



LOOD ADULT GAMING

IN ASSOCIATION WITH

Sentinel-DMS

JT New Media

PREPARED BY

Christon Johnson

The Lood Company

NOV 20, 2021

T.L.C Presents

Blockchain Gaming for Adults

In 2014 The Lood Company announced the development of its flagship adult strategy game Triple X Tycoon to an enthusiastic press. Most of whom, at the time, had very little exposure to the nascent western adult gaming community.

We saw this as an opportunity to potentially revolutionise the relatively low-standard of production common to these types of projects at the time. While contributing to the uniqueness of the much broader tycoon/strategy game genre in the process.

Almost immediately after that debut, we were met with a series of pitfalls and setbacks in regard to financing and finding talent capable of producing material within the required scope. Due to what it was about. Worse, we found out just how difficult it was to run an adult business within a system built against it.

In the years since there have been a lot of changes to both our structure and long-term vision to accommodate the unconventional nature of our core business. Which, despite decent efforts to diversify, has always been adult content and gaming.

Today, we operate a small but growing portfolio of adult brands maintained by a group of producers, developers and content creators. Who have a collective interest in working together to solve the problems we face as an industry.

We believe in sustainable long-term projects and LOOD as a cryptocurrency is no exception.

That said, we are pleased to announce that Triple X Tycoon will be fully integrated into a new blockchain game engine. Compatible with LOOD and allowing players to earn it while playing as part of an initiative to increase utility and adoption of the token.

We hope that this document serves as a guide to how you can participate in and benefit from the first cross-compatible adult blockchain gaming platform. Enjoy!

Doop

The Lood Company



1. Start a Business, Build an Empire!

The upcoming Triple X Tycoon: Online is a multiplayer adult industry strategy game in which the player will get to experience the highs and lows of the adult entertainment industry from behind the scenes. The game features random events that may effect the growth of your studio or hinder performers. Volatile consumer trends are the norm. Extravagant award shows are commonplace, even performers come and go as time pushes on in an industry that makes big money on erotic indulgence.

Steer your company through the eras. Sabotage your competitors! But watch your own back. Be smart and you'll have talent knocking down your door for a chance in the spotlight you created. Only the best adapt in this industry. From rags to riches. From VHS to VR, how far will you go?

2. Creating value for studios and performers

Triple X Tycoon has always strived for depth in both its characters and economics engine. By merging existing algorithms with blockchain technology we will be able to add new layers of interactivity to the simulation.

Performers are generated procedurally and will age with the passage of time, which alters (not necessarily reducing or increasing) their value, a commonality in the adult industry. An older woman may be a MILF for example. while a man might be a more experienced performer or be a "bear" by gay porn standards.

This, naturally, affects their contract values. The player is under no obligation to initiate long-term contracts with A.I performers either. Likewise, the performers have no obligation to perform with one, about as much as they may be willing to negotiate for one.

What this creates is an environment in which the talent may choose to act as their own representative whom's needs may change based on their own standing (i.e clout) in the industry as a whole. Of course, lesser-known performers may be more willing to work with player-owned studios that have a higher renown and more resources.

In addition, more obscure studios may be willing to pay more for performers who may elevate the status of the studio. It's up to both parties to agree on working together.

Of course where there is value there are factors contributing to the opposite. Factors like STDs and pregnancies might lower the perceived value of your performer. Furthermore, producing consecutively bad movies would also affect performer value over time. So career sabotage is possible! But would often be just as detrimental for your own business so tread carefully.

3. Unique Identifiers

Hidden traits can be stored as unique and encrypted signatures on the blockchain. Performers acting as free agents will exist on the game server until their first agreement is signed, assigning their signature to the players' unique studio ID until re-entering free agency or signing with another studio.



(The USD symbol has been replaced with an L representing LOOD)

Since establishing this concept in 2017 we have experimented with how this could be relevant to what we know as NFTs today. As initially we had modeled our idea on cryptokitties. And may or may update this process accordingly.

Generate performer -> assign unique block ID -> seek studios and work

Player registers new studio -> server assigns player ID -> seek talent

At this point both methods converge on *negotiations* followed by the assignment of a transaction ID upon success.

Each individual contract also contributes overall to the default values of all newly generated performers. As newcomers are just as likely to follow the trends as they are to lean into a certain niche in hopes of cornering the market.



The game economy will also affect negotiation power. So if you have a “blue chip” performer working with low-value talent this may or may not affect the former or the latter depending on their traits, host studio appeal/reputation and other external factors.

However, the players/studios themselves will have equally as decisive a say on the actual value of these contracts since it is them who are ultimately paying the bills.



What we already have is the ability to generate performers who (can hire agents) may be entering the talent pool with a certain rate in mind. This rate, their stats and ambitions were calculated in response to market conditions created by the players/studios. These performers age and accrue dynamic stats like fame which in itself may increase the longevity of their career thus ensuring a longer store of value for whoever owns their contract.

4. The Long Tail

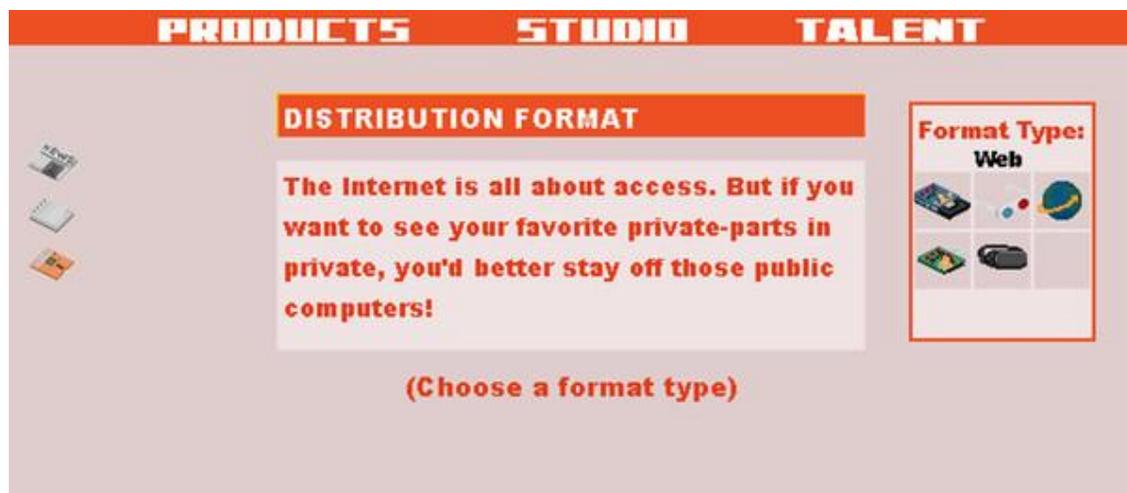
Long-term value from talent contracts might entail retaining older performers to accrue prestige for your studio. Which may subsequently increase the value of newer hires' contracts. You might also consider adapting old films to new platforms.

And don't forget about other opportunities like name licensing, in-game magazine interviews and Internet virality which will all be deeply calculated to occur only when it makes sense.

5. Play. Earn. Play!

Thanks to some early experiments in blockchain gaming and lots of trial and error we have figured out how to best integrate coins/tokens based primarily on the original Bitcoin source. But most importantly we have also begun to implement a cross-chain solution. Allowing users to swap cryptocurrencies regardless of chain and protocol.

In the context of our adult video game though, this simply means that we can include not just LOOD but other adult cryptocurrencies as well. Although you may earn LOOD specifically by running a profitable fictional porn company!



The screenshot shows a game interface with a top navigation bar containing the words "PRODUCTS", "STUDIO", and "TALENT" in white text on an orange background. Below this, there are three main sections:

- Left Panel:** A vertical stack of three small icons representing different media formats: a CD-ROM, a DVD, and a Blu-ray disc.
- Center Panel:** A white box with an orange header "DISTRIBUTION FORMAT". Below the header, the text reads: "The Internet is all about access. But if you want to see your favorite private-parts in private, you'd better stay off those public computers!". At the bottom of this box, it says "(Choose a format type)".
- Right Panel:** A white box with an orange border and header "Format Type:". Below the header, the word "Web" is displayed. Underneath, there are several icons representing different digital and physical media options, including a CD-ROM, a DVD, a Blu-ray disc, a globe, and a hard drive.

Of course exactly what kind of company is up to you in the long run. In fact we hope to return to the original spec which allowed for player-performers and everything that entails. Which might include contracting a created performer to other players and even retiring your performer to run a studio, strip club, distributor etc.

In addition, we have built out a social layer that functions like a cryptocurrency wallet and message board. This tech is currently present in associated projects with hopes to make an appearance in Triple X Tycoon in the near future. This integration would represent the first time we had an integrated and proprietary solution that could connect the otherwise disparate gaming and cryptocurrency communities.

6. A Naked ERC-20 Token

On Adapting

Lood was originally created on a standalone blockchain. Which today is continuing to be developed as a multi-layer suite of tools for and by adult industry professionals.

Since the earlier days, there have been many changes within the cryptocurrency space. For us, most importantly, in how blockchains interface with other technologies and confer ownership.

Our team has always been a collective cross-border effort and the idea of embodying that effort in The Lood Company resulted in the most minimalist of ERC-20 tokens. Infused with a long term goal of becoming a sustainable option for cryptocurrency enthusiasts who believe in a more equitable future of the adult industry.

A small team with big tech

Our core set of tools consists of 100,000+ lines of code and was written by one developer over six years. Currently, any reference to we is in reference to everyone loosely or closely involved with this project and its predecessors. To whom we owe our existence.

As independent performers in the adult industry continue to move away from larger content producers and on to increasingly more model-friendly services. In the future we hope to scale our stack to provide a broader more enterprise-oriented experience.

This might manifest in ways similar to what Google provides to the broader web. Except tailored to our special type of business.

Open, secure, mature

All of our projects are either crowd-sourced or open-source. We always look for new ways to give back to our users. And contrary to industry trends in big data and analytics, our servers breathe easier when ignoring the finer details about you. It's hard to steal what we don't have.

