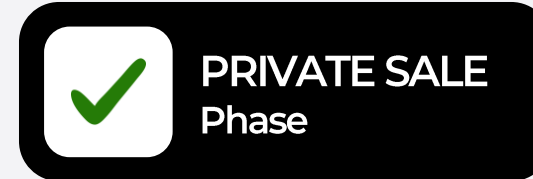
OTHER
Revenue



Fundraising



Private Sale Closed (\$3M) Pre-Sale OTC Ongoing

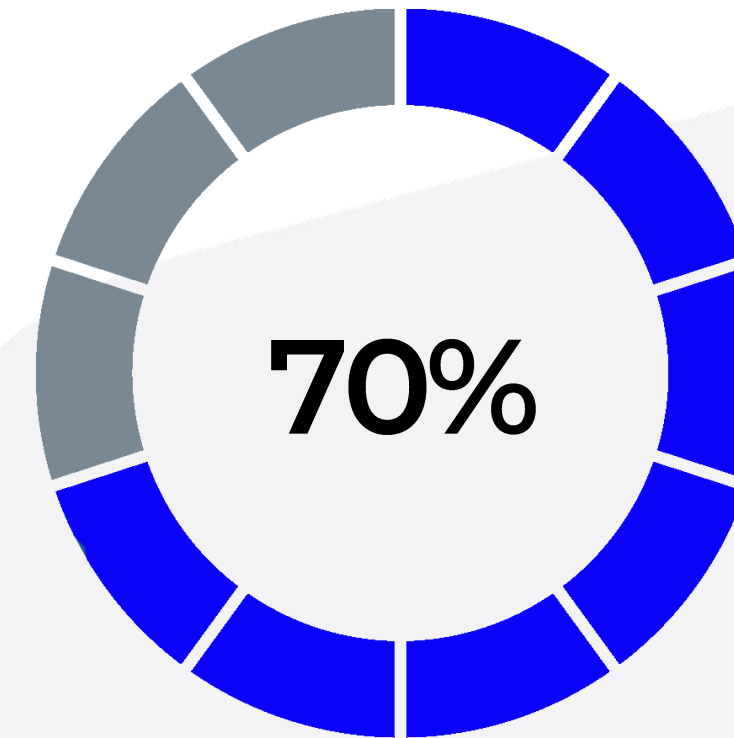


COMPLETED

2.9M CHF / 2.9M CHF

LAK3 Price: CHF 0.06 per unit (~ \$0.065)

Private Investors Only



ONGOING

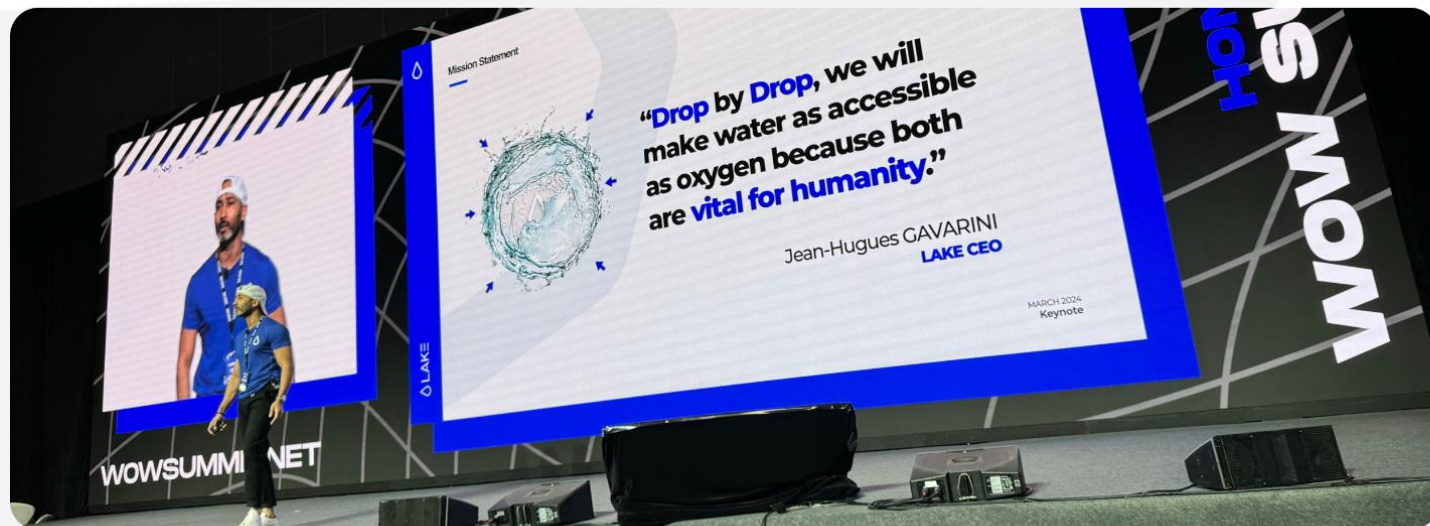
7.6M CHF / 10.2M CHF

LAK3 Price: 0.09 CHF per unit (~ \$0.10)

VCs/Funds (Pre-Sale) / Private Investors



Event Sponsorship



WOW SUMMIT HONG KONG 2024
26-27 MARCH
PLATINUM SPONSOR

7,000+
ATTENDEES

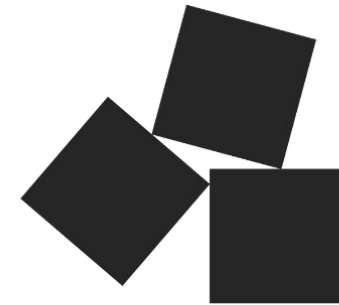
3,000+
LAKE BOTTLES
PROVIDED

200+
GUESTS AT LAKE
MEETUP





Event Sponsorship



PARIS BLOCKCHAIN WEEK 2024
9-11 APRIL
BLOCK SPONSOR

10,000+
ATTENDEES

5,000+
LAKE BOTTLES
PROVIDED

1,000+
VISITORS AT LAKE
BOOTH





PBW After-Movie





Event Sponsorship



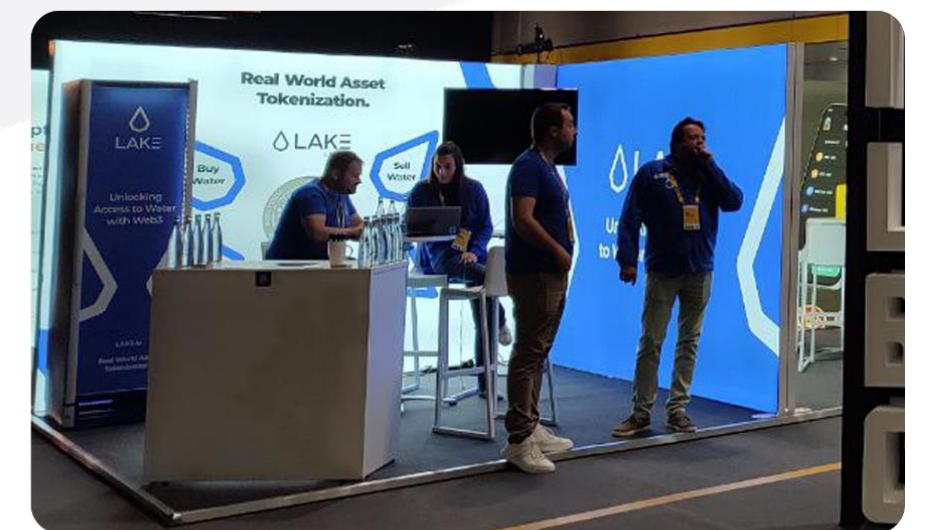
LONDON
BLOCKCHAIN
CONFERENCE

LONDON CONFERENCE 2024
21-23 MAY
EXHIBITOR SPONSOR

5000+
ATTENDEES

1,000+
LAKE BOTTLES
PROVIDED

300+
PEOPLE AT LAKE
KEYNOTE





Event Sponsorship

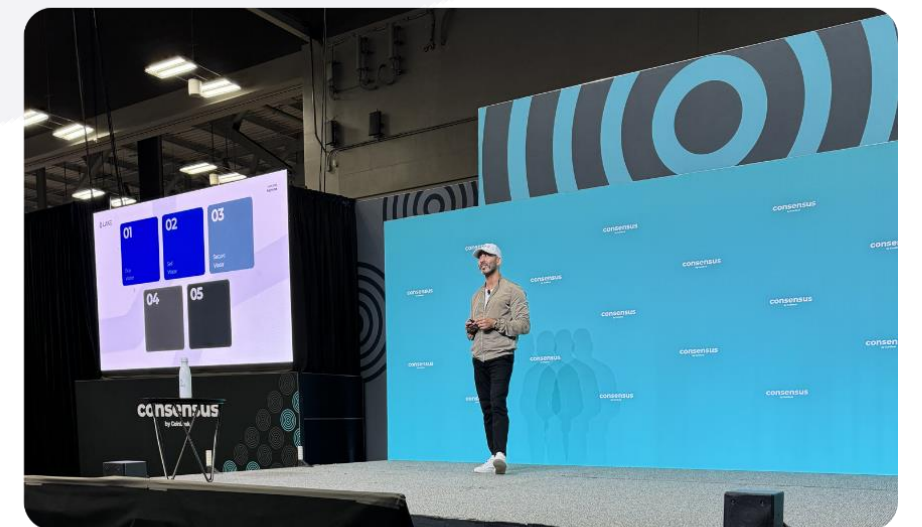


CONSENSUS AUSTIN, TEXAS 2024
29-31 MAY
2 BLOCK SPONSOR

15,000+
ATTENDEES

250+
SPEAKING
SESSIONS

400+
PEOPLE AT LAKE
KEYNOTE





Event Sponsorship



EUROPEAN
BLOCKCHAIN
CONVENTION
BARCELONA | 25-26 SEPT 2024

EBC BARCELONA, SPAIN 2024
25-26 SEPT
GOLD SPONSOR

6,000+
ATTENDEES

12,000+
LAKE BOTTLES
PROVIDED

1,000+
VISITORS AT LAKE
BOOTH





EBC After-Movie





Global Partnership



Wolverhampton Wanderers FC

« LAKE becomes the club's Official Cryptocurrency Partner for the Season 2024/2025. »



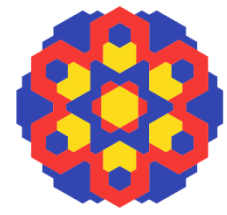


[Trailer] LAKE x Wolves





Official Sponsor



SEOUL 2024
KOREA



« Our sponsorship of the Homeless World Cup Seoul 2024 is a natural extension of our core values »





[Trailer] LAKE x HWC





Incubation Program



**BLOCKCHAIN
FOR
GOOD**

« LAKE was chosen for its impactful potential and alignment with our mission. »

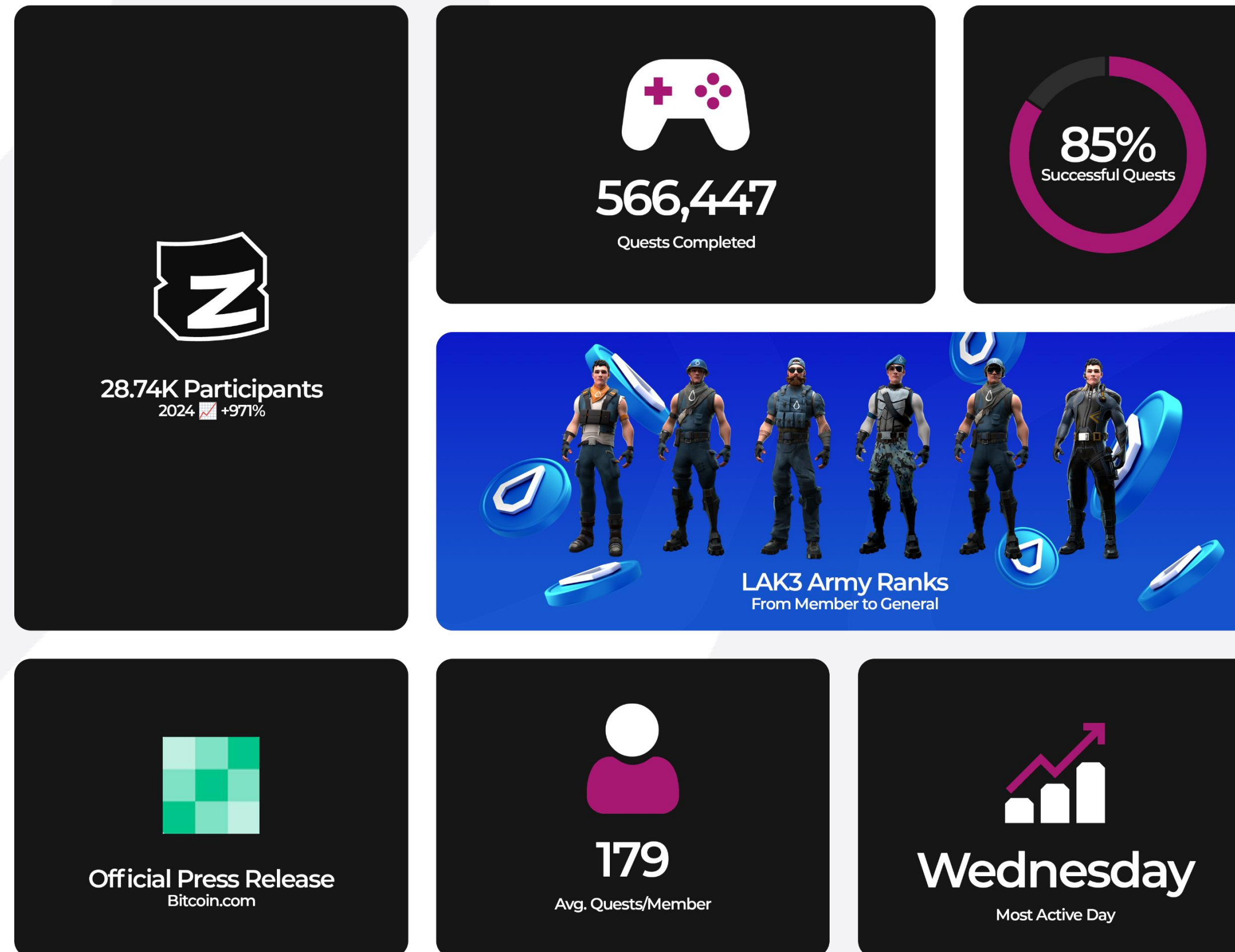




Community Program



+28K Participants on Zealy cLAKE Community Program



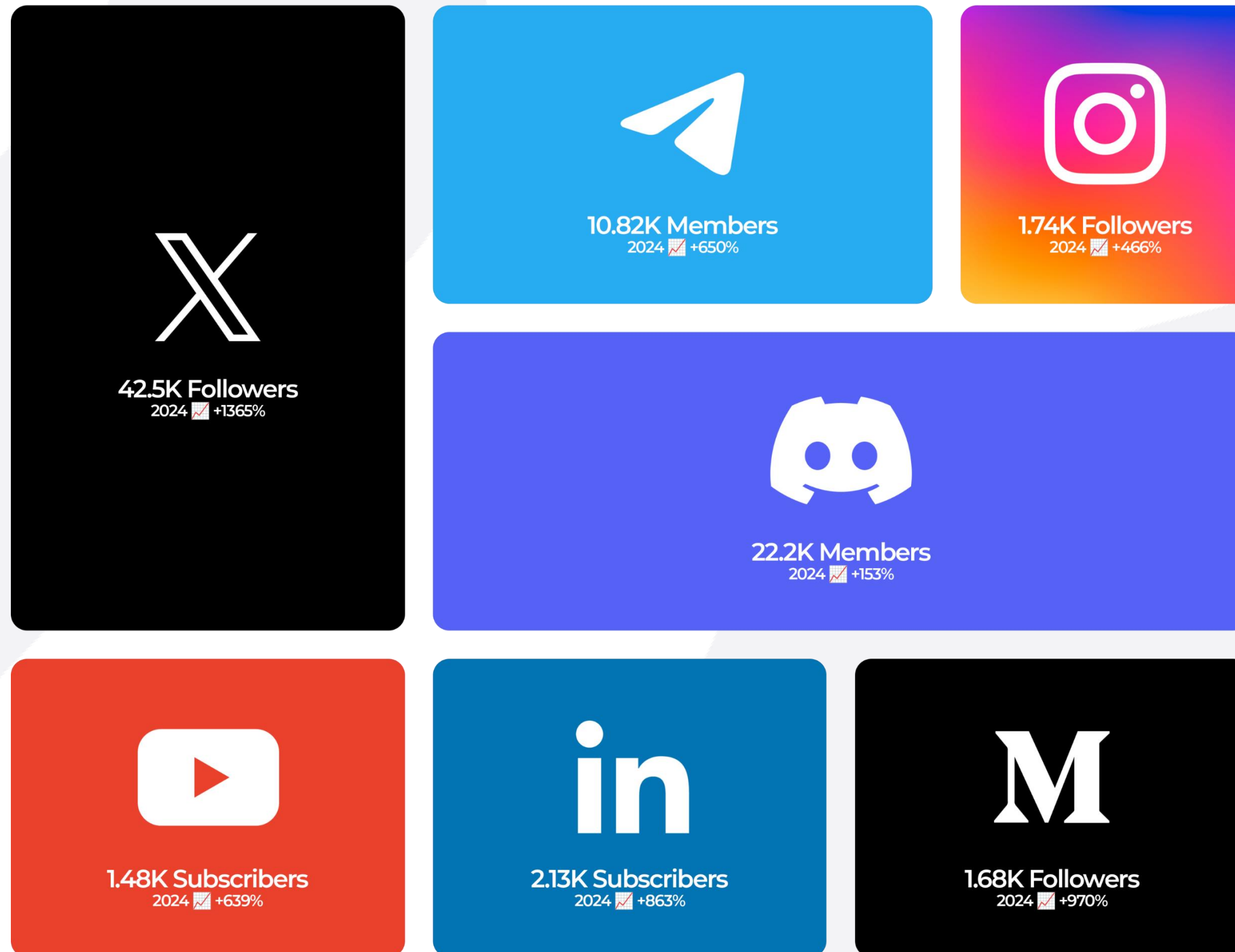


Social Growth



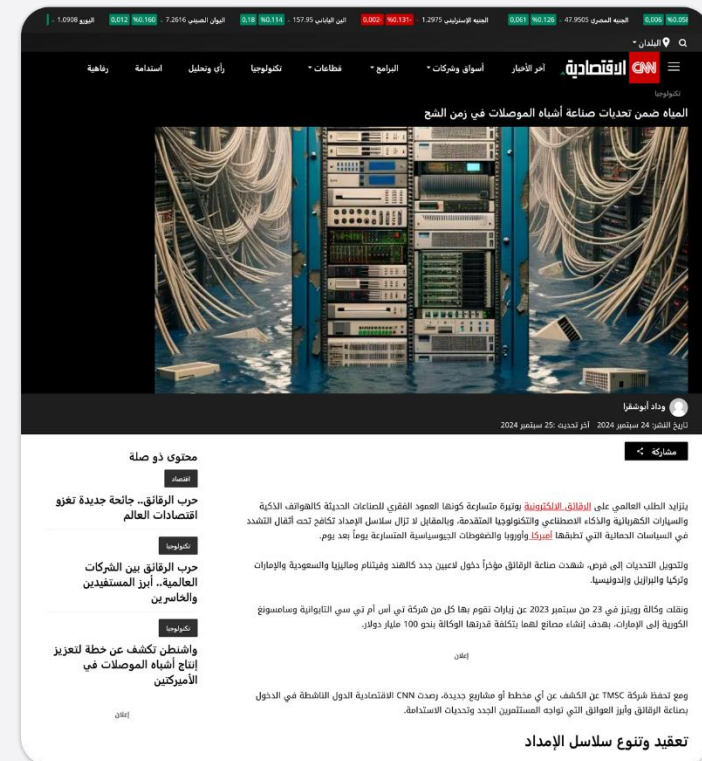
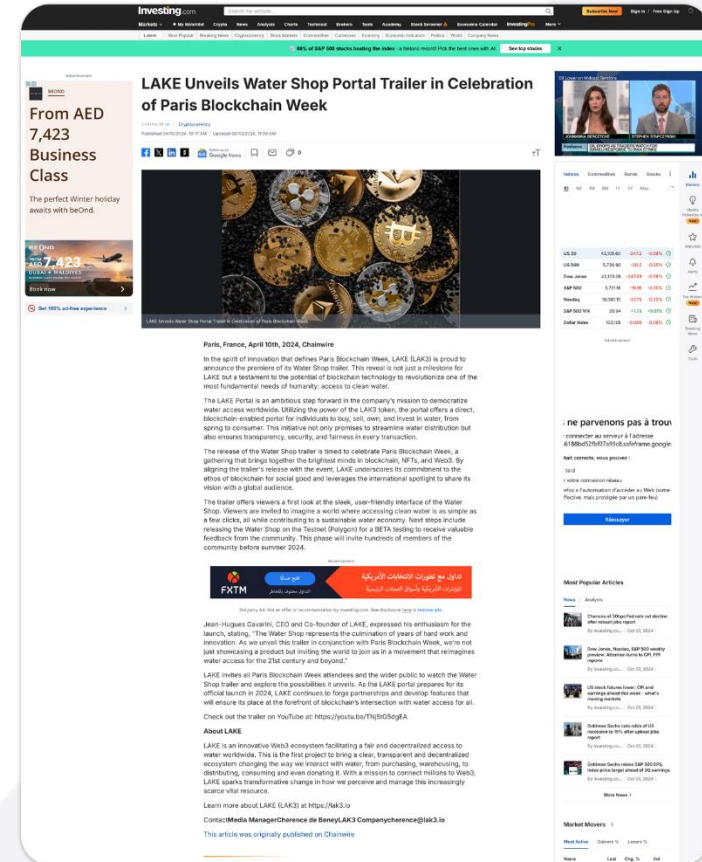
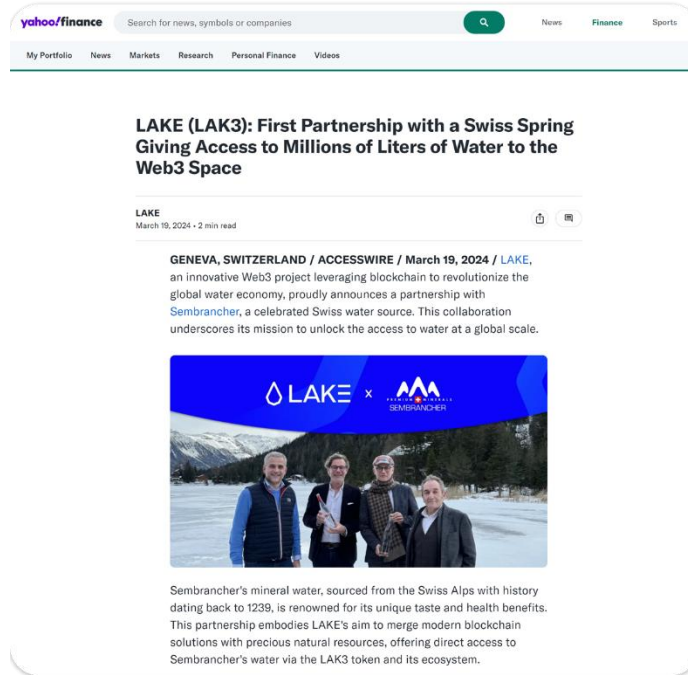
+70K LAKE Members

Ready to Disrupt the Water Economy





Media Coverage

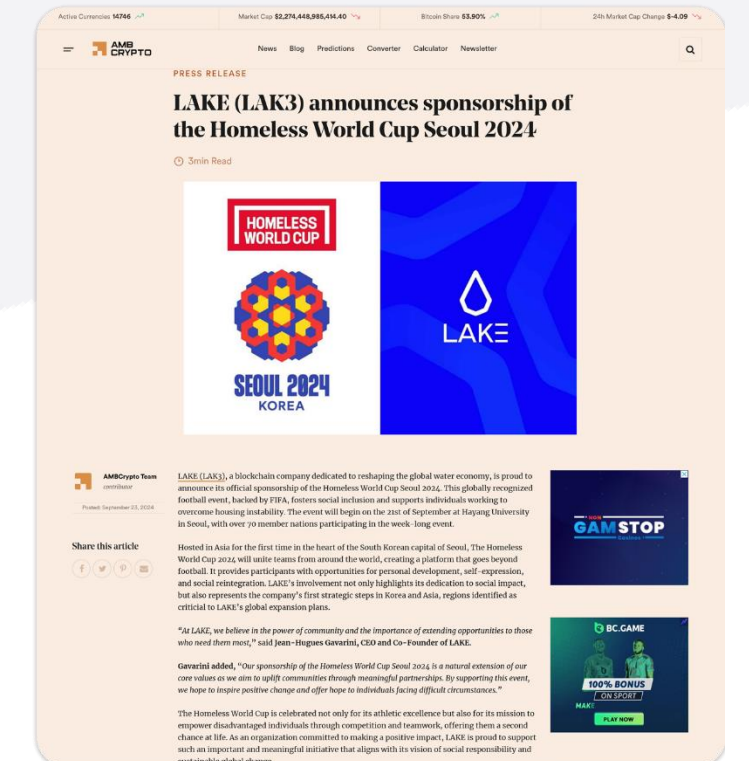
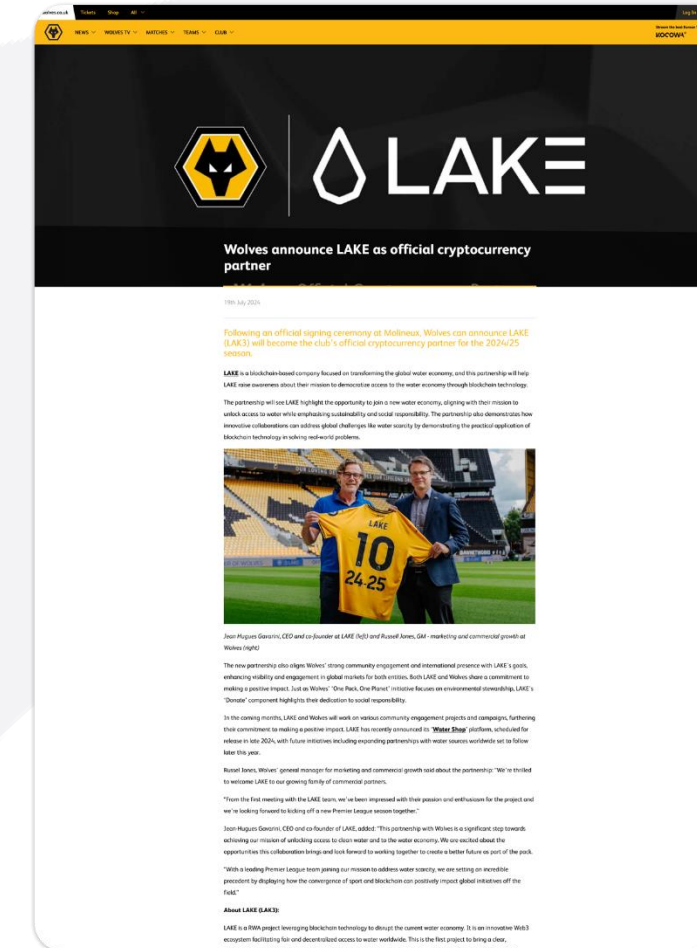
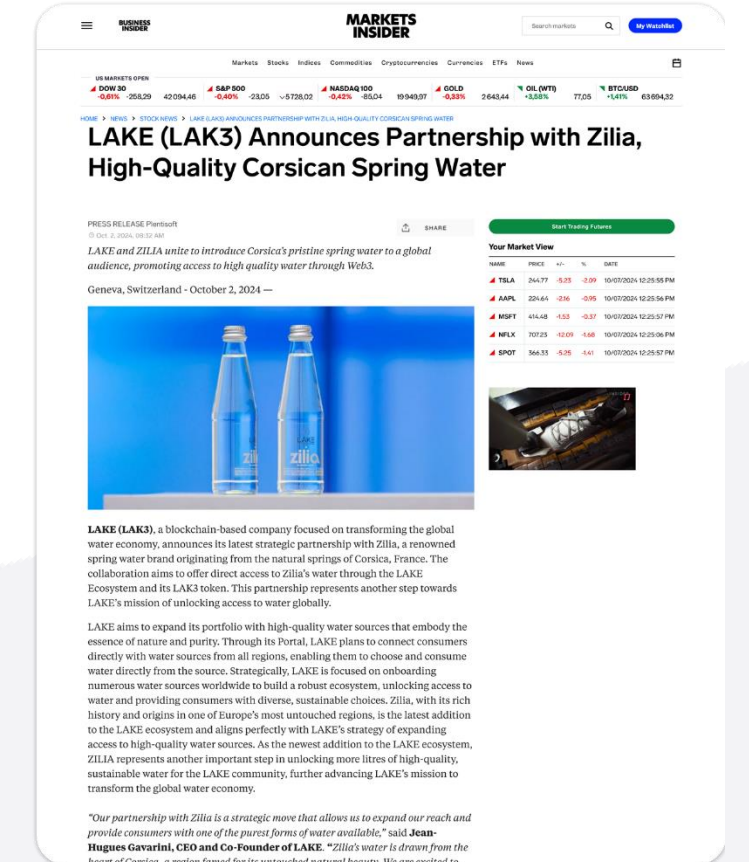
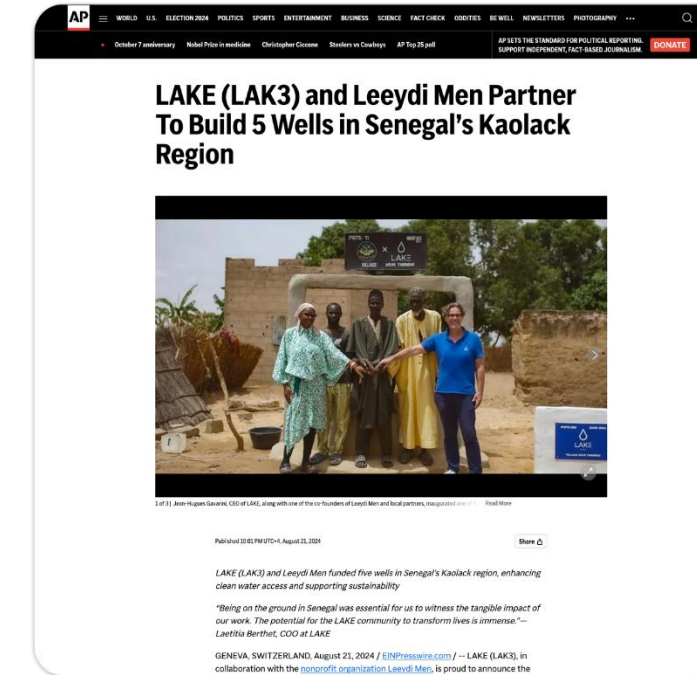


BUSINESS INSIDER

yahoo! finance

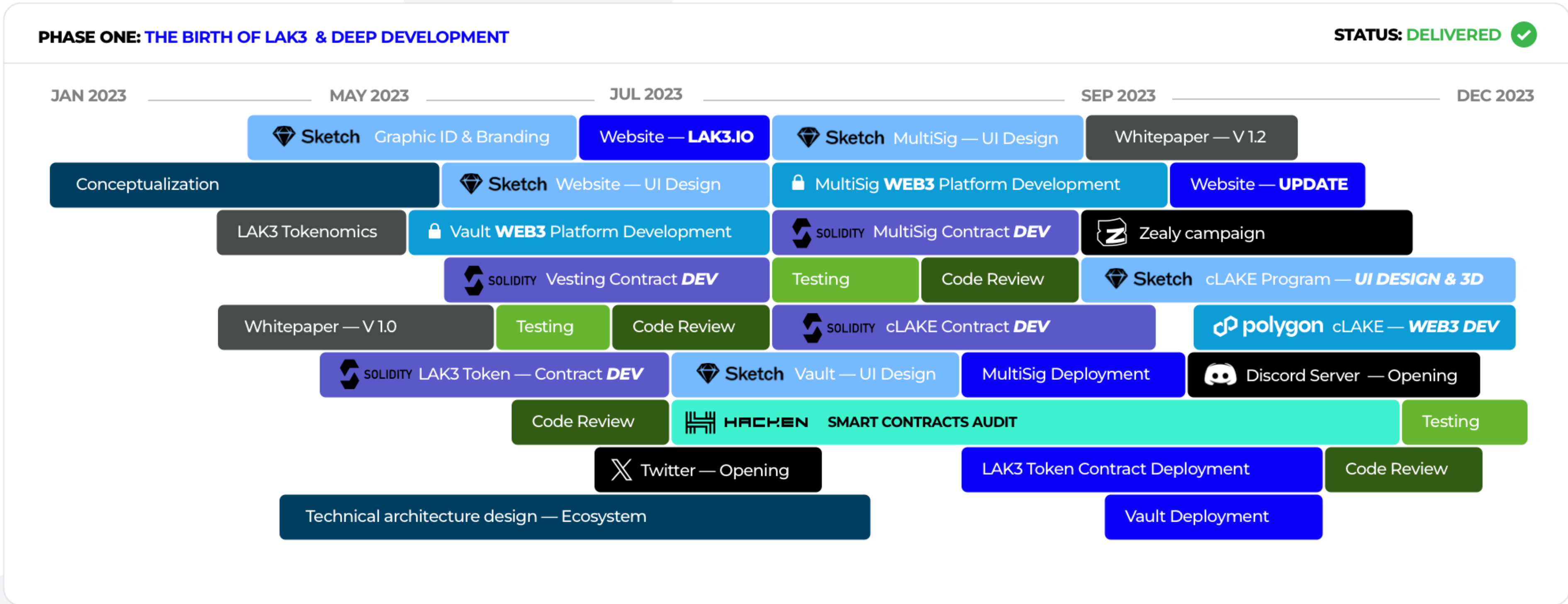
Investing.com

BENZINGA



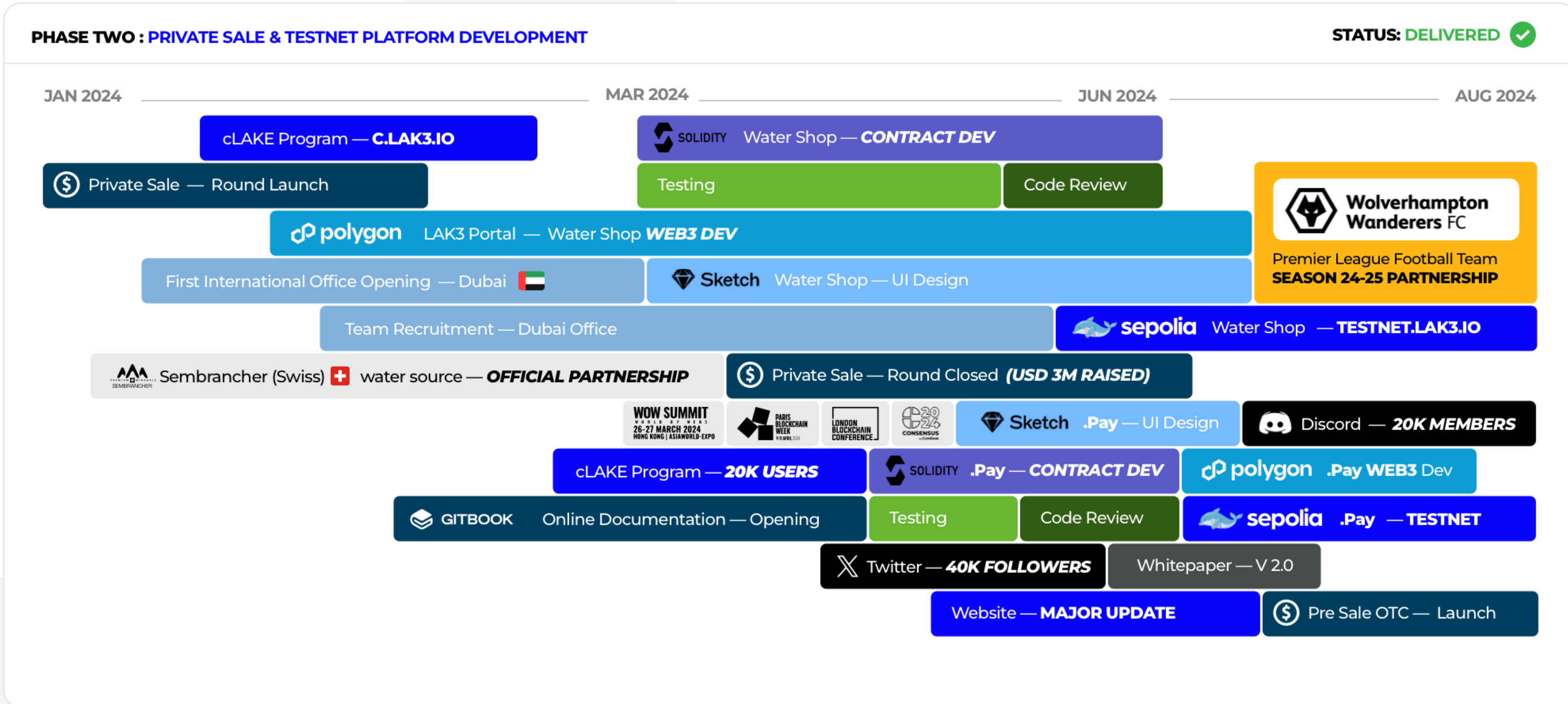


Roadmap





Roadmap





Roadmap



PHASE THREE : GO TO MARKET STRATEGY

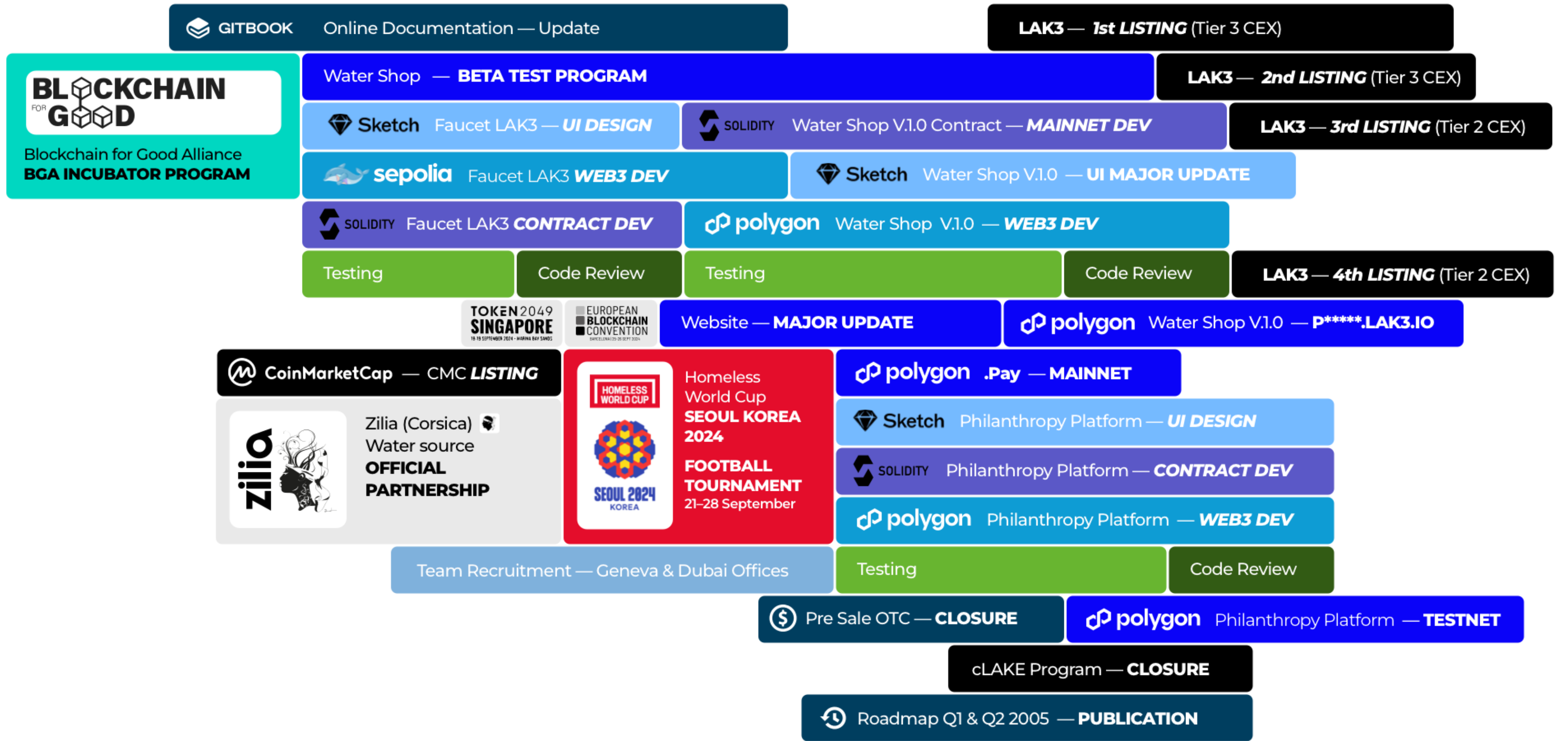
STATUS: IN PROGRESS

SEP 2024

OCT 2024

NOV 2024

DEC 2024





Team



Jean-Hugues GAVARINI
CEO / Co-Founder



Xavier POUTEAU
CBO / Co-Founder



Laetitia BERTHET
COO



Aymar DE TALHOUËT
CFO



Sébastien KVOT
CLO / Co-Founder



Julien GORON
Supply Chain Manager



Jacques CHASTENET
Resources Acquisition
Manager



Advisors



Nicolas BEAU
Strategic Board
Member



Louis DE MECKENHEIM
Strategic Board
Member



Sylvain GERON
Technical Board
Member



Guillaume PAHUD
Technical Board
Member



Clément MILLIAT
Board Member



Éric GAULLE
M&A Director / Co-Founder



Jean-Daniel Duhem
Investor Relations



Patrizio MICELI
Board Member



Our Offices

LAK3 COMPANY SA From Geneva to Dubai

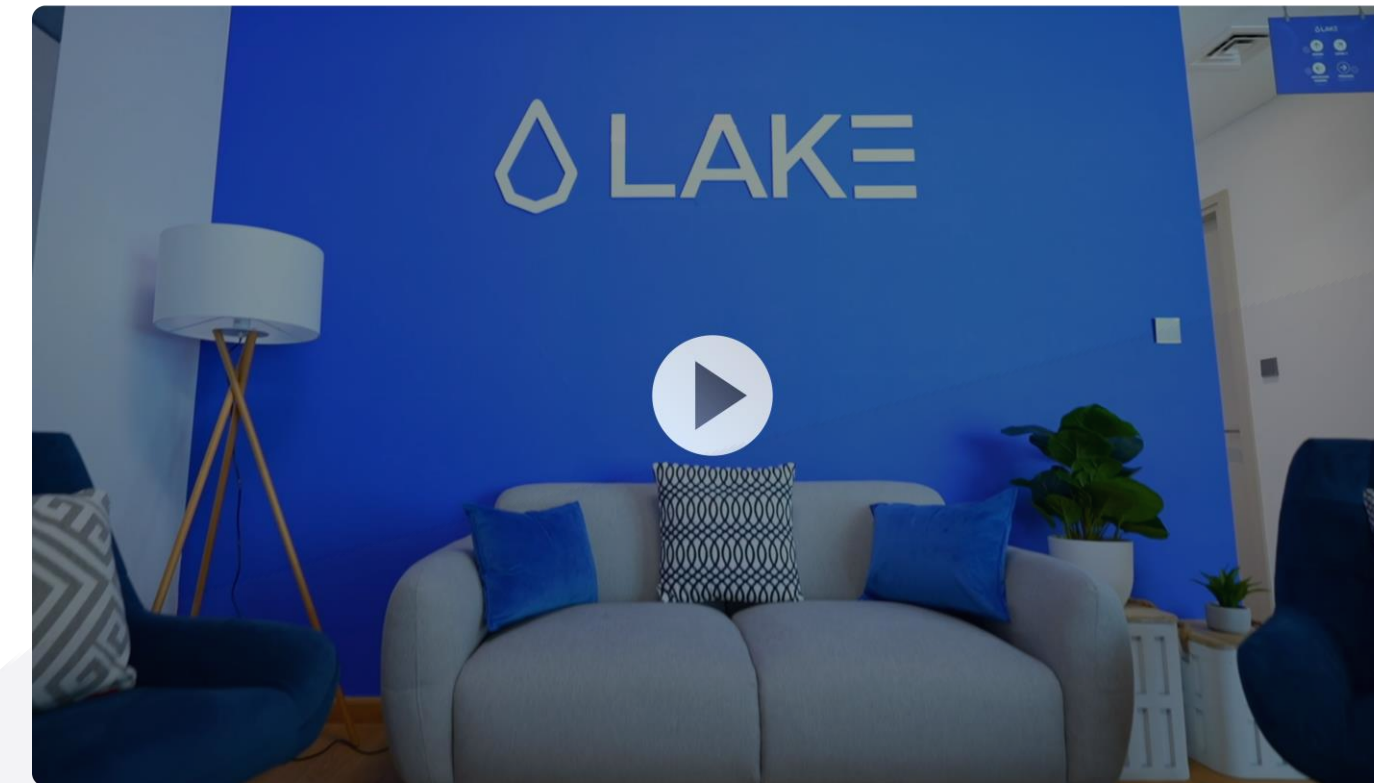


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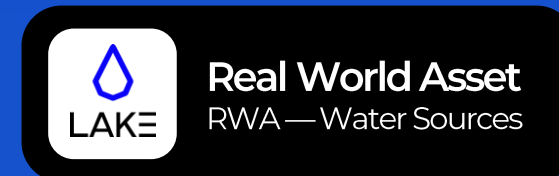


LAKE Operations Office (Dubai)

SUN, Arabian Ranches 3,
Dubai, United Arab Emirates

tech@lak3.io

<https://lak3.io>



LAK3.io

LAK3 Company SA

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