



Unlocking Access to Water with Web3.

> Overview

LAKE is an innovative Web3 ecosystem facilitating a fair and decentralized access to water worldwide.

LAKE's vision is built around our relationship with water. We are the first project to bring a clear, transparent and decentralized platform changing the way we interact with water, from purchasing, warehousing, to distributing, consuming and even donating it. In the future, active participants could be invited to express their preference amongst additional water sources proposed by the LAKE ecosystem.

By ensuring untethered access to water, LAKE aims to attract millions of participants and connect the public to Web3, while building a platform fostering effective change to the way we think about water.

LAKE, from Earth and to the Moon (there's water there too!)

Note: LAKE is currently under development, contents in the Whitepaper could be changed in the future.

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> Introduction

A. The Blue Gold Era

Water is the source of life, a fundament, vital and universal resource. It nourishes, sustains, and fuels our world, yet its accessibility and distribution are challenges that persist to this day. We must find a new way, an approach that must not only bridge the gap between accessibility and resource allocation, but also drive sustainable consumption, eliminate environmental harm and allow for active, engaged participation from users.

It's not a motivation driven by opinion but by facts, and here are 5 of them you should know:

1. Water Scarcity: As per the United Nations, by 2025, an estimated 1.8 billion people will live in areas plagued by water scarcity, with two-thirds of the world's population living in water-stressed regions.

2. Economic Impact: The World Bank suggests that some regions could see their growth rates decline by as much as 6% of GDP by 2050 due to water-related losses in agriculture, health, income, and property - sending them into sustained negative growth.

3. Bottled Water Consumption: According to the Beverage Marketing Corporation, in 2022, bottled water sales surpassed soda as the number one packaged beverage in the US, with Americans consuming approximately 16 billion gallons of bottled water – with producer revenues leaping up by close to 12%. This signals the dire need for sustainable water consumption practices.

4. Plastic Pollution: A staggering fact from the Ellen MacArthur Foundation predicts that by 2050, there could be more plastic than fish (by weight) in the ocean, primarily driven by single-use plastic water bottles. This underlines the urgency to shift towards sustainable consumption practices.

5. Energy Consumption: According to the International Water Association, water supply and sanitation services, including treatment of clean and wastewater, consumes about 4% of global electricity. Improved water infrastructure can lead to more energy-efficient services, contributing to climate change mitigation.

— Herein lies the vision of LAKE (LAK3) token

We seek to transform the way we perceive and manage our most precious resource - water. At the core of this initiative is the ambition to transform access to water, ensuring that everyone, regardless of their geographical location or standing, can benefit from fair and equitable water distribution. The driving force behind this is LAKE Ecosystem, a dedicated online platform designed to ensure expanded access to water for all.

Built on blockchain technology, LAKE (LAK3) serves as a multi-utility token that allows individuals to purchase water, control their consumption, and invest in the sustainability of water resources. By effectively eliminating traditional intermediaries in the water distribution process, LAKE creates an ecosystem that respects the environment and expand initiatives supporting a better, saner relationship with water, from bottling to consumption.

At its heart, LAKE token (LAK3) aims to go beyond the transactional; it strives to build an active community around water conservation and sustainable usage. It offers a platform where everyone can contribute to the preservation of water while also maintaining control over their own consumption. The end goal is to revolutionize the water market by providing a transparent, equitable, and user-friendly platform that shifts control back into the hands of the consumers.

This white paper outlines the vision, mission, and detailed workings of the LAKE (LAK3) token and the LAKE Ecosystem. It seeks to introduce a novel way of thinking about water - one that prioritizes accessibility, sustainability, and community engagement. Welcome to a future where water is not just a resource but an opportunity to contribute to a more equitable and sustainable world.

B. LAKE Ecosystem & Laniakea Waters: a bond thicker than water

Laniakea Waters is a founding part of LAKE ecosystem and carries a rich history. Our founder, Jean-Hugues Gavarini, sparked the creation of this project due to a family legacy: the mission to protect an extraordinary water source. This resource, known for its unmatched quality, laid the groundwork for our venture into a new era of the water industry.

The name 'Laniakea,' Hawaiian for 'immense heaven,' captures the invaluable nature of water. It's not just a resource; it's the lifeblood of our planet.

— Preserving a Unique Resource

At the core of our work with Laniakea Waters are three main principles:

- 1. Sustainability:** We're serious about looking after our environment. That means innovating to reduce our carbon footprint and protect natural resources.
- 2. Sharing:** Water should be for everyone. We're working on infrastructure and systems to make that happen.
- 3. Education:** We're dedicated to equipping communities in need with the knowledge and tools to manage their water effectively.

Our mission is to balance these principles, shaping decisions that consider sustainability, education, sharing, transparency, and innovation.

— Two Forces, One Vision

Lake Company and Laniakea Waters have teamed up; despite being separate businesses, we're bound by a common goal - to change the way we share and distribute water globally.

Water is more than a commodity; it's essential to life, and we're proud to play our part in securing its future. We're committed to finding new water sources and innovating processes that make quality water accessible to everyone. Join us in this mission as we reshape the future of water distribution and sharing.

> The Basics of \$LAK3 and the LAKE ecosystem

A. What is \$LAK3?

The LAKE token (LAK3) is the backbone of the LAKE Ecosystem. It is a multi-utility token based on blockchain technology, designed to bring fairness, transparency, and sustainability to the world of water distribution. It operates within a decentralized water economy, a direct challenge to traditional models of water access and consumption.

— Definition

LAKE (LAK3) is a digital token - that represents a unit of value within the LAKE ecosystem. It is an ERC-20 token built on Ethereum and uses Proof of Stake (PoS) to validate transactions. This means that the LAKE (LAK3) token harnesses the inherent advantages of blockchain technology, such as immutability and transparency, to ensure equitable, traceable and tamper-proof water ownership.

Although the true environmental costs of blockchain projects are often misconstrued – often ignoring other parameters such as the actual comparison to classical means of processing conventional transactions – the use of Proof of Stake is still 99.98% less energy-intensive than Proof of Work.

— Utility

LAKE (LAK3) serves multiple purposes within the LAKE ecosystem. Primarily, it acts as a medium of exchange, allowing individuals to purchase water in a transparent and equitable manner on the LAKE platform. This decentralizes the power in water distribution, moving away from monopolistic practices and empowering individuals with direct control over their water access.

But LAKE (LAK3) goes beyond just buying and selling water. Owning LAKE (LAK3) tokens allows individuals to participate actively in the water economy, encouraging engagement and fostering a sense of community within the ecosystem. It offers holders the opportunity to invest in water sustainability initiatives, donate water to those in need, and even get involved on certain decisions within the ecosystem, such as ranking new preferred sources of water amongst potential expansions.

— **Functionality**

LAKE token's functionality is centered on the user experience, providing an accessible and seamless interface for all participants. Users can easily navigate the platform, select from available water sources, and complete transactions with LAKE (LAK3) tokens in just a few clicks.

The decentralized nature of LAKE (LAK3) reduces the need for intermediaries, cutting down transaction costs and minimizing potential points of failure. Additionally, each transaction with LAKE (LAK3) is recorded on the blockchain, ensuring complete transparency and traceability.

In summary, LAKE (LAK3) is more than just a token. It is a tool designed to democratize access to water, promote environmental sustainability, and foster an active and engaged community. By decentralizing water distribution, LAKE (LAK3) seeks to transform the way we access and consume this vital resource, offering a more equitable and sustainable alternative.

B. What is LAKE Ecosystem?

LAKE Ecosystem is the underlying infrastructure that supports the LAKE (LAK3) token. It is a decentralized system designed to revolutionize water distribution on a global scale, leveraging blockchain technology to ensure transparency, fairness, and sustainability in water access and consumption.

— **How it Works**

LAKE Ecosystem operates as a decentralized network, enabling direct access to water. Users interact with the ecosystem using LAKE (LAK3) token, which serve as the medium of exchange within the network.

Through the use of blockchain technology, every transaction within the LAKE Ecosystem is recorded on a public ledger, ensuring complete transparency. Smart contracts are used to automate the transaction process, eliminating the need for intermediaries, and reducing the chances of corruption or price manipulation.

— **Role of LAKE Ecosystem**

The LAKE Ecosystem encompasses many services and features. It acts as a marketplace for water, where users can buy and sell water using LAKE (LAK3) token. It also serves as a platform for community engagement, where users can participate in decision-making processes, contribute to water sustainability initiatives, and donate water to those in need.

Additionally, LAKE Ecosystem provides a means of investment in water-related opportunities, enabling users to fund and support projects aimed at improving water accessibility and quality in underserved regions.

— **Process of Water Distribution**

The process of water distribution through LAKE Ecosystem is simple and user-friendly. Users select from available water sources, and transactions are facilitated using LAKE (LAK3) token.

A buyer initiates a transaction by choosing the water sources they're purchasing from. Once the buyer input their details, including their address, delivery fees are computed in LAKE (LAK3) depending on the delivery zone. The buyer has a limited time-window to confirm their purchase. By sending a specified amount of LAKE (LAK3) to the platform, the transaction is concluded and recorded on the blockchain, providing a transparent and immutable trace. The smart contract then verifies the transaction, and the water is delivered to the buyer via the agreed method.

LAKE (LAK3), with its decentralized nature and user-centric approach, redefines the dynamics of the traditional water market. By ensuring transparency, promoting fair access, and prioritizing sustainability, LAKE Ecosystem brings a new paradigm to water distribution, making water a resource that everyone can access equitably and sustainably.

> Getting your first LAKE (LAK3) tokens

The LAKE (LAK3) tokens are not yet available. The first tokens will be minted at the Initial Token Generation Event (ITGE), slated on the Private Sale start date. Each new event such as Private Sale, Pre-Sale or Listing in a new exchange will trigger a new “Subsequent TGE” (STGE), up to the maximum of 950 million LAK3 tokens.

— Private Sale

The Private Sale is an invitation-only event for early backers of the project. Up to 47.5 million LAK3 will be minted, corresponding to 5% of the max supply. LAK3 tokens will be generated following each recorded investment during the Private Sale phase, and tokens will be subject to a lock-up period of 36 Months. The fund raised through the Private Sale will serve to build the LAKE ecosystem, including the first services such as purchasing, owning, donating and investing in water via the web platform. They shall also serve to build up the community, raise awareness around the project and ensure sufficient liquidity of the LAK3 token for upcoming listings in top Centralized Exchanges.

— Pre-Sale

Closer to the launch of the LAKE platform, a pre-sale will be open to the general public. Whitelisted and KYC'ed supporters will be able to participate to the mint and sale of up to 5% of the total LAK3 supply, i.e. 47.5 Million tokens. The tokens will be subject to a 12-Month lock-up period. However, a portion of the purchased LAK3 tokens during the Pre-Sale will be unlocked on Public Listing date. The funds raised at this stage will serve to purchase shares in Laniakea Waters Group, the first company partnering with LAKE. In addition to the shares, the funds secure concession rights to the water for a period of 90 years (30 years tacitly renewable twice). Finally, the purchase agreement grants exclusivity on the water supply produced by Laniakea Waters up to the LAKE platform capacity; any unabsorbed supply can be sold privately and separately by Laniakea Waters to its customers outside of LAKE.

— Exchanges

Users will be able to purchase LAKE (LAK3) from Centralized Exchanges (CeX) where the token will be listed. This is a work in progress and more details will follow. Stay tuned for more information as we get closer to announcements.

More details on the Tokenomics can be found on the relevant section.

> The Next Level of \$LAK3 and LAKE

A. Your First Water Purchase

LAKE users select the source they would like to purchase water from (initially, Laniakea Waters only). As they finalize their selection, the user provides their details including their preferred delivery address. Depending on their geographical zone, distribution costs are computed in LAK3 and a final bill is generated.

Once the user is satisfied and confirms, the sale is concluded. LAK3 are transferred from the user's wallet to LAKE portal and the transaction is recorded on the blockchain.

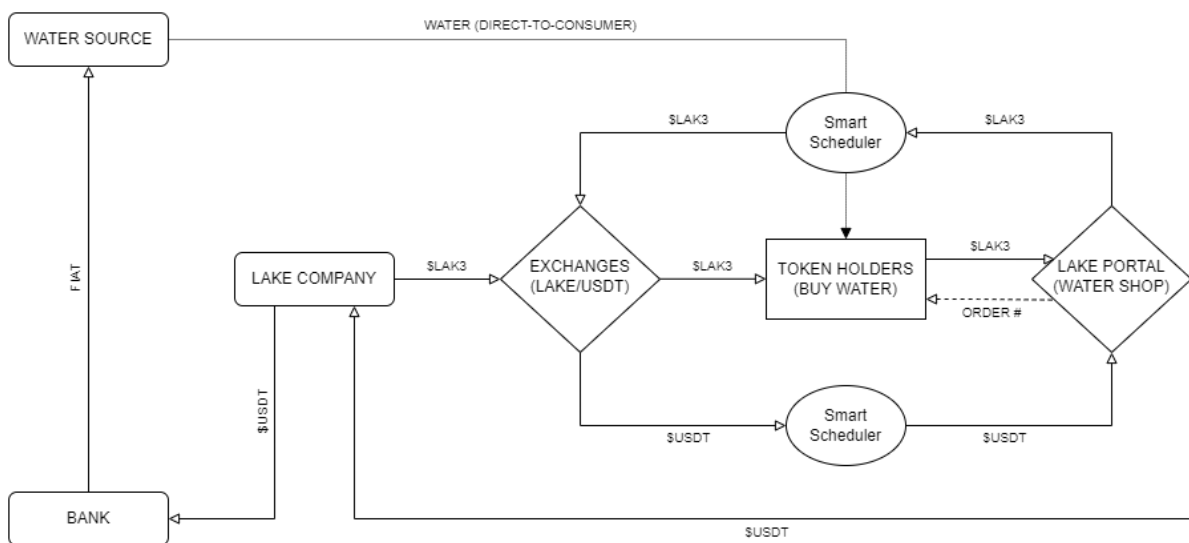


Figure 1 – LAKE Portal (buy water mechanism)

Behind the scenes, LAKE portal on-sell LAK3 against USDT (or any relevant trading pair) via its Smart Flow Scheduler, routing aggregate or single orders through different exchanges for best execution, adjusting timing to balance price stability and market liquidity.

The ensuing USDT (or equivalent stablecoins or other acceptable token) are converted to FIAT by LAKE company and then transferred to Laniakea Waters to fulfill the water purchase and delivery of LAKE users.

B. Your First Water Concession Ownership

If like us you are Michael Lewis fans, you surely know of Dr. Burry famous investment thesis at the end of *The Big Short: Water*. Easier said than done when you're not up 489% before closing your hedge fund. Until LAKE that is!

LAK3 holders can purchase concession rights from Laniakea Waters (and other sources in the future), same as the one granted to the LAKE ecosystem. The rights are materialized through a NFT serving as Proof of Property (or NFT-POP in short) granted to the users, while the associated LAK3 are permanently burnt, leading to deflationary supply of the token.

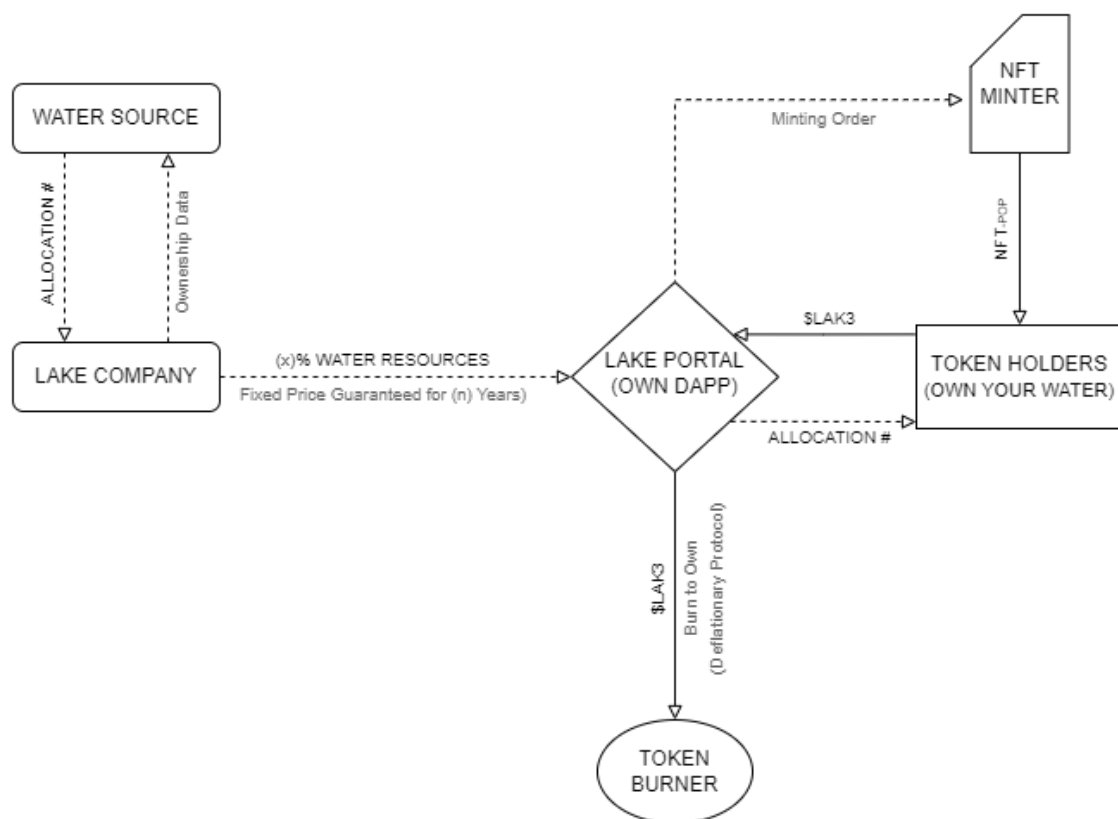


Figure 2 – LAKE Portal (own your water mechanism)

The NFT-POP track the ownership of water supply until extinction of the associated rights. Holders can redeem a fixed supply of water from the associated source per year that will be delivered to their address of choice; each annual request can be fulfilled to a separate address according to a set frequency and up to the full amount associated with the tokens burnt. The supply is guaranteed to owners.

C. Your First Water Co-Investment Opportunity

On certain occasions, Laniakea Waters (and potentially other onboarded sources in the future) may generate excess supply. While storing it is always possible, there is a significant demand for bulk purchase of quality water under white labels for Events, Corporates and venues such as Luxury Hotels.

Rather than fulfilling the order by itself, Laniakea Waters will earmark a quantity of water from the LAKE community, secured through a LAK3 pool deposited by the users willing to participate in the sale. The estimated profit of each event will be communicated ahead of the pool opening, with the final proceeds confirmed at redemption.

The Profit Sharing scheme is secured only if the pool is filled; unsuccessful and cancelled bids due to lack of participation will be refunded at no cost to the users.

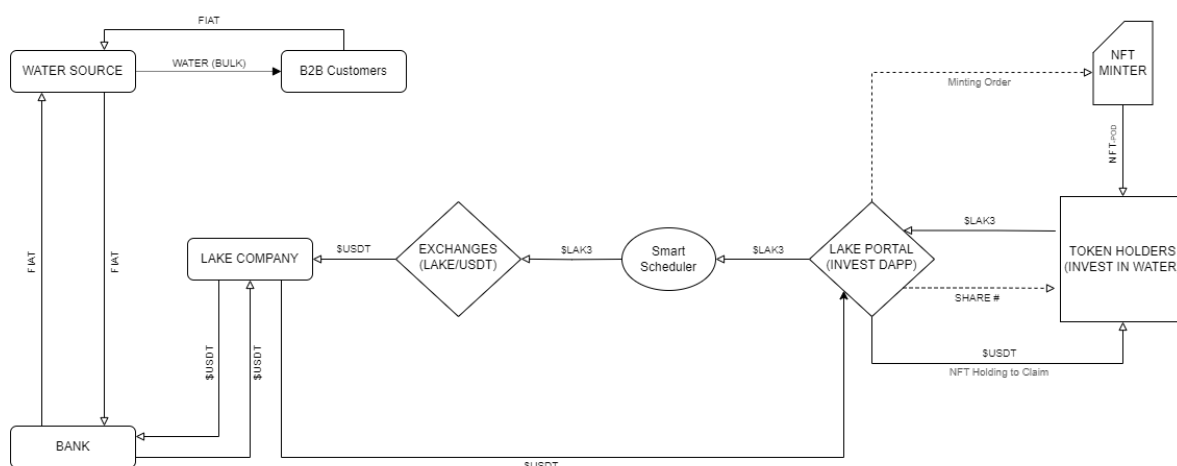


Figure 3 – LAKE Portal (invest in water mechanism)

As the \$LAK3 pool is closed, depositors received a NFT serving as Proof of Deposit (NFT-_{POD}). This NFT will serve the holder to redeem the principal and profit in USDT (or stablecoin equivalent) at maturity and be either burnt or stripped of its redeemable component. Although not designed for speculative purposes, holders remain in full control of their NFT-_{POD}.

In the future, specific events might receive their own branded NFT-_{POD} to commemorate the scheme, adding a collectible value that can be kept beyond its redemption property.

D. Your First Water Donation

Sharing is caring and with LAKE you have the ability to safely and securely distribute your water to vetted foundations. The logic is the same as the purchase process except for the recipient which you can select on the platform.

Powered by the blockchain, you are making a real and measurable impact with your donation, from spring to grateful recipients.

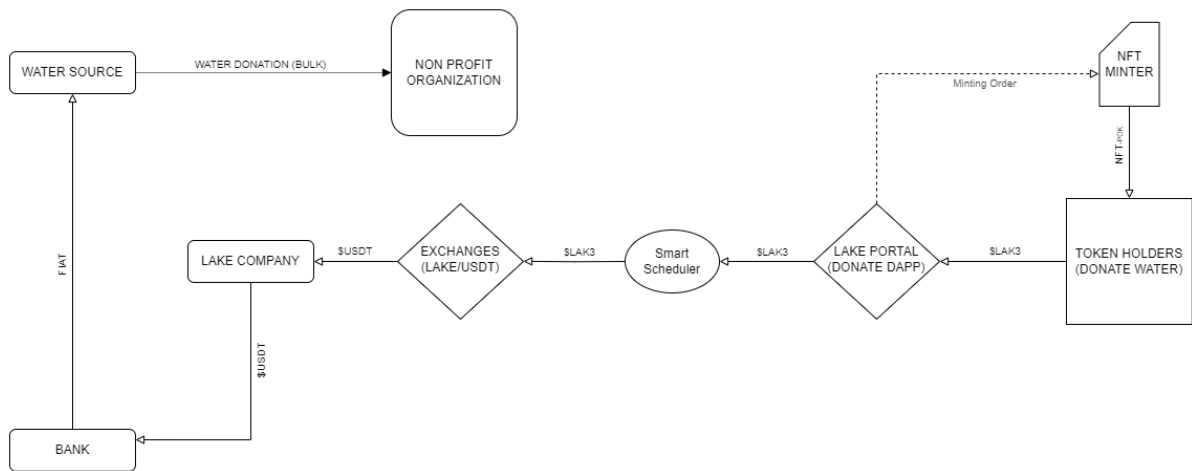


Figure 4 – LAKE Portal (donate water mechanism)

But that's not all! Your donation grants you the right to claim a NFT badge, the Proof of Kindness (or NFT-POK in short) marking your kindness.

Whether you value a keepsake commemorating a good deed, or you like to brag to your friends (you did well, can't take that away from you!), this beautiful NFT serves no other purpose than adding a touch of kindness to your NFT collection.

E. Your First Water Storage: an alternative ownership to concession rights

Why limit ourselves to conventional approaches when we can push further boundaries?

The last option on LAKE enables exactly that. Through partnerships with leading Universities, we aim to participate in researching advanced water conservation and storage concepts through new materials and prototypes.

LAK3 holders will be able to purchase the same batch of Laniakea Waters at a predetermined premium (other sources would be subject to separate R&D partnerships with other leading Universities according to their respective locations). The water thus purchased is safely stored for a minimum lockup period of 10-15 years, and can be redeemed afterwards by the holders.

The premium will be partially used to fund the development of concepts to store water sustainably and without the use of plastics; the approach is a multi-disciplinary effort, involving material, biology, property and international law departments at the University among other subjects.

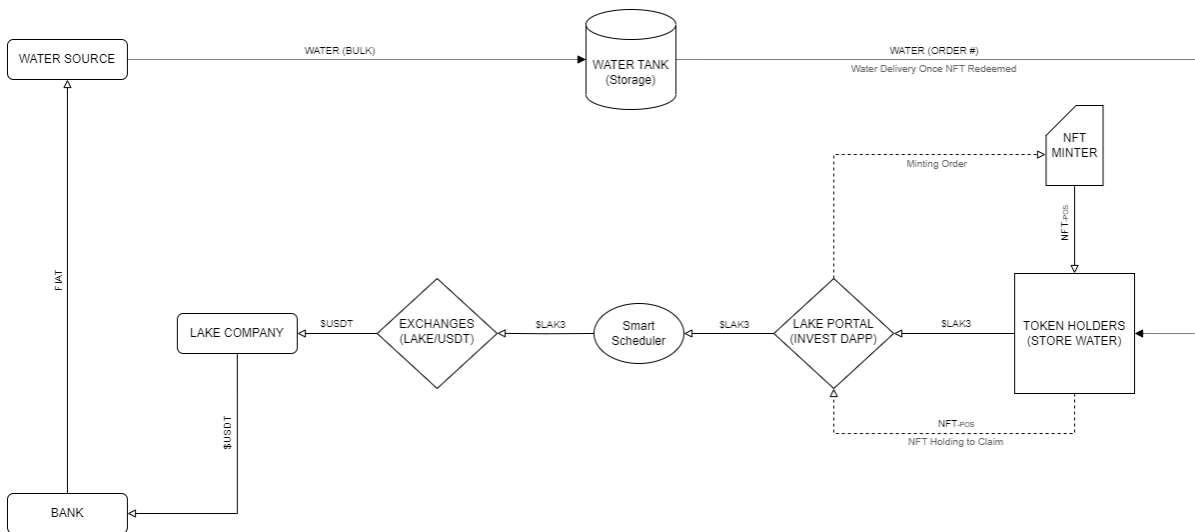


Figure 5 – LAKE Portal (store your water mechanism)

This scheme would not be complete without a dedicated NFT (NFT-POS) granted to LAKE Ecosystem contributors. The NFT materializes the ownership right in the water stocked and stored at the Laniakea Waters facilities. The rights associated can be redeemed in part or full and delivered to the holder’s address of choice, subject to a minimum quantity to be further determined.

F. Your First Water Engagement

In keeping with the Ethos of the LAKE Ecosystem, LAKE (LAK3) token holders will have the opportunity to directly participate in the growth and development of the platform: from selecting new springs and water sources among potential candidates, granting funds to a deserving charity, voting on the design of merch' or marking special events, the community has a voice: yours.

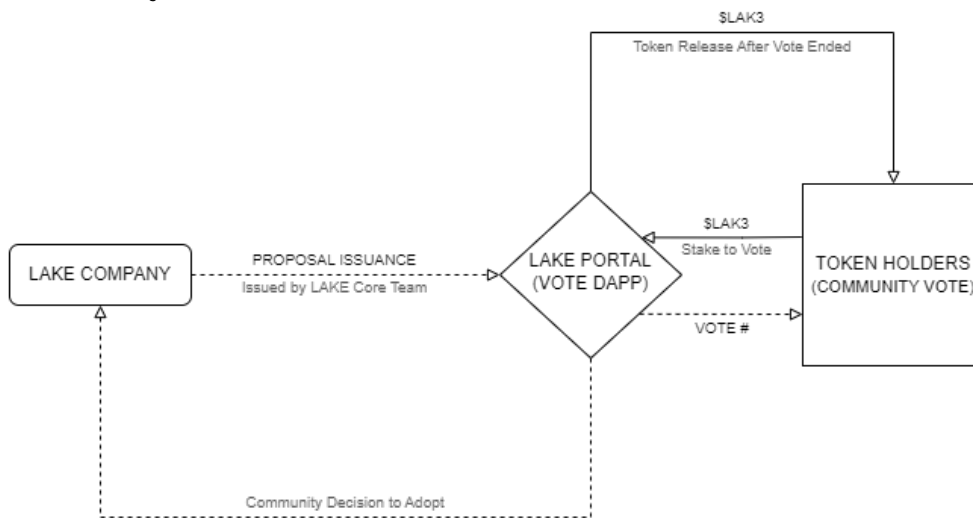


Figure 6 – LAKE Portal (Community Vote mechanism)

Once a proposal is issued, LAK3 holders will be able to vote through a dedicated page on the platform. Staking their funds starting from the period of the vote will ensure skin in the game and avoid potential manipulation. In the future, LAK3 holders will be able to increase their voting power by increasing the locking period of their stakes. Once the proposal is decided on, LAK3 are released back to the holders at the end of the vote or according to the locking period

Locking Period	Voting Power
Until vote ends	1
1 month	4
3 months	8
6 months	16
1 year	32

Alternatively, certain decisions might be subject to regular Voting Power, where 1 token equals 1 vote, or even 1 wallet for 1 vote. Any submission will always clearly lay out which mechanism will be used.

The future vote mechanism, weights and locking periods are not final and subject to change.

> The place of NFTs in the LAKE Ecosystem

A. Refresher on NFTs

Non-Fungible Tokens (NFTs) are unique digital assets that use blockchain technology to establish verifiable ownership and provenance. They have taken the digital world by storm and have proven their utility across a range of sectors, from digital art to virtual real estate and beyond.

NFTs are unique cryptographic tokens that represent ownership of a unique item or piece of content on the blockchain. Unlike cryptocurrencies such as Bitcoin or Ethereum, which are fungible and can be exchanged on a like-for-like basis, NFTs are unique and can't be exchanged on a like-for-like basis. They are essentially digital certificates of authenticity and ownership.

NFTs in the context of LAKE are more than mere collectibles or digital artwork. They function as digital representations of user rights and benefits, making them a critical part of the system's infrastructure.

The utility of NFTs in the LAKE ecosystem pushes beyond conventional (mis?)understanding of NFTs, offering a dynamic means of managing user rights, rewards, and access within the system are used to recognize and reward the engagement of LAK3 token holders.

Users earn NFTs as proof of their activity, generosity and investment towards water conservation efforts, creating an engaging user experience that promotes sustainability. Such mechanisms can incentivize individuals to take an active role in preserving the world's water resources.

The introduction of the NFT-VIP to the LAKE ecosystem, a dynamic NFT, brings additional flexibility, adaptability, and utility compared to static NFTs.

Static NFTs, like the NFT-POK or NFT-POD, represent a fixed, unchangeable claim or right. Once minted, they do not change or evolve over time.

On the other hand, dynamic NFTs can change or evolve over time, based on predefined rules or certain interactions. The NFT-VIP in the LAKE ecosystem is exactly that. This NFT unlocks access to exclusive benefits within the LAKE ecosystem, and its value can change according to the holder's holdings of the LAK3 token. This adaptability allows for a more personalized, interactive, and engaging user experience.

Dynamic NFTs can evolve, adapt, and grow, paralleling the user's journey within the LAKE world, thereby creating an immersive and personalized experience. Furthermore, it encourages active participation within the platform, as users can see and experience the direct impact of their actions on their holdings.

The integration of NFTs into the LAKE ecosystem will introduce a new level of engagement, transparency, and sustainability to water consumption, enhancing the appeal of LAKE (LAK3) to environmentally-conscious investors and consumers alike.

B. Recap of LAKE NFTs

NFT Type	Protocol name	Utility
POK	Proof of Kindness	An NFT symbolizing the kindness of generous contributors of the LAKE
POD	Proof of Deposit	An NFT representing a claim to profit generated by event water sales from LAK3
POP	Proof of Property	An NFT materializing the ownership of concession rights held by LAK3 burners.
POS	Proof of Storage	An NFT proving the storage of water and participation to R&D efforts by LAKE users

C. Well, Wells, Whales

Whether you love water, are a r/hydro-homie (RIP Apollo), a Web3 collector, a degen or simply a LAKE supporter...join our Whale club!

It's easy: you need to hold a minimum of LAKE token to obtain the coveted NFT-VIP, a dynamic NFT that unlocks access to a whole new world for its possessors.

This NFT is not just an image, it comes loaded with utility, both on-chain and off-chain: discounts on LAKE purchases, boosted APY on LAKE Staking program, exclusive merch', enhanced profit sharing schemes, priority list on partner events and exclusive invitations to visit Laniakea Waters facilities and sources, and more!

Tier	\$LAK3 Required
Bronze	250K
Silver	500K
Gold	1M
Platinum	5M
Infinite	10M

To unlock and retain the privileges associated with the NFT-VIP, whales must concurrently hold the minimum balance required. Whale Club status (bronze, silver, gold...) can be updated manually on the Whale Club portal.

However, the rights and privileges associated to a status are automatically granted on the LAKE portal through user interaction (purchase, donation etc.).

Once secured, the NFT-VIP grants holder to a token-gated portal where further benefits can be availed. The best thing? This is a dynamic NFT (dNFT) you can keep forever, it will follow you throughout your journey within the LAKE world.

D. The Secret Club?

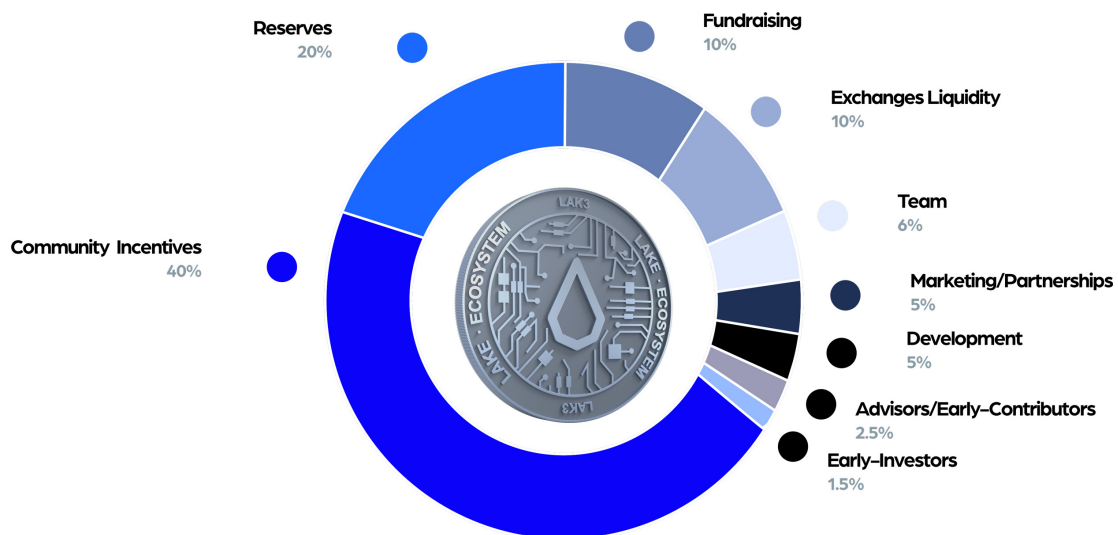
Wonder what happens if you collect all available types of NFTs? Keep an eye out for your access to the secret club, the next level of perks in the LAKE ecosystem.

> Tokenomics of \$LAK3

A. Max Supply

LAKE (LAK3) is the native ERC-20 token of the LAKE Ecosystem, with a max supply of 950 million tokens. LAKE tokens are used in the LAKE portal to purchase and donate water, obtain water concession rights, pooled to participate in profit-sharing opportunities and staked by the community to weigh on submitted proposals.

B. Token Allocation



Team: 57 million LAK3 (**6% of Total Supply**), subject to a 36-month vesting period with an initial lock-up of 18 months from the ITGE, followed by a monthly token release over the remaining 18 months.

Early Investors: 14.25 million LAK3 (**1.5% of Total Supply**), subject to the same conditions as the Team-allocated tokens.

Advisors/Early Contributors: 23.75 million LAK3 (**2.5% of Total Supply**), subject to a 24-month vesting period with an initial lock-up of 12 months from board appointment or contribution date, followed by a monthly token release over the remaining 12 months.

Private Sale: up to 47.5 million LAK3 **(5% of Total Supply)**, the tokens will be minted following each recorded investment during the Private Sale phase. Subject to a 36-months vesting period with an initial lock-up of 12 months from investment record, followed by a monthly token release over the remaining 24 months. Any outstanding LAK3 will be reversed to the Treasury/Reserve.

Pre-Sale: up to 47.5 million LAK3 **(5% of Total Supply)**, scheduled at least 6 months from the ITGE. Subject to a 12-month vesting period. A portion of the LAKE tokens purchased during the Pre-Sale will be unlocked on Public Listing date.

Exchange Listing: up to 95 million LAK3 **(10% of Total Supply)**, combined across centralized exchanges starting from Q3 2024.

Marketing/Partnership: up to 47.5 million LAK3 **(5% of Total Supply)** is dedicated to marketing and partnerships opportunities.

Development: up to 47.5 million LAK3 **(5% of Total Supply)** is dedicated to future development and improvement of LAKE Ecosystem.

Rewards/Community: up to 380 million **(40% of Total Supply)** is dedicated to community incentives and rewards.

Treasury/Reserve: up to 190 million LAK3 **(20% of Total Supply)** is dedicated to project's reserve and treasury. Any outstanding amount and unallocated tokens from other allocations will be added to the reserve.

C. Deflationary aspects: Introducing LAKE's "Burn to Own"

LAKE has implemented a unique native deflationary mechanism for its LAK3 token called "Burn to Own." This protocol ensures that LAK3 holders have the opportunity to become long-term owners of water within our ecosystem, with guaranteed fixed pricing over the next decades and the certainty of delivery

The concept is simple yet powerful. To secure your ownership and exclusive privileges within the water ecosystem, LAK3 holders must burn a specific number of tokens to acquire a non-fungible token (NFT). This NFT grants the holder long-term privileges, ensuring a fixed price for water access and establishing a strong commitment to the LAKE Ecosystem.

By burning LAK3 tokens, holders actively contribute to the deflationary nature of the token supply. This token reduction increases the scarcity and value of the remaining tokens, benefiting all token holders. Additionally, it ensures that long-term water ownership is reserved for committed stakeholders, enhancing the stability and sustainability of the LAKE Ecosystem.

The Burn to Own protocol aligns economic incentives with long-term ownership, encouraging token holders to actively participate and engage in the LAKE Ecosystem. It offers a unique opportunity to secure water access and contribute to the decentralization of global water resources.

The power of the Burn to Own mechanism offers you the chance to become a long-term owner of water, enjoy fixed pricing, and hold a privileged position within the LAKE ecosystem. Together, let's shape a sustainable and equitable future for water access through the LAKE token.

D. Utility and demand drivers

The fundamental demand is driven by the use of the LAKE Ecosystem; with a total fixed supply, LAK3 token is not subject to inflation. On the contrary, certain functions such as concession rights can only be granted through burning LAK3 tokens, thus reducing supply and causing appreciation, *ceteris paribus*.

Speculative aspects of crypto-markets are inherent to any token project but are not sought after by the project leaders. Save for spot liquidity on select trading pairs, products such as perpetuals and leverage are out of scope. Additional stability mechanisms are engaged through a series of smart contracts or "Smart Flow Schedulers", recirculating LAK3 to exchanges in a timely manner after users' transfer of their tokens through any of the purchase, donation or other actions on the LAKE platform.

Community engagement and pooling for the profit sharing schemes require the lockup of funds in the form of LAK3, temporarily restricting token availability and circulation.

Last but not least, the Whale club, our dedicated VIP token-gated experience is reserved for holders of significant amounts of tokens, with the lowest tier starting at 0.025% of max supply.

> Roadmap

A. LAKE Genesis

In May 2019, a chance meeting sparked a revolutionary idea: a cryptocurrency for water, accessible to all. From that moment, LAKE project, began its transformative journey.

Assembled over time, our team comprises passionate individuals from diverse fields, each bringing unique expertise. Legal experts ensuring resource security, engineers affirming the quality of our water sources, and seasoned strategists guiding the project's course. Despite global challenges, like the COVID-19 pandemic, our dedication to the cause remained undeterred.

From securing rights to a billion liters of water for the next 90 years to the creation of a dedicated corporate entity in France, our pursuit of making clean water accessible globally has been strategic and steadfast.

A critical juncture was the launch of thorough water studies and a successful fundraising campaign in early 2023. This success allowed us to not only grow our team to 18 members but also segregate the team into specialized units for LAKE and Laniakea Waters.

Throughout 2023, we worked relentlessly to make LAKE a reality, conceptualizing its protocols, designing its technical architecture, refining its ecosystem parameters, and establishing its unique brand identity. We also launched the project website, which serves as a central platform for our users. Moreover, we forged a key partnership with Laniakea Waters Group, reflecting our commitment to the wider water ecosystem.

As we approach the third quarter of 2023, the Private Sale phase will be underway in parallel with community building initiatives. Further this year, we will launch our ambassador and partner programs, opening the doors for everyone to participate and contribute to this game-changing mission.

The story of LAKE is one of unwavering commitment, strategic progression, and collaborative effort. Together, we're revolutionizing the way the world accesses and values water, one LAK3 token at a time.

B. Project Milestones

— So Far, so good!

- **May 2019:** The project kicks off as Jean-Hugues and Xavier outline their vision for a water-accessible cryptocurrency, setting the project on its transformative path.
- **June 2019:** Legal expert Sebastien joins the team to provide guidance on securing the water resources essential to the project.
- **July-November 2019:** Stakeholder meetings with French local government officials and community representatives commence to explore water source options and establish preliminary agreements.
- **January 2020:** Water filtration engineer, Eric, comes on board, lending his expertise to assess the quality and volume of the identified water sources.
- **March 2020:** Despite the COVID-19 pandemic and associated lockdowns, the team persists, finalizing a comprehensive business plan that underscores Laniakea's vision.
- **May 2020:** Water source analyses confirm exceptional quality and abundance, marking a pivotal point for the project.
- **June 2020:** Municipal council greenlights the project, kickstarting the legal groundwork.
- **August 2020:** Incorporation of Laniakea Waters SAS in Savoie, France, solidifying the project's footing.
- **September 2020:** Signing of an agreement with French local authorities secures 1 billion liters of water for 90 years and reserves land for a future bottling plant.
- **Q4 2020/Q1 2021:** Quarterly water source analysis begins; selection of packaging materials, machinery, and sustainable water containers takes place.
- **Q2 2021:** Nicolas joins as a shareholder and provides initial funding for further research and study. He also contributes strategic decision-making expertise.
- **Q3/Q4 2021:** LAKE's conceptual groundwork is laid, the beginning of a crucial journey.

- **Q1 2022:** Validation of the LAKE concept is secured from key advisors, fueling the project's momentum.
- **Q1 2022:** Fundraising launches, aiming to propel critical elements of the project, including health authority water studies and the Lake project's initiation.
- **Q2 2022:** Design and logistics expert, Julien, comes on board as a shareholder, paving the way for container prototyping.
- **Q1 2023:** Successful fundraising validates the project's direction, enabling the formation of dedicated teams for LAKE and Laniakea Waters. With the team now comprising 18 members, water studies begin.
- **Q2 2023:** Critical development stages for LAKE are executed, including technical architecture design, ecosystem parameter testing, branding, and the launch of the LAKE Web3 website. A partnership with Laniakea Waters is also established.

— From good to great!

- **Q3 2023:** Private sale round set for launch, and community building start, marking a significant milestone for the project. The ambassador and partner programs will also be initiated to foster further engagement and growth.
- **Q4 2023:** Testnet Launch: Commencement of internal testing and debugging of the LAKE platform to ensure seamless user experience. Establishment of new partnerships: Continuation of our effort to grow the LAKE ecosystem by collaborating with water-related organizations and projects. Kickstart of the H2O4Life Foundation in Switzerland, a non-profit organization dedicated to water distribution to impoverished populations worldwide.
- **Q1 2024:** Internal Beta Testing/UAT: Start of beta testing with a limited number of participants to provide critical user feedback for refining and improving the platform. Launch of the Pre-Sale with up to 47.5 million LAK3 (5% of Total Supply) to be minted.
- **April 2024:** Launch of LAKE Platform Stable v1: Official launch of the platform, allowing users to start purchasing water with their LAK3 tokens. Preparations for end of Q2 listing on partners Centralized Exchanges

- **June 2024:** Merchandising Launch: Introduction of LAKE-branded merchandise for sale, allowing the community to tangibly show their support for the project while funding further development and expansion.
- **August 2024:** Public Beta: Introduction of new features based on user feedback from the initial launch, including enhanced user interface, user experience improvements, and additional functionalities.
- **October 2024:** Discussion with Other Sources: Broadening of our resource pool by starting discussion with additional water sources worldwide to further ensure accessibility and sustainability.
- **Q1 2025:** Global Awareness Campaign: Launch of a campaign to educate the public about water scarcity issues and how LAKE can help to alleviate these problems.
- **Q2 2025:** LAKE Platform Stable v2: Deployment of a major update to the LAKE platform based on extensive user feedback and new developments in the sector. This version will offer more features, an improved user interface, and enhanced system performance.
- **Q3 2025:** Community Expansion: Continued growth of our community through global events and initiatives, extension of our ambassador programs, and partnerships.
- **Q4 2025:** Review and Roadmap Update: In line with our commitment to constant evolution and improvement, we will review our achievements to date, gather feedback, and outline our plans for the future of the LAKE ecosystem.

C. Beyond our Roadmap, dream of a better future: peer-to-peer water exchange

In our dreamed future, the token's functionality could also extend to peer-to-peer transactions, enabling direct exchange of water resources between users.

This design choice fundamentally alters the dynamics of the traditional water market by fostering an environment of direct interaction and exchange between individuals, communities, or businesses.

In the conventional model of water distribution, certain distributors abuse their positions and stand between water sources and end users, adding costs and complexities. With the LAKE platform, individuals would be empowered to directly transact with each other using the LAK3 token from vetted sources of water.

P2P transactions on LAKE platform would entail users transacting directly with one another using the LAK3 token to buy or sell water, effectively decentralizing the market. The platform leverages blockchain technology to facilitate these transactions, ensuring security, transparency, and traceability.

Every transaction will be recorded on the blockchain, and the process is overseen by smart contracts to ensure the terms of the transaction are fulfilled by both parties. These features help establish trust among users and ensure that every transaction is transparent and auditable.

— **The benefits of this model are substantial:**

- 1. Accessibility and Equity:** By making it possible for anyone, anywhere, to buy and sell water directly, the LAKE platform democratizes access to this critical resource. This means that individuals in regions that are traditionally underserved by water infrastructure can now potentially access it.
- 2. Cost Efficiency:** P2P transactions on LAKE will potentially bypass many of the costs associated with traditional water distribution. This can make access to clean water more affordable.
- 3. Transparency:** With every transaction recorded on a public blockchain, participants in the LAKE ecosystem can be sure that their transactions are transparent and fair.
- 4. Empowerment:** By enabling P2P transactions, LAKE gives power back to individuals, allowing them to manage their water resources directly, fostering a sense of ownership and responsibility.
- 5. Environmental Impact:** By supporting a decentralized model of water distribution, the LAKE P2P platform could contribute to reducing carbon emissions associated with water transportation and plastic waste from bottled water.

In summary, LAKE's P2P platform could revolutionize the way water is distributed, making it more accessible, affordable, transparent, and environmentally friendly.

D. From ERC-20 token to a Native Blockchain: the LAKE Network

One of the key growth pathways for the LAKE project involves transitioning from an ERC-20 token on the Ethereum blockchain to a native blockchain developed explicitly for the LAKE Ecosystem. This section provides an overview of this transition process, the associated advantages, and important technical considerations.

— Approach

Phase 1. Preparation: This phase involves extensive research and planning to outline the specifications of the new blockchain, including its consensus mechanism, blockchain architecture, and the migration process. Tokenomics would remain unchanged and subject to a third-party supervision to ensure smooth transition, including the burning of all bridged LAK3 tokens. It's also important to ensure community awareness and buy-in for this transition.

Phase 2. Development: Once the specifications are in place, the development of the new blockchain begins. This phase includes writing the codebase, setting up the nodes, developing the consensus mechanism, and creating the framework for data storage and processing. At this stage, we consider highly likely the protocol to be full EVM-compatible.

Phase 3. Testing: The new blockchain undergoes rigorous testing for performance, security, and scalability. This testing phase helps identify and rectify any bugs or vulnerabilities before the official launch.

Phase 4. Token Swap: Upon successful testing, the token swap occurs. This process involves the exchange of ERC-20 LAK3 tokens for the new native LAK3 tokens at a predetermined ratio. It's crucial to ensure that the token swap is seamless and secure for all token holders, hence the involvement of Tier 1 exchanges to facilitate the migration.

Phase 5. Launch: The new blockchain officially goes live, and normal operations resume. The ERC20 tokens are burned, and the native tokens become the primary medium of exchange in the LAKE Ecosystem.

— Advantages

1. Control: With a native blockchain, the LAKE project can have full control over its network, including the ability to modify the blockchain parameters to better suit the needs of the ecosystem.

2. Scalability: As the LAKE ecosystem grows, it will require a scalable solution to handle increased transactions. A dedicated blockchain can be optimized for high throughput and minimal transaction times, providing a more efficient and scalable solution than existing Ethereum-based systems.

3. Reduced Costs: Transacting on the Ethereum network involves paying gas fees, which can be high during peak network congestion. With its own blockchain, LAKE can establish its own fee structure, reducing transaction costs for users.

4. Customization: A native blockchain offers the opportunity to create customized features, such as specialized smart contracts and consensus mechanisms, tailored specifically to LAKE needs.

— Technical Considerations

1. Security: Designing a secure blockchain from scratch is a complex task, requiring a careful approach to cryptography, consensus mechanisms, and network architecture.

2. Community Support: The transition to a new blockchain requires the support of the community. It's crucial to maintain transparent communication throughout the transition process.

3. Interoperability: With the rise of cross-chain solutions, it is wise to consider interoperability with other blockchains to ensure that LAKE can interact seamlessly with different blockchain ecosystems.

4. Development Resources: Building a native blockchain is resource-intensive, requiring both a substantial time investment and technical expertise.

The transition from an ERC-20 token to a native blockchain represents a significant step forward in the evolution of the LAKE project. Despite the technical complexities involved, the long-term benefits in terms of scalability, control, and cost-effectiveness make it a worthwhile endeavor.

> Conclusion

We are set to redefine how we approach water access and distribution on a global scale. At the heart of this transformation is the LAK3 token, a digital asset created to democratize access to this crucial resource. Operating within the LAKE Ecosystem, the LAK3 token allows anyone, regardless of their location to participate actively in a decentralized water economy.

LAK3's utility extends beyond just a medium of exchange. It's a tool for engagement within the ecosystem, an investment in water sustainability initiatives, and a means to donate water to those in need. All transactions with LAK3 are recorded on a blockchain, ensuring complete transparency and traceability.

LAKE, the infrastructure supporting the LAK3 token, is a decentralized network that leverages blockchain technology to revolutionize water distribution. It serves as a marketplace for water and a platform for community engagement, empowering holders to become more than consumers, but proactive stakeholders of this critical resource.

The process of water distribution in LAKE is simple, efficient, and user-friendly. Whether it's purchasing from available water sources or peer-to-peer transaction in the future, all transactions are facilitated using LAK3 tokens and smart contracts. This approach eliminates intermediaries, reduces potential points of failure, and ensures equitable distribution.

The vision of LAKE is one of fairness, transparency, and sustainability. It's about promoting responsible water consumption and reducing our reliance on environmentally harmful practices. And it's about creating a community where everyone can contribute to the preservation and sustainable management of water.

By transforming our approach to water access and distribution, LAKE aims to bring about a fundamental change in the water economy. It's not just a new solution; it's a new paradigm – a decentralized, equitable, and sustainable approach to managing one of the world's most vital resources.

By investing in LAK3, you're not just investing in a token or a platform. You're investing in a vision for a better, more equitable world. You're contributing to a revolution that aims to make water – a basic human necessity – more universally accessible. And, you're joining a community committed to sustainability, fairness, and transparency.

But it doesn't stop there. As a LAK3 holder, you'll have the chance to shape the future of this ecosystem. You can invest in water sustainability initiatives, participate in key decision-making processes, and even help communities in need by donating water.

This isn't just another blockchain project. This is an opportunity to make a real difference.

Don't just watch from the sidelines. Be a part of the change. Join us on our mission to democratize water access and build a more sustainable future.

Get your LAK3. Contribute to LAKE Ecosystem. Shape the future of water.

> Appendix

A. TEAM



Jean-Hugues GAVARINI

CEO / Founder

Inspirational entrepreneur with 30 years of experience specializing in brand development - Nothing is impossible.



Nicolas BEAU

Strategic Board Member

Senior international executive with 35 years of expertise in luxury product development. Supporting the founding team since the beginning.



Louis DE MECKENHEIM

Strategic Board Member

Confirmed experience in Sales, Marketing, and Communication Management. Board member of several major companies. Multi-Investor specializing in Impact-driven companies - Passionate and persuasive leader.



Quentin NIGI

CMO

Expert in visual creation and creative digital technologies – CEO of their own company. Driven to innovate and push boundaries.



Jean-Edouard BOURGOIS

CSR

Entrepreneur – Former marketing/procurement director of major corporations – Strategic reflections and orientations for CSR. Committed to a collective effort.



Xavier POUTEAU

CBO (Chief Blockchain Officer) / Co-Founder
Blockchain specialist and Web3 enthusiast. 15 years of experience in finance and corporate strategy. Marketing and financial creativity at the service of Web3.



Sylvain GERON

Technical Board Member
Entrepreneur with 25 years of experience, passionate about information technology, digital commerce, mobile communications, and blockchain.



Guillaume PAHUD

CDO
Expert in digital transformation, innovation, and technology – Passionate about blockchain and digital.



Aymar DE TALHOUËT

CFO
Deputy CFO of large corporations, expertise in structuring, M&A, and financing. Leave nothing to chance.



Éric GAULLE

M&A Director / Co-Founder
15 years of expertise in industrial and financial engineering. External acquisitions for the strategic development of the company.



Christophe PIGATO

Human Resources / Co-Founder

Talent optimizer. Master Trainer - Executive Coach. 30 years of experience in management and communication.

Recruitment, Emotional Intelligence, and Applied Neuroscience. The power of collective intelligence!



Sébastien KVOT

Chief Legal Officer / Co-Founder

Manager of companies in the private and public law sectors. Compliance is the key to success.



Patrizio MICELI

Partner manager

Serial entrepreneur enthusiastic about communication and the food industry.

Specialized in establishing fruitful relationships with key individuals.



Jean-Daniel Duhem

Investor Relations Manager

Experienced international executive in the B-to-B energy industry, he has successfully led transformations, restructurings and turnarounds of companies or subsidiaries within international structures under LBO.



Julien GORON

Supply Chain Manager

Logistics manager for major auction houses. Managing flows for virtuous and efficient logistics.



Clément MILLIAT

Director of New Resources Acquisition

Commercial Director of the global leader in
bottling machines. Resource Hunter.



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