



# Decentralized, Autonomous Gambling

Bridging the gap between Blockchain and the existing market

Project One-Page | Last updated on Aug 15th, 2018

## The Problem

Lucre tackles the following specific problems being faced by the global gambling industry as of 2018.

**Difficulty in enforcing stricter KYCs, responsible gaming guidelines, AML/CTF prevention, and Fraud Prevention.**

Because regulatory requirements and processes are scattered, online and 'cheatable', merchants spend large sums of money annually to re-administer KYC processes, while simultaneously inconveniencing customers with them being long, difficult and frequent. Being an identification process, disconnected from funds transfers, this also makes it virtually impossible to trust for identity management, fraud, and AML/CTF protocols. Per [Casinopedia](#) research published, it is also a major pain-point for customers that they would like to see changed in 2018.

**Security and logistics concerning players and merchants dealing primarily in FIAT currency and, more importantly, cash.**

It's often joked that the most likely place one can be mugged is while entering or exiting a casino. The simple reason is that the industry predominantly functions on cash. This is not only an obstacle against unregulated gambling but also a security concern for both merchants and customers alike. Events like the World Series of Poker draw 105,000+ entrants a year and pay out over a billion dollars in winnings over the course of a month - whereas entrance fees cost anywhere from a few thousand to over a million dollars in some tournaments. Currently, there's no centralized payment solution in existence capable of funds transfers of those volumes instantly.

**Extremely high processing and transfer fees & geo-issues involved in using existing, centralized wallets for online transactions.**

While players can use existing wallets (Neteller, Skrill, PayPal, etc.) for online transactions at merchant websites, they are expensive and come with geographical restrictions. Players currently have no single-wallet solution that can not only aid in streamlining the login and funds transfer processes but act as an effective, sustainable and cost-effective alternative for bankroll management. A professional sports bettor who uses different books or online casinos would require multiple accounts, painstakingly created, and fund them through multiple wallets, effectively losing upwards of 10-15% overall in just processing fees and exchange.

## The Solution

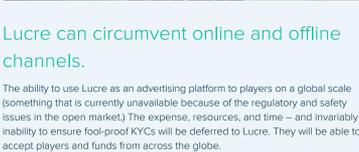
Lucre is an Ethereum-Blockchain based company that creates a decentralized, autonomous, cashless, transparent and secure payment solution and ecosystem for the global gambling industry.

**Lucre is created specifically for the industry.**

Lower to no transaction fees, and a safe, tax-free wallet solution for a player's bankroll. Ease of access to their funds at all partner casinos and sports books across the globe. Secure and instant deposits, buy-ins and cash-outs safely using Lucre. Lucre will be the most convenient platform for players, by which they can skip long queues at casino cages, proximity to ATMs, safe staking between players, peer-to-peer transfers, and the ability to not require the cage altogether by being able to buy in and cash out at individual tables and machines in-casino.

**Lucre effectively addresses real-world, on-ground problems.**

A consistent revenue stream through processing fees per user transaction. Lucre's wallet acting as a one-of-a-kind geo-based advertising platform for gambling establishments, promotions and ultimately customer service. The transparency is in-house chip distribution, player comps, and credit. Stricter adherence to gaming commission guidelines and regulations, again, through transparency in digital currency from players who have completed the Lucre KYC, rather than cash from anonymous patrons. The lowered need for large volumes of cash in-house at all times also reduces the dependency on security resources.



**Lucre can circumvent online and offline channels.**

The ability to use Lucre as an advertising platform to players on a global scale (something that is currently unavailable because of the regulatory and safety issues in the open market). The expense, resources, and time - and invariably inability to ensure foot-proof KYCs will be deferred to Lucre. They will be able to accept players and funds from across the globe.

**Lucre to lead the Gambling IoT**

Going a step further, Lucre also brings the security and capability of Blockchain to hardware, merging with technology made popular by FinTech, and brings that to casinos cages, table games, player bands, rings, and everything else tomorrow's IoT can offer.

# Lucre is positioned to be first of its kind to take on the global gambling market. Successfully.

Per the [Casinopedia trends for 2018](#) (identified after reviewing 450 million gambling transactions, there are 5 major points to note - Allowance for self exclusion, the Rise of Mobile, More stringent Responsible Gaming enforcements, Stricter Fraud Prevention, and customers being tired of multiple KYCs and delays in being able to access and log into multiple accounts. Using Blockchain, Lucre will take steps to address all these major concerns in a trustless, secure and effective manner.

Using LCR = Less risk. Less demand for cash. Less fraud. Fewer inconveniences. Simultaneously, larger market. More players per region. More revenue for merchants. Better customer service. Better Advertising. And a cashless, trustless, pseudonymous economy and ecosystem that is, contrary to first impressions, stricter on AML/CTF guidelines, identity management, and unregulated gambling.

## The Competition

While Lucre's crypto currently has no competition, the LCR currency does have competition in the race for adoption.



BITCOIN



ETHERIUM



DECENT BET

Price	Stability	Price	Stability	Price	Stability	Price	Stability
High	Low	Medium	Medium	Low	High	Low	High

- Strength:** The most widely recognized and adopted cryptocurrency.
- Weakness:** Price makes it more a trading currency than a utility currency.
- Strength:** Modern, more easily adoptable for regular transactions.
- Weakness:** Target market would be subjected to open market swings.
- Strength:** Bringing decentralization to the gambling industry.
- Weakness:** Dependent on moving online customers to a new platform.

**The Opportunity: Bitcoin is a most stable, affordable, utility token.** **The Opportunity: Lucre is a day-to-day currency created specifically for gambling.** **The Opportunity: Lucre works for both online and offline markets seamlessly.**

## Competitive Advantages

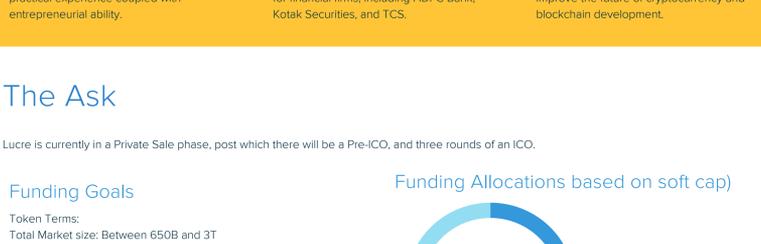
One-of-its-kind, Lucre is and can continue to be designed to target specific aspects of specifically the gambling industry.

Price Point	First to Market	Core use of Blockchain
Lucre is new and would be easy to buy into/invest in prior to and shortly after launch.	Lucre is taking on a market that no one else is, and has real-world utility.	Taking on a small but important problem using blockchain for speed, transparency and trust.

Adoption Rate	Extended Value	Wallets, Apps & Hardware
Day-to-day utility ensures adoption is quicker and steadier both online and offline.	Limiting supply while targeting one of the richest industries globally helps maintain and improve long-term value with every adoption.	Lucre customizes features specifically for players and merchants. Including hardware integration.

## Market Validation

Key facts and figures have been compiled using research documents, and validated by casino officials, members of the community and gaming commissions.



## The Team

**Sean Shafer**  
**Co-Founder | CTO**  
Sean is a scrum expert and technology whiz. He also owns his own development firm based out of Iowa and is well-versed with everything required to technologically support a cryptocurrency.

**Gaurav Areng Chakraverti**  
**Co-Founder | CMO**  
A Marketing specialist with over a decade's experience across industries, including financial-technology, and has crafted sports betting algorithms based on Poisson distribution.

**Prem Panicker**  
**Media and Communications Head**  
A journalist and editor for over 28 years, Prem has worked in senior positions in print, helped start Rediff.com, he worked in New York as Editor of India Abroad, and he was Managing Editor, Yahoo India.

**Genelle Keswick**  
**Brand Strategist**  
A Brand and Marketing specialist with 10+ years of experience across diverse and challenging markets. She has led complex brand mandates across companies and offers a strong combination of consulting and practical experience coupled with entrepreneurial ability.

**Ayan Sen**  
**CTO**  
A member of the Golden Key International Honor Society, Institute of Electrical and Electronics Engineers and Computer Society of India. As co-founder of Byteroot Technologies, he provided Cyber-Security for financial firms, including HDFC Bank, Kotak Securities, and TCS.

**Byron Baker**  
**Blockchain & Digital Capabilities Head**  
Provides excellent technical solutions and oversight using his creative, outside the box, style. Well versed in business processes, workflows, designs, as well as user experience, he has been able to help improve the future of cryptocurrency and blockchain development.

## The Ask

Lucre is currently in a Private Sale phase, post which there will be a Pre-ICO, and three rounds of an ICO.

**Funding Goals**  
Token Terms:  
Total Market size: Between 650B and 3T  
Total tokens created: 360M  
Total tokens for sale: 259M  
Soft Cap: \$40,000,000  
Hard Cap: \$40,000,000



**Timeline**  
The outer limit for when LCR will be redeemable against ETH/Fiat (real-world) currency is 6 months, given the 12-week legal process and private sale-ICO public sale phases.

**FAQs**  
**What is an ICO?**  
An initial coin offering (ICO), also known as a digital token sale or crowdsale, is a way of raising funds for the development of a product outside of the traditional VC world, as a method for raising funds while providing immediate value without having to part with equity. Usually products are blockchain-based technologies, but the crowdsale model is increasingly being used for other kinds of projects as well. Each project creates a new cryptocurrency in the form of tokens, which are then sold to the public to raise funds for project development. If a product successfully completes their ICO funding goal, their tokens are distributed to those who bought them and they become tradeable on the cryptocurrency market. If the product itself is then successful, these tokens can potentially become very valuable (ex. this is what happened with ETH, the computing platform Ethereum's coin, which was originally sold to the public as tokens during the project's own ICO).

**FAQs**  
**What are tokens?**  
A token is a digital asset that is sold to the public during an ICO campaign, usually for other popular cryptocurrencies, namely BTC or ETH, or sometimes directly for fiat currency. Unlike a cryptocurrency, tokens usually do not have their own blockchain, but rather are hosted on another blockchain, such as Ethereum's. Once an ICO campaign is complete, the token developers can release the tokens on an exchange, where they can be traded and fluctuate in value, like any other cryptocurrency. Tokens can also have other functions that are particular to the product that issued them. However, tokens themselves do not necessarily give rights or equity to the product/company that originally issued them - in that sense tokens are definitively not equal to shares in a traditionally structured company. In our case, LCR tokens are a utility token that would have value at (a) an open exchange, and (b) as usable currency at casinos, sports books and card rooms.

**What are the risks of contributing to an ICO?**  
When you contribute to an ICO, there is never a guarantee that the product whose tokens you're buying will succeed, either with their ICO or in their future development. Like any crowdfunding campaign, people should think of contributing as a donation to a project in support of its potential development, and the tokens as a kind of reward for your support. However, in the case of an ICO campaign, your reward (tokens) has the potential to increase in value once the tokens are released and available on exchanges. Bottom line, each particular ICO also has their own terms and conditions for contributing, so be sure to check those out before donating.

**How does one make a smart investment in an ICO?**  
There's no sure-shot way. One has to do their own due diligence, vet the viability of the project, the company, the team and consider what the project sets out in a timeframe that they publish. The only true way to make a 'bad' investment is in the time that does not go to the post-ICO exchange or do any work towards growing the adoption rates of the token itself. Nothing is guaranteed, however, a good investment in an ICO, like any other, is based on the belief in the success of the project and validation of the concept itself. Lucre has had the concepts validated by industry professionals and gaming commissions and legal authorities. We've also got members on board who are recognized in their fields, as well as an advisory board that are major influencers in the blockchain space. Our roadmap is clear and transparent, and we are working towards large-scale adoption.

**Does one need a cryptocurrency wallet to invest?**  
Ideally one should use an ERC-20 compatible Ethereum (ETH) wallet. This is because the tokens, Lucre's and most others, are built on the ETH blockchain. So Bitcoin wallets actually don't support storage of these tokens. There are many in the market one can choose from. We recommend either MyEtherWallet or MetaMask, if using a computer, or Eidoo if using a mobile app for storage of tokens. One can also deposit FIAT in these wallets to enable ETH investment in itself. This triggers an automatic disbursement of tokens to the same address, rather than needing to submit an address later. The process is simpler than it sounds and we're always here to help, or even hold in an independent escrow if desired.

**Are there fears of regulatory boards cracking down?**  
The SEC, FBI and other regulators are engaged and aware of the developments in this market, but they're taking a measured approach. It hasn't taken a view publicly, put out a paper, or taken an enforcement action in the space. Other regulators such as the CFTC, the OCC, and state-level bodies are watching carefully. But regulation is coming in phases, not to slow down the ICO market, but in reality to help clear it of scams and the exceedingly high price points set currently to dissuade scams.

**Is there a minimum entry for investment?**  
Yes, because in FIAT, the private sale priced nature of investment funds, especially in the SEC, is a major concern. Lucre's tokens are subject to minimum investments. At ICO there are no minimum entries, but that is also because the price Lucre is aiming to sell at is 50 times higher than that of the private sale. As the industry standard, Lucre follows a slabbed pricing structure based on the amount invested. This is to incentivize sale by distributing larger volumes of tokens at lower prices, effectively making a minimum ROI.

**What if Lucre doesn't go to exchange?**  
Lucre has already got on board partners both in as well as abroad. (Those include Unocoin (India), Mudrex (Global), Vartanex (Global), Kombi) and a few more newer exchanges, all of whom have agreed to list Lucre upon completion of ICO. Given the rate of scams ongoing, a few of the top exchanges globally charge up to 2.3 Million dollars (US) for listing of a new coin. This, of course, boosts the value of the coin tremendously, immediately, but is something we have to revisit based on budgets and the time. Listing on smaller, accessible exchanges does serve the purpose, and we're still working on listings on larger exchanges that help boost the LCR audience and therefore value. It's ongoing at this time.

**Is there a vesting period for investors?**  
Currently, no. We're not looking at a vesting period for investors. While investors do tend to immediately sell tokens at exchange and cause price dips that ICO companies find hard to pull out of for a period of time, Lucre's strategy accounts for that initial 'dumpp' and post that, hence, do not want to add a lock-in for investor funds. We are, however, reverse-vesting the liquidity of LCR holders within the team and contracted employees from liquidating or selling out during a specific time-frame. This helps contain the sale, as well as keep primary members of the Lucre team dedicated to the longevity of the process. This is, all again, handled through the way the tokens themselves are coded. All this will be available for review on our website and on GitHub, so there is no doubt about the execution of these smart contracts.

**This is a utility token, what if LCR doesn't get adopted as planned?**  
Lucre has gotten guidelines from gaming commissions and have received soft assurances that adoption can start at interested casinos immediately following launch on exchange. Through the Lucre advisory board, the hope is to simultaneously tackle large sports books, poker websites and online casinos. We're also getting with former World Series of Poker champions and contracted PokerStars pros in order to get adopted at the largest merchants from the get-go. In the unfortunate event that it doesn't get adopted from launch, or if that process gets delayed, the coin is still tradeable on exchanges and will still follow value points based on the economics of demand and supply.

**Is there a way to invest on the realization of milestones?**  
Yes, while not ideal for operations that is still an available option where there's a need to help build trust in our speed of execution. This is available only for pre-ICO private sales phases. Our milestones are very clear at this point and we can consider phase-wise investment based on either a pledge to a complete amount or, ideally, an escrow account that will comply with the agreed upon terms and safeguard both the investment as well as our timelines.

**Why would I invest in Lucre?**  
It's unique and is created to solve a particular purpose, that, for whatever reason, hasn't been addressed as yet. Given how new the ICO/Blockchain/cryptocurrency movement is, there's no doubt it will be at some point, but currently Lucre has first-mover advantage in the space. While 'investing in blockchain' and 'ICO movements' are such activities and terms get thrown around a lot, it dissuades people who are not actively a part of that space. But, in its simplest form, we're doing nothing but bridging the gap between the safety, security, and transparency of blockchain with FinTech capabilities. What you're investing in is not the development of a cryptocurrency, but a FinTech solution to a cash-driven trillion dollar industry. From an investment standpoint: (a) we're unique, (b) we're solving key problems, (c) We have a very clear roadmap and clear milestones, (d) We have a very strong team, partner networks and advisors, and (e) we're dedicated to the long-term goal, ensuring that your money is paving the way to a safer, more transparent gaming economy.

**How does investment amount impact investors?**  
At the seed/pre-ICO/Private sale phase, the amount of money Lucre raises/receives directly impacts timelines going forward. A larger investment, for an investor, means Lucre has more funds to put into development of the final product and move on to acquisition and adoption of the Lucre product while other processes are running. More money raised at this stage also implies more tokens being disbursed, and therefore less to be sold at public sale, or ICO. Which translates to a shorter ICO and quicker launch on exchange. Overall, a larger investment would mean quicker ROI, and potentially higher ROI as Lucre can work on an on-ground adoption and hire the resources needed in order to give the currency itself added value.

**How would an Indian investor be able to invest in Lucre?**  
Indian investors will be able to transfer investment funds via net banking, cheque, cash, or any convenient method. The SAFT document will be drafted, signed and sent to them within a week from investment being received. At this stage, seed investment is specifically for use for our legal processes, IT and marketing efforts to promote the upcoming ICO. Once the tokens are allowed to be disbursed, Lucre will transfer the agreed upon number of tokens to the investor's ERC-223 compatible wallet. MyEtherWallet, MetaMask or Eidoo is recommended, but there are a lot available online. Lucre will use these funds to complete legal processes and pump into marketing and development efforts - keys to ICO success. At the time of exchange launch, post-ICO, LCR tokens will be listed on all major exchanges, accessible in India at the largest merchants to an exchange and track their real-time currency value. From the exchange, they are allowed to sell/liquidate at any point they choose and transfer funds back into their bank accounts.

**What are the timelines for when investors can liquidate?**  
Overall, Lucre is looking for an 18-20 week window for when all processes are completed and the LCR token is listed on exchanges, which is the earliest point the investors in LCR can sell and exit. However, this timeline is subject to change based on the amount of funds available to Lucre for processes they can begin simultaneously with one another. If there is very small seed investment, then Lucre may have to prolong the pre-ICO phase, which would, in turn, prolong the ICO and listing timelines. If Lucre has enough funds available to be able to complete external processes as well as complete core development of the final product, then this could be reduced to even up to 15-16 weeks. The only constraint is the need to complete legal processes, which cannot be expedited by more than 2-3 weeks overall, meaning it would, at the very least, take up to 7 weeks in itself.

**What is the process for investment and exit?**  
At a pre-ICO/Private stage our members are not automated, so the investment would have to be through the system of the team. Once an investment is received, like a PO, an SAFT agreement is created through our legal team that will be sent to the investor within a week of investment. This Simple Agreement for Future Tokens promises the investor the sending of LCR tokens to his ERC-20 compatible wallet addresses when our legal process has been completed. Tentatively within 8-10 weeks from our first start date. After completion of our legal processes and company registration, Lucre will release agreed upon number of LCR tokens to the investor and from then on he/she will have visibility and access to them at all times. Within currency exchange weeks from that date, LCR will be listed on various cryptocurrency exchanges online, giving them instant real-world value. At this point, investors can transfer their tokens to an exchange and track their real-time currency value. From the exchange, they are allowed to sell/liquidate at any point they choose and transfer funds back into their bank accounts.