



Lunar

Whitepaper

version 1.1

Disclaimer

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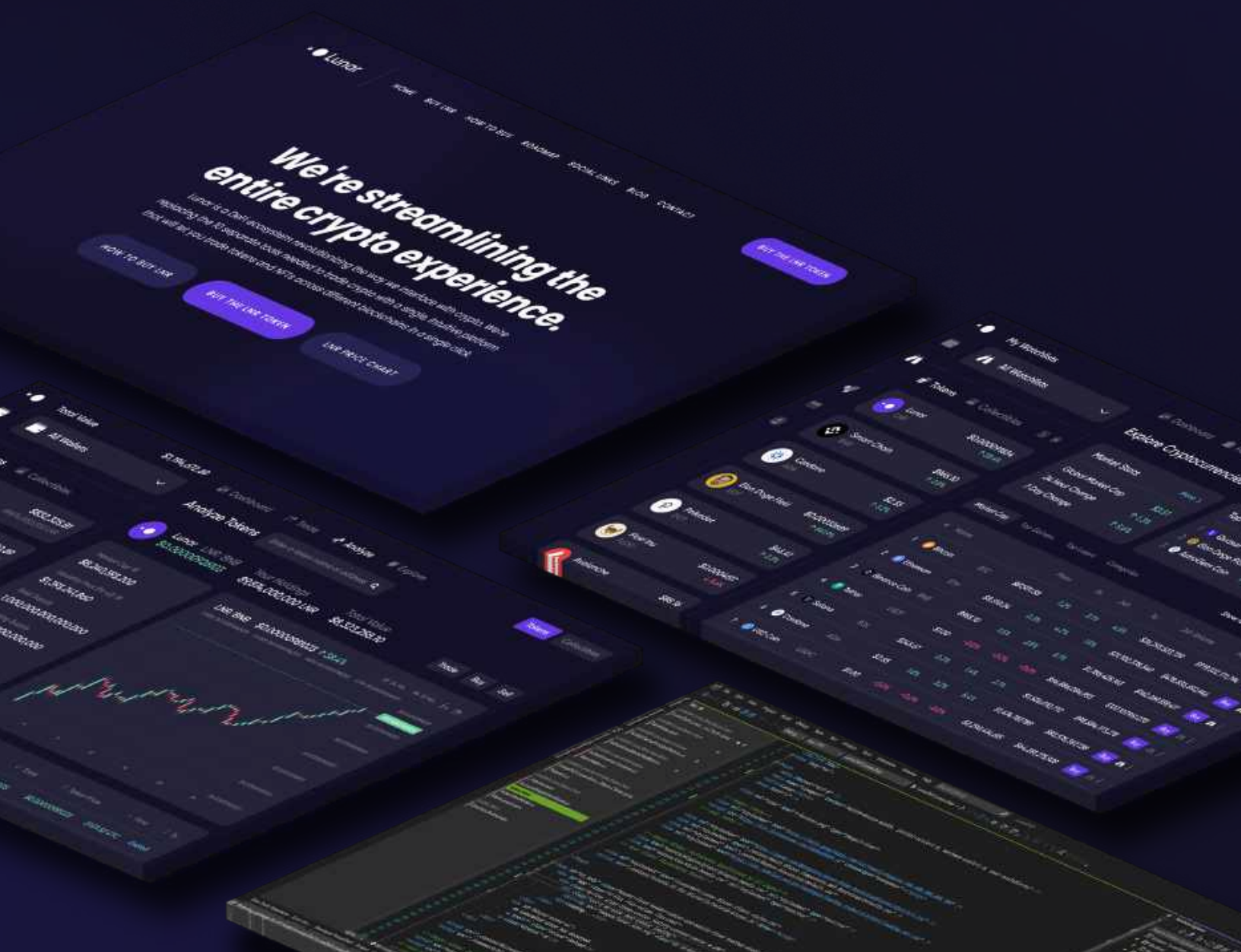
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Welcome to Lunar.

We're a DeFi ecosystem that aims to make crypto as easy, intuitive, and accessible as possible.



The Lunar Ecosystem

These three components serve as the foundation for the ever-expanding Lunar Ecosystem.

Lunar

Lunar aims to streamline the entire process of crypto and NFT trading into a single, interconnected platform with a seamless user experience.

Lunar Token (LNR)

Lunar (LNR) is a Binance Smart Chain token that distributes passive reflections to holders and serves as the connective tissue for the Lunar ecosystem.

Lunar Crystals

Lunar Crystals are NFTs that unlock special powers when plugged into the Lunar Ecosystem. They also generate passive LNR Token reflections for holders.

The Problem

The crypto user experience is terrible.
...but you already knew that.

Users have to juggle an enormous number of separate applications to engage in the most fundamental aspects of crypto trading and research.

Many traders use upwards of 20+ different tools.



METAMASK



coinbase



OpenSea



BINANCE



CoinMarketCap



MoonScan



CoinTracker



PancakeSwap



DEX

To make matters worse, the integrations between these tools are often unreliable, restrictive, and difficult to enable.

And that's just for trading tokens on one blockchain. Different blockchains often require entirely new toolsets, and exchanging tokens across different blockchains is a multi-step process that requires numerous separate apps.

This severe separation of tools, as well the blockchains they operate on, creates an incredible amount of friction in the process for users. This friction leads to countless hours of wasted time, constant frustration, and lost profits.

This problem is so severe that it prevents new users from entering the market, especially when it comes to non-bluechip cryptocurrencies.

Let that sink in: The user experience is so poor, it is practically unusable for many of its potential users.

How We Got Here

Despite the severity of crypto's UX problem, it comes at no surprise. If we look back through history, this same issue has presented itself with nearly every major technological advancement since the advent of the computer.

The pattern typically looks like this:

- A fundamentally new technology is born.
- Early innovators build use cases with the technology geared towards other early innovators in the space. These tools are highly complex and full of technical jargon. At best, user experience is an afterthought.
- As the market begins to gain adoption, technical details become "part of the system". This leads to frustration among users as different variations of the same solution enter the market.
- Someone gets fed up, redesigns the experience from the user's perspective to be simple, fast, and efficient... and wins the market.

Apple is one of the best examples. They weren't the first to invent a computer for personal use, they invented a better, more intuitive way for people to interface with a computer and kickstarted the personal computing revolution.

Apple didn't invent the portable music player, they invented the most user-friendly music listening experience for the time. Burying the competition and changing the face of music forever.

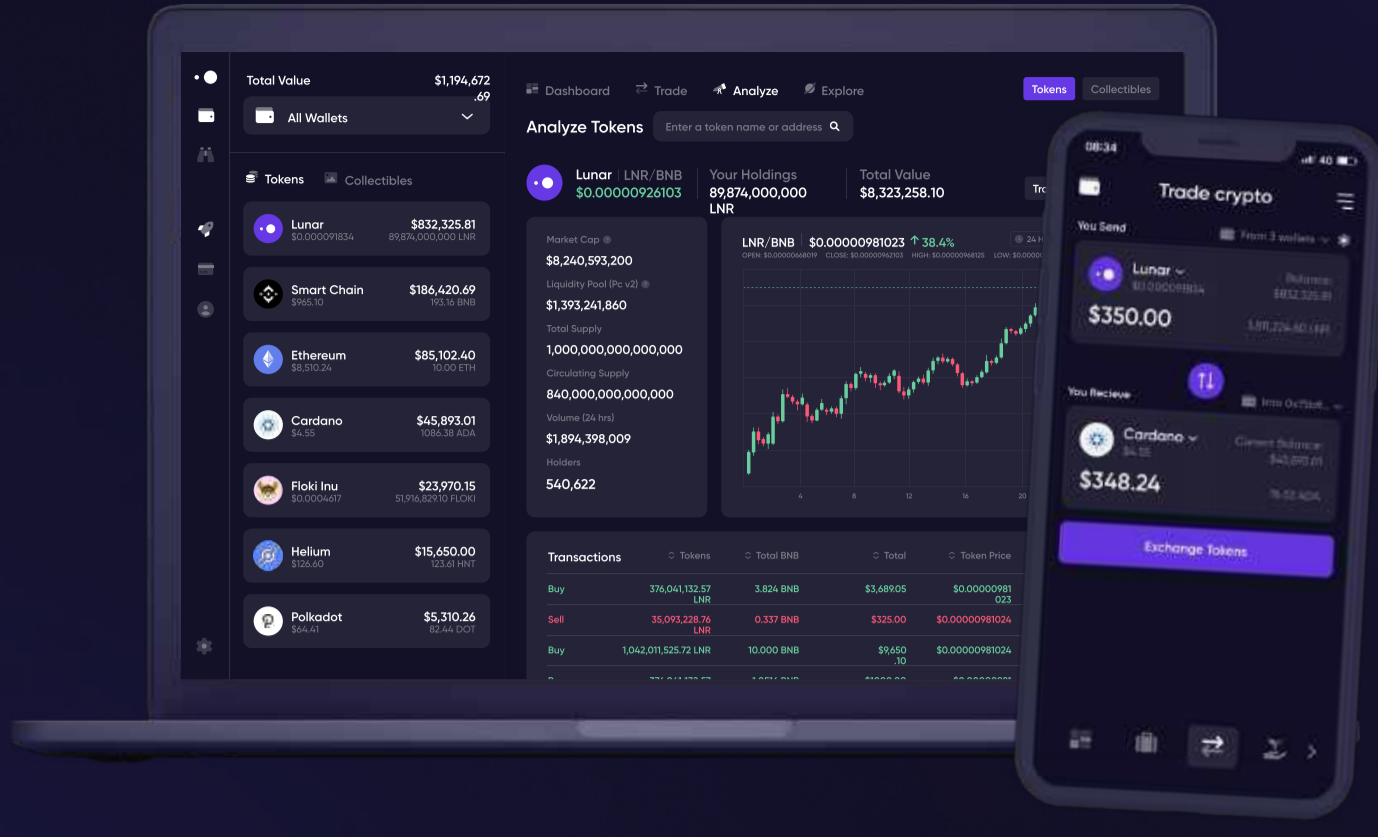
Apple didn't invent the touchscreen smartphone either, they redesigned the user experience so you could use it with just your fingers, instead of a stylus. That gave them the platform to deliver an all-in-one phone, media player, game console, and handheld computer with a remarkably better user experience than any other device on the market, overwhelming long-established players and dominating the industry.

The point is this: The largest company on the planet achieved their successes by improving the user experience of existing technologies. We believe the crypto industry has reached its Apple moment.

† Apple is the largest company in the world by market cap at the time of writing this.

The Vision

The goal for Lunar is simple: To deliver the best crypto experience imaginable, by putting you at the forefront.



Re-centralized on you

Decentralization is great for democratizing finance, but along with it comes massive fragmentation.

The time has come to re-centralize Web3 around the most important part of the network: **You**.

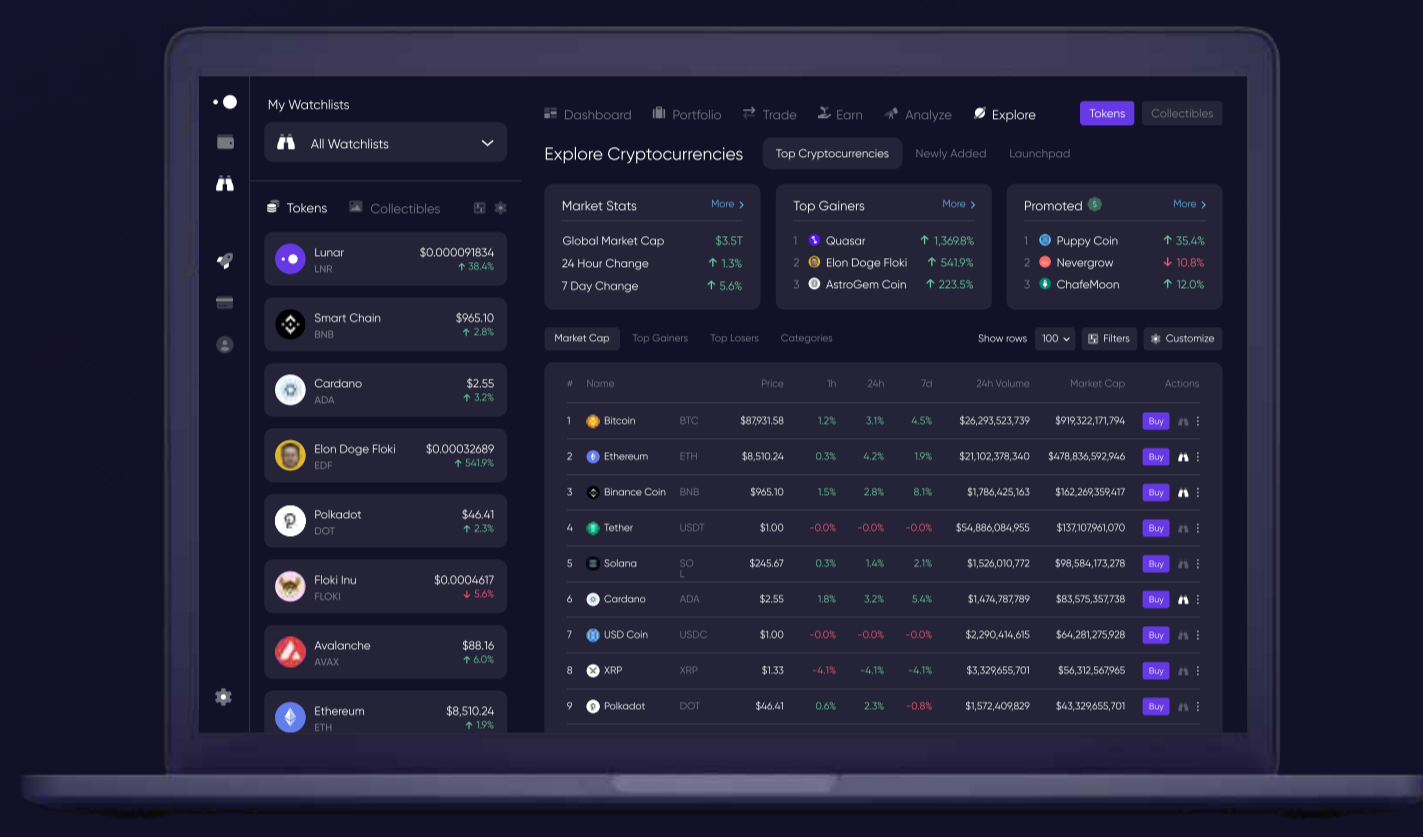
Lunar aims to streamline virtually every aspect crypto and NFT trading into a single, interconnected platform.

No longer will you have to juggle between six separate apps and eight separate websites. With Lunar, everything you need should be instantly accessible in one place.

This includes:

- Wallets
- DEX for Trading Tokens
- Price Charts
- Token Information
- Token Explorers
- Portfolio Tracking
- Watchlists
- Price Alerts
- Reflections Tracking
- Farming & Staking
- NFT trading
- And More.

All of this functionality in one intuitive interface that allows you to switch between features in a single click.



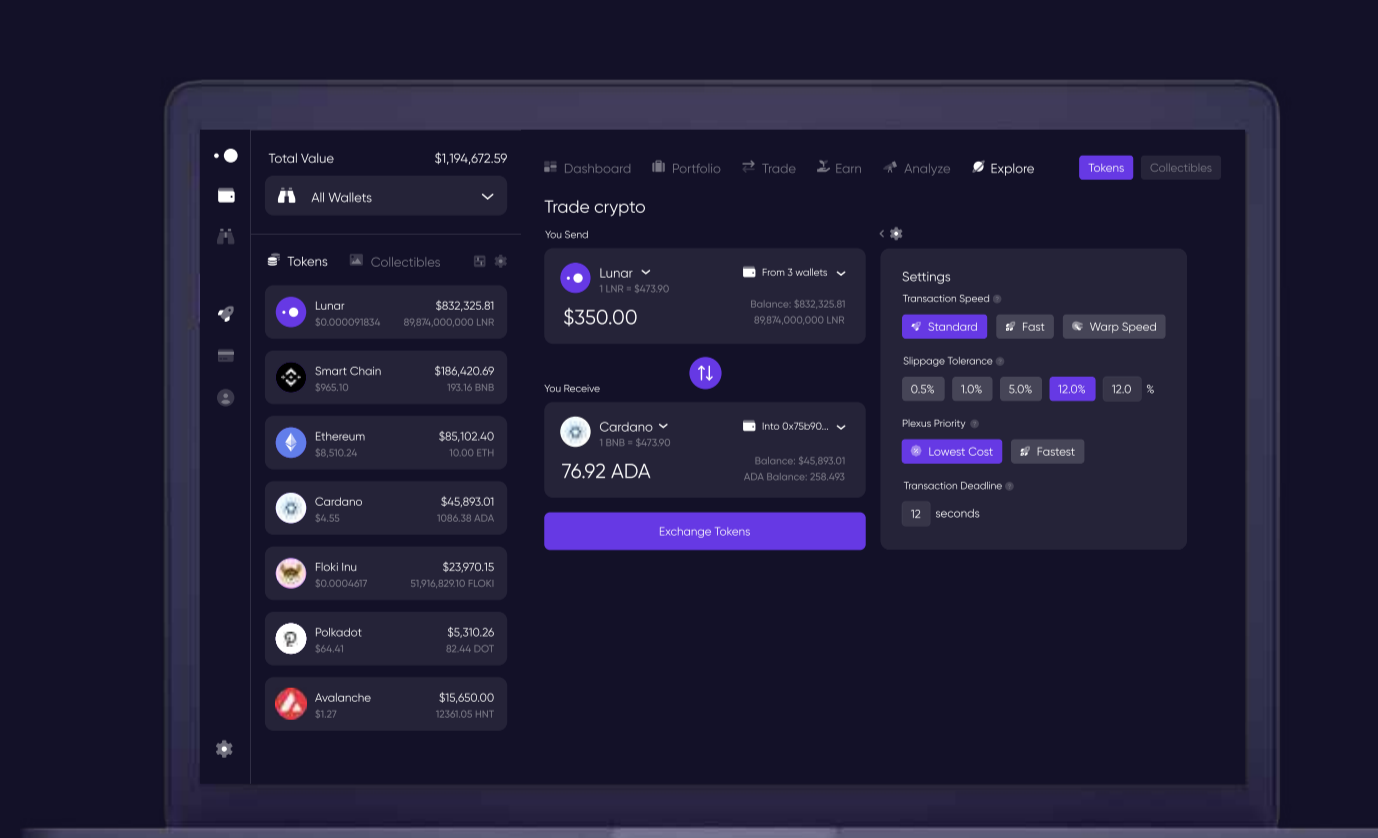
A fully interconnected system

Because every component within Lunar is fully interconnected, it allows us to deliver features that you just can't get with separate systems.

Instead of having to juggle multiple different wallets across multiple wallet apps, Lunar aims to consolidate all of your wallets in one place, and let you treat them as a single master wallet within the system so you can easily see and deploy all of your holdings together.

Aside from being a major UX improvement on its own, it also unlocks the ability to pay for crypto from multiple wallets at once, meaning that if you don't have balance in one wallet to cover the full transaction, you should be able to pull tokens from other wallets to cover the difference.

This is just one example of the amazing experiences that a fully interconnected system can unlock.



Dissolving the blockchain barrier

Our mission to build the most seamless crypto user experience doesn't end with the tools you use. It permeates down to the blockchains themselves.

The goal for Lunar's Plexus™ technology is to allow users to trade almost any cryptocurrency across different blockchains in a single click.

No longer would blockchains be treated as separate entities that require three apps and four transactions to move between. With Lunar, you should be able to move between blockchains just as easily as you can move within blockchains.

For example, you could trade Cardano for Siba Inu, Polkadot for Algorand, or Bitcoin for Lunar in a single click.

This doesn't just apply to coins either.

We plan to apply the same technology to NFT trading to allow users to purchase NFTs with almost any crypto currency in a single transaction. So you could buy an NFT on the Ethereum blockchain with BNB in a single click, for example.

Once this technology is created, we will have connected the greater crypto landscape. While other teams are still trying to connect these networks as if they were railways in the 1800's, Lunar is a warp drive for the crypto age.

How we (don't) get there

The tools that got us here are insufficient to move us forward, just like a steam locomotive can't take you to the moon.

So before we dive into the Starship-level technologies that will power the Lunar stack, let's look at the technologies Web3 is currently built on that are holding it back.

"When All You Have is a Hammer..."

JavaScript, Python, and PHP tend to be the most popular development frameworks in the crypto space. These platforms are freely accessible, and are usually a part of most software development curricula, making them easy targets for spinning up crypto experiments.

Projects built on these platforms tend to have serious scalability issues as they grow, because they tend to either:

- a) not be designed for server-side scaling, or
- b) not lend themselves to enterprise-level architectures.

Of course, there are exceptions. Facebook is built on PHP. But they had to invest significantly in that platform to get it to scale the way it needed to.

JavaScript-based crypto platforms tend to be slow because the language itself trades power for flexibility, doesn't have a strong type system, and it takes a crazy number of helper libraries to accomplish even simple tasks. Those libraries create massive risk for Web3 projects by opening up attack vectors that are relatively easy to exploit, like what happened to BudgetDAO.

These platforms are slow too. Node.js is a popular crypto runtime, but according to TechEmpower.com's benchmarks, it ranks 56th for cloud application performance.

We can do better.

Building The Foundation

Buildings built upon the sand will always crumble. In order to build a skyscraper, you need a solid foundation.

The Lunar team has chosen to make its home in the Microsoft developer ecosystem.

As one of the highest-performing web stacks available, .NET 6.0 and ASP.NET Core can serve millions of requests per second and scale with the lowest server costs in the industry. The ubiquity of .NET in the corporate sector gives us access to a huge network of developers with experience building robust, secure applications, the likes of which power virtually every stock market High Frequency Trading platform deployed today.

A Better Cloud Strategy

Initially, Lunar's application services will be deployed on the Microsoft Azure cloud platform, which by itself gives us near-infinite on-demand scalability. The Azure Cloud has dozens of datacenters around the world, which will give us geographic failover capabilities when problems arise.

But because sometimes cloud environments themselves fail (like AWS earlier this week), future phases of Lunar will have secondary failover clusters in AWS and Google Cloud, to make Lunar as resilient as possible.

We will also leverage scalability services from Cloudflare where appropriate.

The Lunar Tech Stack

Blockchain: Binance Smart Chain, Powered by Solidity

Binance Smart Chain is a blockchain network built for running smart contract-based applications. It is a fork of Ethereum that allows for higher transaction volume, lower transaction times, significantly lower fees, and still works with Ethereum. It's the 3rd most popular blockchain, and the chain of choice for building decentralized applications.

The smart contracts are powered by the Solidity programming language, which is virtually identical to C# or JavaScript. That makes it ridiculously easy for us to work with as we evolve the Lunar ecosystem.

BSC also has SDKs for C#, JavaScript, Java, Go, C++, and Swift, so it gives us a wide variety of platforms we can interact with, depending on our needs.

Data: Microsoft SQL Server, Powered by Entity Framework 6.4

There are many cases where it still makes sense to leverage Web2 technologies. Information like User Profiles, Payment Methods, Tokens you're watching, and others are great candidates for relational storage.

This will let us also pull out interesting statistics about the network, like which tokens Lunar users watch and trade the most, which tokens are converted most frequently, and so forth.

When hosted in the Microsoft cloud, we will be using SQL Azure, which is a cloud-tuned version of SQL Server that has a plethora of options for scaling and redundancy. In our failover environments, we will leverage the managed SQL Server equivalent wherever possible.

Our object-relational mapping will be powered by Entity Framework 6.4. This battle-tested technology allows us to leverage code generation in powerful ways to maintain codebase consistency while rapidly adapting to ever-evolving data models.

Web APIs: ASP.NET Core, Powered by OData

There are two main technologies for building queryable web APIs: GraphQL and OData. Our team has the most experience with OData, and we leverage several open source and proprietary technologies to make it even more reliable and secure.

Front End: ASP.NET Core, Powered by Blazor WebAssembly

WebAssembly is a bleeding-edge technology that allows developers to write native, compiled applications that are executed in the browser.

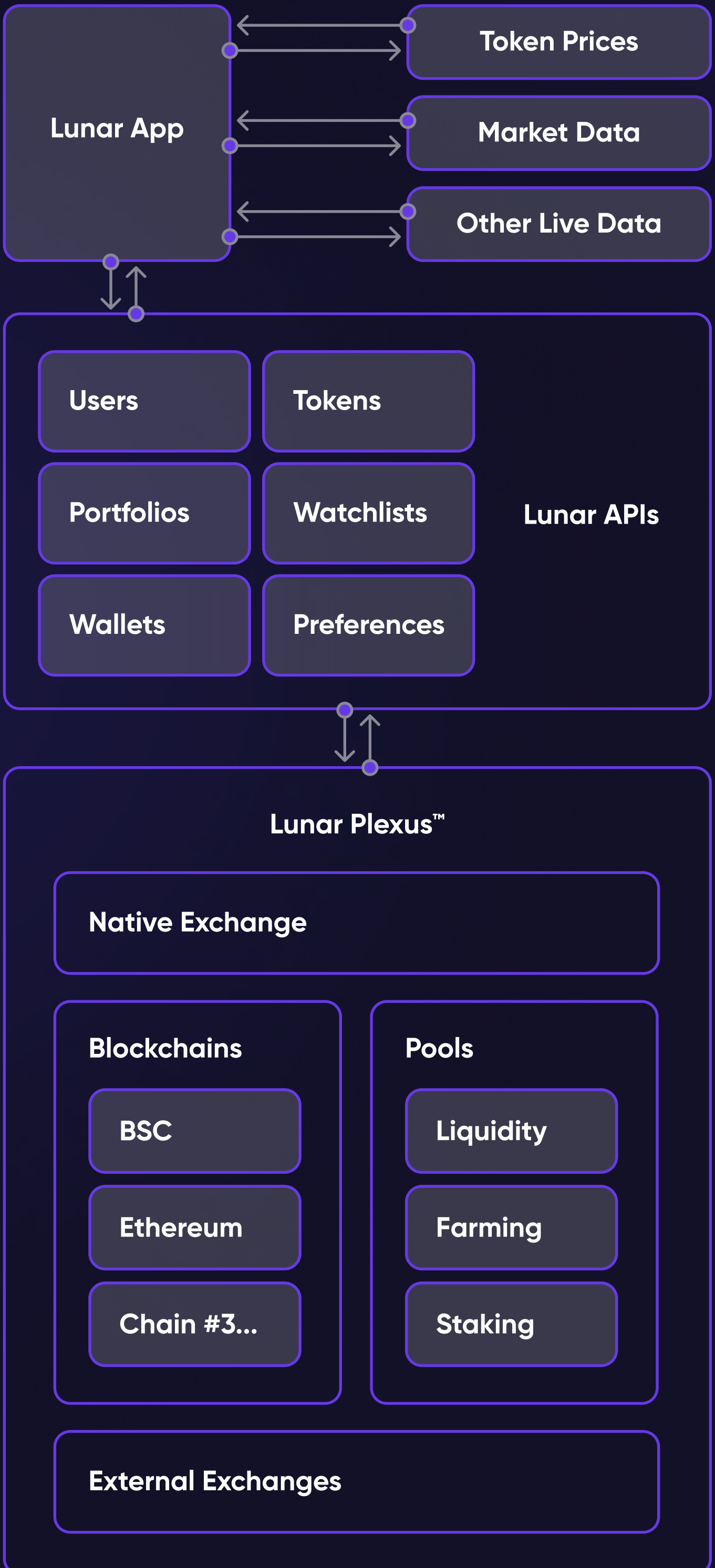
We're excited about this technology because it allows us to build cross-platform applications that don't require a lick of JavaScript. That makes them blazing fast without any of the security headaches.

Our Advantage

Over the decades this team has collectively shipped applications, we have amassed a large number of open and closed-source technologies we use to build reliable, scalable systems. These tools collectively shave months off our development cycle and give us the bandwidth to focus on crafting incredible user experiences.

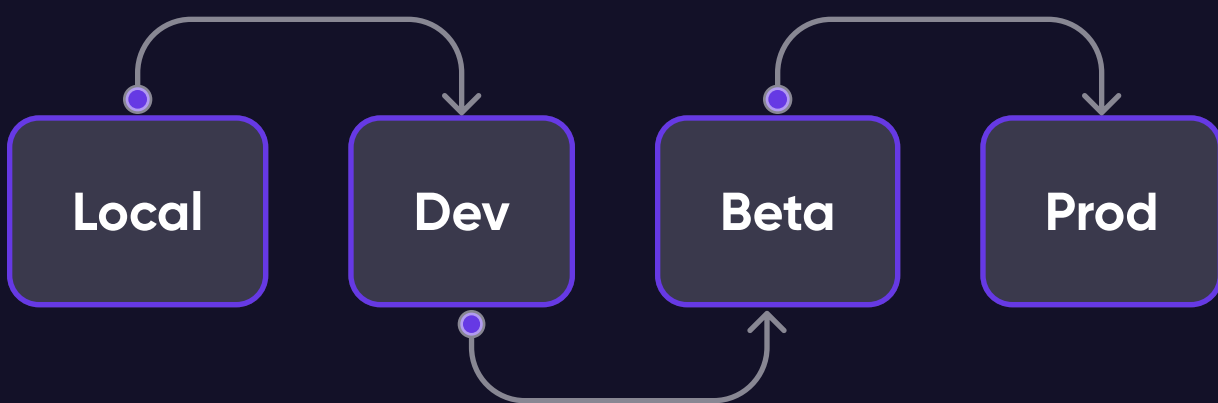
Lunar Architecture

This is a high-level diagram of the planned architecture for Lunar. Please note that this is a simplified diagram and not a complete representation of the architecture. This is our current model and is subject to change as we may discover better ways to architect the platform as we move further along in the process.



Development Operations

The Lunar development team will leverage Azure DevOps as our central system for Continuous Improvement / Continuous Deployment (CI/CD). We have chosen this over GitHub to ensure deployment secrets (like API keys and cryptographic signatures) never make it into public repositories, and we can tightly control access to the codebase.



We will have 3 main environments we deploy to: Dev, Beta, and Prod. The cycle works as follows:

- Every time a developer checks in code changes, they are built and unit tested inside the Dev pipeline. If the build succeeds and the unit tests pass, the system will be deployed to Dev for our team to review internally.
- Once we are comfortable with the quality of the feature, we will push it into the Beta branch of the code, where it will once again be compiled and tested. If it passes, it will be deployed to our Beta environment to be beat up by our team of community beta testers.
- If beta users are satisfied, the build will be mainlined, rolled through the testing process one more time, and made available to Lunar users worldwide.

The Lunar Token (LNR)

Lunar (LNR) is a Binance Smart Chain token that distributes passive earnings to holders and serves as the connective tissue for the entire Lunar ecosystem.

Tokenomics

12% tax on all buys, sells, and wallet transfers:



5.5% to the Growth wallet (marketing, development, burns, and buybacks)



3% to holders in LNR token reflections



3% added to the LNR-BNB liquidity pool



0.5% to NFT holders in LNR token reflections

Utility

Upon the release of native trading on Lunar, the Lunar Token should facilitate the quickest and most cost-effective trades within the platform. Along with that, holders can receive lower trading fees, access to exclusive features within the platform, and more.

Burn

To date, more than 9% of the total supply has been burned. Burns take place both automatically and manually. In regard to the automatic burn, the Lunar Burn Wallet receives reflections in Lunar upon each transaction. This feature can be turned on or off depending on the current needs of the token. Manual burns are occasionally initiated during specific periods in order to continue the growth and upward trend of Lunar.

Buyback

Buybacks are deployed during strategic times in order to support certain floor prices. More than 200 BNB has already been bought back and sent to the burn wallet!

Liquidity Pool

The Lunar-BNB liquidity pool becomes more stable/less volatile with every single transaction that occurs due to the 3% that is added with every buy, sell, and transfer. While stability in regard to liquidity pools is extremely important, safety is also crucial. We have 100% of our liquidity locked with Pinksale for one year to begin, which will be extended prior to the unlock date. Our liquidity pool is not only one of the most stable pools on the Binance Smart Chain, but also one of the safest as well.

Lunar Crystals

Lunar Crystals are 3D animated NFTs that plug into the Lunar Ecosystem to unlock special abilities and rewards for holders.



Lunite COMMON

Glowing purple crystal that forms beneath the surface of the moon.



Tesserite LEGENDARY

4th dimensional crystal formed at the moment of the big bang.

There are 8 unique types of Lunar Crystal, each with their own set of benefits within the Lunar Ecosystem.

Each of the 8 crystals have a different level of rarity. For example, the most common crystal may have 1000 identical NFTs that people can own, while the most rare crystal may only have 10.

The higher the rarity of the crystal, the greater the benefits and rewards it unlocks for holders.

Some Lunar Crystal holder benefits may include:

- Free Lunar Pro account
- Priority Lunar Beta access
- Discounted trading fees
- And more!

Lunar Crystal holders also receive 0.5% of LNR token transactions in passive reflections.

The amount of rewards holders receive from the total 0.5% pool will be determined by the rarity of the crystal.

On top of all of this, you can also own an ultra-rare piece of art that should grow in value as the Lunar Ecosystem grows.

Roadmap

First and foremost, it is important to note that roadmaps for projects like this are very educated guesses about the timing of different activities, and are always subject to change. We reserve the right to change, decouple, add phases, swap modules, or otherwise adjust this roadmap at any time, for any reason.

You will be able to stay up to date on our progress as this evolves at <https://github.com/lunardefi>.

✓ PHASE 0 COMPLETE

- Build and launch website
- Set up community infrastructure
- Audits and KYC verification
- Develop marketing materials and begin testing

✓ PHASE 1 COMPLETE

- Begin marketing
- Build initial community
- Private sale of LNR

✓ PHASE 2 COMPLETE

- Scale marketing efforts
- Create initial NFT artwork previews
- Fill LNR presale whitelist
- Presale of LNR (sold out in 15 seconds!)

● PHASE 3 IN PROGRESS

- Official launch of LNR
- LNR Token public launch
- Initial Lunar UI preview release
- Retain crypto-specific legal council
- Lunar whitepaper release
- Create educational content on how to buy LNR
- Expand marketing efforts to include partnerships with large influencers, AMAs in other communities, mainstream digital ads, billboards, and more.
- Hire Solutions Architect, Marketing Coordinator, Social Media Manager, Community Manager, Lead UI/UX Designer, Business Analyst, Data Visualization Engineer, and Front End Developer.
- Set up systems, processes, and schedules for marketing, development, and internal operations.
- Exchange listings
- Certik Smart Contract Audit
- Create full collection of Lunar Crystal renders.
- Begin development of Lunar

● PHASE 4

- Develop Lunar Crystals NFTs
- Marketing for Lunar Crystals
- Lunar Crystals Presale & Public Launch
- Lunar merch release
- Expand advisory board
- Continue to expand marketing efforts
- Release interactive demos of Lunar UX
- Open Lunar waitlist and Beta sign up list
- Create ERC-20 version of LNR and develop bridge
- Hire Sr. .NET Developer, Sr. Blockchain Developer, Project Manager, and Content Writer.
- Launch Lunar Alpha internally

● PHASE 5

- Continue to develop and refine Lunar
- Continue to expand marketing efforts
- Grow Lunar waitlist
- Hire cyber-security firm, conduct pen tests
- Certik Software Security Audit
- Release Lunar Beta

● PHASE 6

- Continue to develop Lunar and patch bugs
- Hire additional developers
- Begin development of native Lunar DEX
- Public launch of Lunar V1

Our Leadership Team

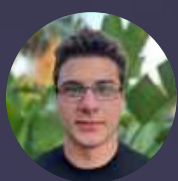
Meet the humans behind Lunar.



Spaceman

CO-FOUNDER & CEO

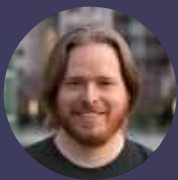
Spaceman is a serial founder, product designer, and user experience expert who has built multi-million dollar businesses across multiple industries including FinTech.



Mr. Moonshot

CO-FOUNDER & COO

Mr. Moonshot is a smart contract developer, marketer, and token growth strategist with deep experience in blockchain technology and crypto investing.



Master Jedi

CTO

MasterJedi is a software architect with over 20 years experience building enterprise-grade apps for companies and governments. His open source work across dozens of projects has over 500M downloads.



Apollo

HEAD OF MARKETING

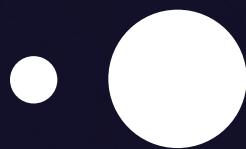
Apollo is a multidisciplinary designer, creative director, and marketing expert with over a decade of experience building brands and leading hyper-productive teams.



Sensei

SOLUTIONS ARCHITECT

Sensei is an award-winning developer and software architect with over 25 years of experience building applications in both the private and public sector.



lunardefi.com

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