



welcome to
LUST TOKEN

LustCoins defined a mission to stop body shame,
discrimination against LGBTQ & sex trafficking.



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Introduction

Welcome to LUST TOKEN! (LUST) is an Impact Investing cryptocurrency that is available on the Binance Smart Chain (BSC). The LUST team consists of passionate, concerned, and experienced various industry members striving to make an impact for those in need of proper adult education anywhere in the world. Lust's founders have envisioned helping different communities understand the fundamental requirements of happy relationships, whilst simultaneously addressing major social issues. Including but not limited to: Domestic violence, body shame and discrimination, with a focus on aiding the LGBTQ community.

To accomplish these goals, utilising blockchain technology as a secure, controllable, and cost-effective platform, we can send our message to a global range of audiences whilst also finding sustainable and organic growth to financially support the cause, the investors and those the project will be helping. The revolutionary structure of LUST's Tokenomics allows the project to donate to any related cause, whilst controlling its treasury and token price without the need for centralised holdings or whale manipulation. This is different and an advantage from other Impact Investing cryptocurrency projects as they are limited to a specific cause. LUST has the flexibility in being able to choose who to donate to and when; given that anyone, anywhere, may need education and support at varying times.



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Executive summary

LUST was founded as an adult conservation effort fuelled by the intricate and potentially advantageous ecosystems of cryptocurrency. Combined with a passion for bettering our world and those in it, through professional education, philanthropic causes, and economic investor incentives. Guided by an experienced crew with over 40 years of experience in the technology industry, LUST may hold the key for empowering people around the world and aiding in the safeguarding of adulthood relationships.

Bridging and combining cryptocurrency and psychology to relieve and empower the largest accessible portion of younger generations that have access to the internet. Aiding via relief from the pressures and pernicious effects of misinformation and unrealistic body examples, barraging them daily online and in the media.

To bring blockchain technology and educational causes closer together. LUST will be a key player in the solution on how to conserve, grow and repair healthy adulthood relationships, preserve community, decrease stigma and help combat issues around sex related crime. Changing the world in a way the next generations deserve: A world free of discrimination, bullying, guilt, shame and unwarranted negative associations around sex and sex work.



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Project overview

This paper outlines the purpose, utility, and roadmap of LUST token.

LUST was built with the goal of empowering people in need, whilst providing investor incentives via the ecosystems upcoming platform and opportunities. Simultaneously providing and contributing to multiple affiliated charities who partner with LUST.

By utilizing the economic power of crypto, over two hundred million dollars have been donated to multiple charities across the world in 2021 so far. The coins stealth launch occurred on the 15th of September 2021. Affiliated with the project in addition to its core team, are key strategic contributors, investors, community volunteers and followers.





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Mission

LUSTCOINS provides a safe environment for everyone who is interested in watching or creating adult content. While people enjoy watching the content or utilising the platform, opportunities to educate, inform and empower around relevant issues such as body shame.

In modern societies only those with “perfect” bodies are featured in advertisements, causing insecurities and mental harm around the globe. A sad reality that scientific studies and ongoing research prove definitively. Over the past few decades, the medical aesthetics industry has increased over seven times (>700%!). Shocking statistics such as: 80% of women report that TV supermodels make them feel insecure, and 33% of UK adults felt anxious or depressed about their body images show the dire need to change. We believe this wholeheartedly and plan to help lead the change we wish to see. LUSTCOINS will utilize blockchain technology not only for adult entertainment purposes, but also for the creation of an environment where everyone will feel included, empower its users and creators, as well as the greater population at large. Unlike other adult platforms, we will never approve use of sex slavery/trafficking or other illegal forms of adult content, its creation or its distribution. The adult entertainment industry has been run by large corporations that promoted and allowed use of illegal techniques for too long, whilst keeping profits for themselves, instead of fair pay for content creators.



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The LUST platform is dedicated to creating an ecosystem for people to be education via our certified sexologist. Services that would cost more than most could ever dream to afford if done through traditional medical routes. The ecosystem allows creators to strive for financial freedom without being held or unfairly treated by the large corporations of the past. The Tokenomics provide investors and users alike the opportunity to create financial freedom, provide charitable donation as well as purchase and use adult content all from the same foundation. A foundation built and guided by professionals in multiple fields (EG: sexology, technology, psychology, marketing, and adult entertainment), working together to create the goal of a safe, profitable, educational, and fun online space.



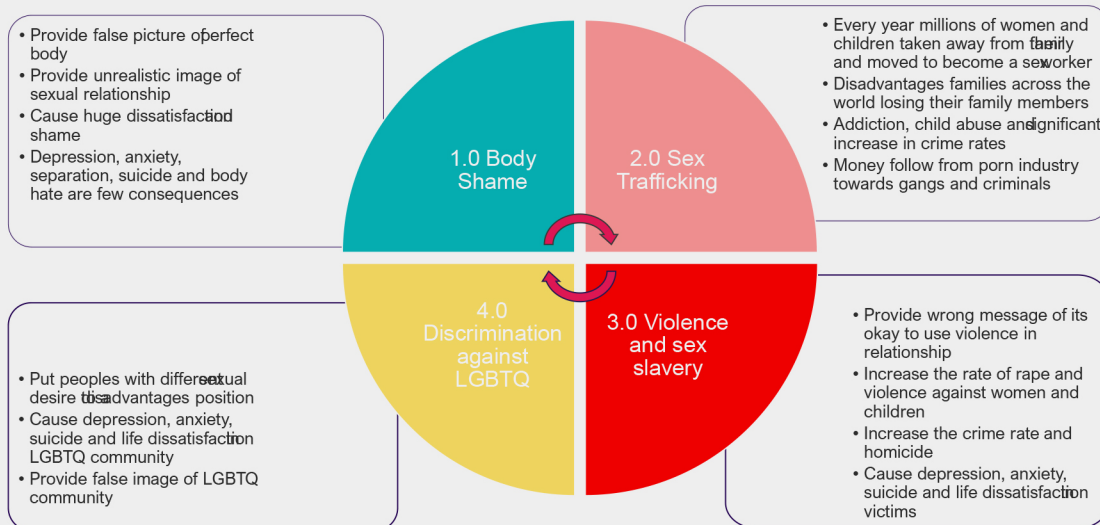
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Obstacles and Objectives



Our solution is a simple yet effective one: A streaming service with compelling On-Demand educational videos, podcasts, and documentaries full of engaging real world and fictional stories. Content creators large and small collaborate in this platform to create viral media that makes the world a better place. LUSTCOINS' roadmap has been expertly designed to create a large fiscal strategic advantage by diversifying our investments to ensure our liquidity pool always has sufficient back up whilst avoiding whale manipulation and volatility. Some of LUSTCOINS investment projects include LUST DeFi exchange with staking opportunity for our LUST holders, LUST NFT exchange and show room, VIP membership and advertisement revenue through the website.



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Our financial goal as mapped is of \$1 per token within the first 12 months. This goal can fully support the execution of our projects across the ecosystem whilst also donating \$600,000 to charities and NGO's to promote the philanthropic cornerstones of the project as well as allowing marketing and growth of the project. LUSTCOINS will be a refreshingly transparent platform for showcasing and documenting its social, philanthropic, and fiscal impacts. Charities and NGOs that receive donations will provide direct updates and funds tracking through sustained communication and guidance from our team whilst creating further opportunities for fundraising directly with our combined audiences. This platform is open to all charities, not just recipients of LUSTCOINS funding, due to leading Tokenomics.





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Why BSC and Pancakeswap

(<https://pancakeswap.finance/>)

(<https://bscscan.com/address/0x9285fcE6558b230F3106cd942C44d24E2262788e>)

Lust tokens have been created on Binance Smart Chain (BSC) for tokenomic scalability, simplicity, recognition/user familiarity and low (almost insubstantial) transaction fees. The tokens contract has been accessible publicly on BSCScan and has been verified. This means the source codes will stay intact over the time.

In the design of this platform the number of tokens has been capped to 1,000,000,000 tokens of which 25% of them will be burned over the period of next 12 months – As part of token liquidity and price appreciation modelling.

PancakeSwap is a Binance Smart Chain based Decentralized Exchange (DEX) for swapping BEP-20(BSC) tokens. To facilitate LUST tokens initial public offering, PancakeSwap offers our community the ability to exchange their BNB for Lust Tokens. BNB is the native token of the BSC network. In line with our pragmatic and paced roadmap, LUST shall be listed into major exchanges (CEX's) soon, with some larger CEX's having shown interest and in contract missions currently.

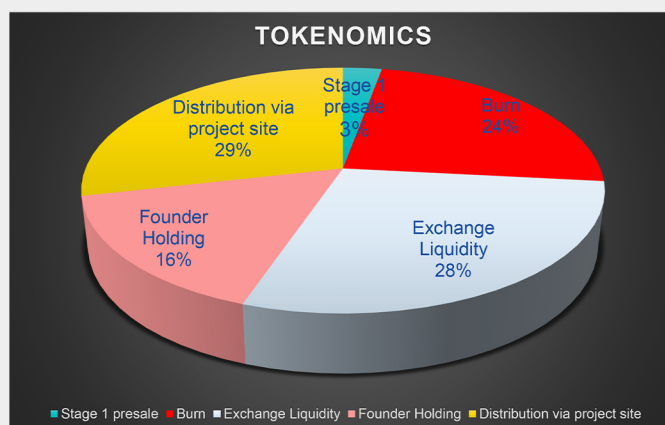


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Tokenomics

Distribution M	
Stage 1 presale	30
Burn	250
Exchange Liquidity	300
Founder Holding	170
Distribution via project site	300



LUST's Tokenomics allow self-generating liquidity which is reinvested and redistributed towards donations and further community support, whilst advancing the roadmap and platform.

There will be no tax from LUSTCOINS on any transaction of the LUST tokens, whether it is a buy, sell, or transfer. This applies for both DEX and CEX interactions. Unlike many other platforms we do not try to take any profit our holders/ investors that support our cause, through taxed tokenomics. In contrast: LUST is committed to optimise the holders profit, which will encourage holding/staking tokens for a longer period. Causing sustained, organic growth while supporting the cause.

These tokenomics benefit both the investors and the Charities / NGOs greatly, as the investors will see their holdings grow, whilst charities / NGOs will receive donations and support from the daily liquidity generated, that become greater in value as the tokens base value grow.



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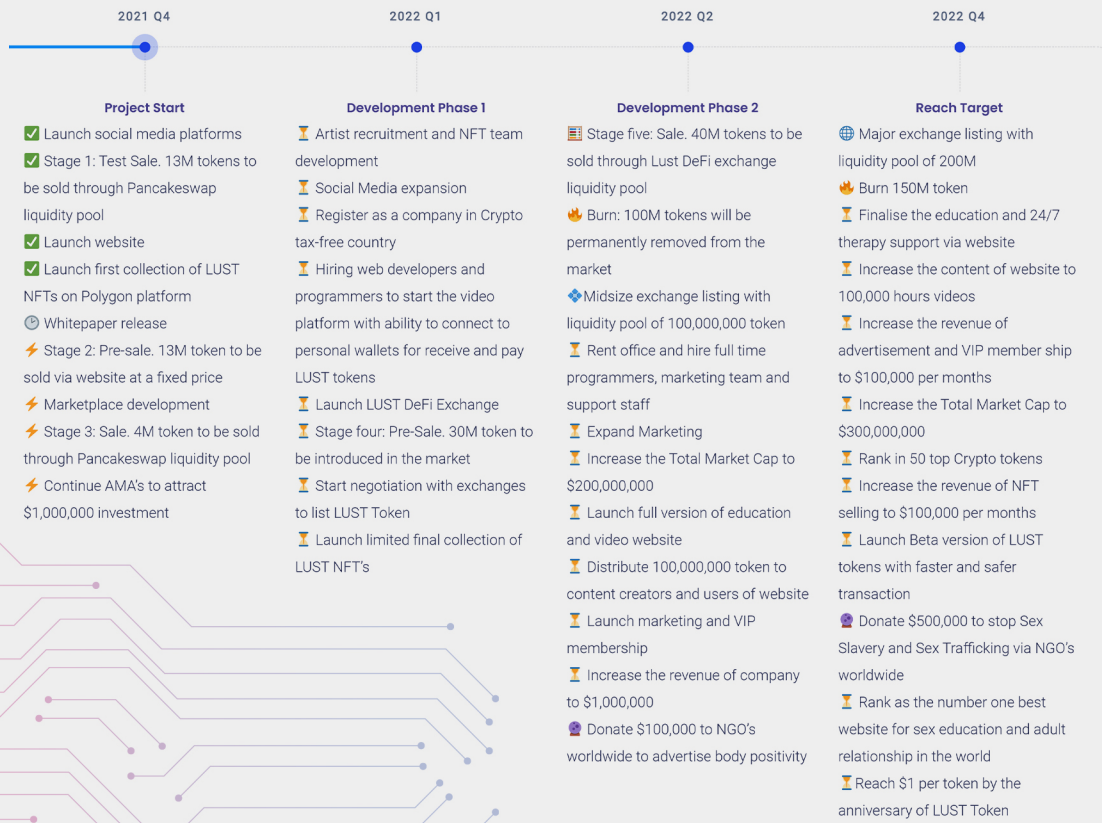
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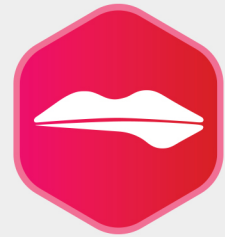
Roadmap

Our roadmap below details the journey to helping combat societal issues around adult entertainment, content and social issues.

Roadmap

Our roadmap is a planned where we take on the most complex society problems and use crypto blockchain to resolve it





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Disclaimers

The whitepaper provides information and material of general nature. You are not authorized and nor should you rely on the whitepaper for legal advice, business

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The team does not recommend that any cryptocurrency should be bought, sold, or held by you. Do conduct your due diligence and consult your financial advisor before making any financial decisions. By purchasing LUST Tokens, you agree that you are not purchasing a security or investment and you agree to hold the team harmless and not liable for any losses or taxes you may incur. You also agree that the team is presenting the token "as is" and is not required to provide any support or services. You agree that by purchasing or exchanging LUST tokens you may not claim any tax, fee, reward or any transaction or activity from LUSTCOINS, nor any of the LUSTCOINS team members, nor any other third-party. Any functionality of the LUSTCOINS application, the LUST Token as well as the LUSTCOINS Project mentioned within the present whitepaper is of purely technical nature and not related to any legal claim of a LUST token holder.

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