



THE LANDLORD
POWERED BY TOKENOMICS

WHITEPAPER V3

THE LANDLORD TEAM | 2022 MAY



What is The Landlord?

The Landlord Token(LNDLRD) drives the whole Landlord ecosystem. A BEP-20 token that incorporates 3 fantastic protocols into its smart contract. Together, its tokenomics power-up one truly unique token and will really drive forward the Pub industry. With its features and fantastic utility The Landlord really pushes the envelope and will become a real BSC gem.

Features

The three features LNDLRD utilises are:

- Pub Protocol
- Auto- Liquidity
- Reflections

The Mission

Our mission is simple, utilise DEFI to revitalise the Pub industry and make Crypto accessible to all.

Our Vision

Our vision is that we will create crypto friendly pubs across the globe, that empower users to not just drink the finest beers and spirits but to have the flexibility to pay in whatever form of cryptocurrency they wish. We want to reward and encourage all Landlord holders with reduced drink prices and rewards in all of our pubs across the world and become the most technologically advanced pub chain in the world.



How will The Landlord Save and Revolutionise the pub industry?

The pub industry in the UK and Worldwide has been ruthlessly controlled by large breweries and short sighted pub chains for a long time now. With 25% of pubs in the UK closing in the last 20 years and even more on the brink since covid.

A lot of the issues causing these pubs to close down are down to a lack of adaptability and reluctance to embrace technology that could change the entire sector.

Cryptocurrency adoption is growing around the world at a rapid rate with over 300 million crypto users worldwide and that number is expected to grow to 1.5 billion in the next 15 years. This emerging market has a huge growth in e-commerce with the number of payment transactions growing by 12.5% every year. Not to mention that businesses accepting crypto have a ROI of 327%.

So if we can make crypto more accessible and normalise use in everyone's favourite place, The Pub. The benefits will be huge and can truly revolutionise the sector, opening itself up to a new type of patron. The Landlord Token will power up our pubs to modernise the business whilst providing a physical utility, whilst using our profits to buy-back and burn The Landlord token.



Tokenomics

Tokenomics are what power our token to allow the four key functions to occur that will allow The Landlord to revitalise the pub industry.

Each transaction is taxed at 8% and will be split into our 3 protocols; Pub, Pints and Shots.

Contract Address: `0xd6dA6491A6663B1d413715f4fD8eDD74a4b47694`

The slippage required for purchases and sales will be 9%.

Pub Protocol

3% will be used to drive all aspects of The Landlord ecosystem. These tokens will be automatically liquidated into BNB by the contract

Marketing Address: `0xa41d9336ECB88eCB3471edEBf16cagcB84E725F4`

Pints Protocol

The Pints protocol is our auto-liquidity function. This allows us to automatically grow our liquidity by taking 3% of each transaction and putting it into our liquidity pool adding stability to the LNDLRD value. Once the Pints protocol has collected a set amount of tokens it sells half of these tokens for BNB. The remaining LNDLRD tokens and BNB are added to the liquidity pool. This Liquidity Pool is locked for 3 years

LP Pool Contract Address: TBC

LP Pink Lock: TBC

Shots Protocol

The shots protocol is our reflection function and rewards all LNDLRD holders with passive income. This will be rewarded to holders in BUSD every hour as long as you are holding at least \$50 worth of \$LNDLRD Tokens.



V1 migration to V2

After launching The Landlord V1 in February 2022 the team and community felt that it was best to migrate to a new contract and supply. This was partly down to issues caused by the Bifrost launchpad which set the price incorrectly and issued the wrong amount of tokens to holders.

We initially worked around the issue by burning 97% of our total supply. However, although this helped the launch from being a failure and managed to grow our MC from \$80,000 to \$600,00 at ATH. We felt in the long term it limited our ability to deliver our true goals and appeal to as many investors as possible. Therefore, we have now migrated from V1 to V2 with a new and improved contract and tokenomics that will attract more investors and with BUSD rewards provide a more stable passive income.

V1 Summary

Contract address: 0x698855AbAfaEddDdof4BeC4265927B522b236397

Tax: 6%

Tokenomics: 2%LP, 3% Marketing, 1% Reflections in \$LNDLRD Tokens

Burned tokens: 97 Trillion

Supply: 1 Quadrillion

Circulating Supply: 26 Trillion

V2 Summary

Contract Address: 0xd6dA6491A6663B1d413715f4fD8eDD74a4b47694

Tax: 8%

Tokenomics: 3%LP, 3% Marketing, 2% Reflections in BUSD T

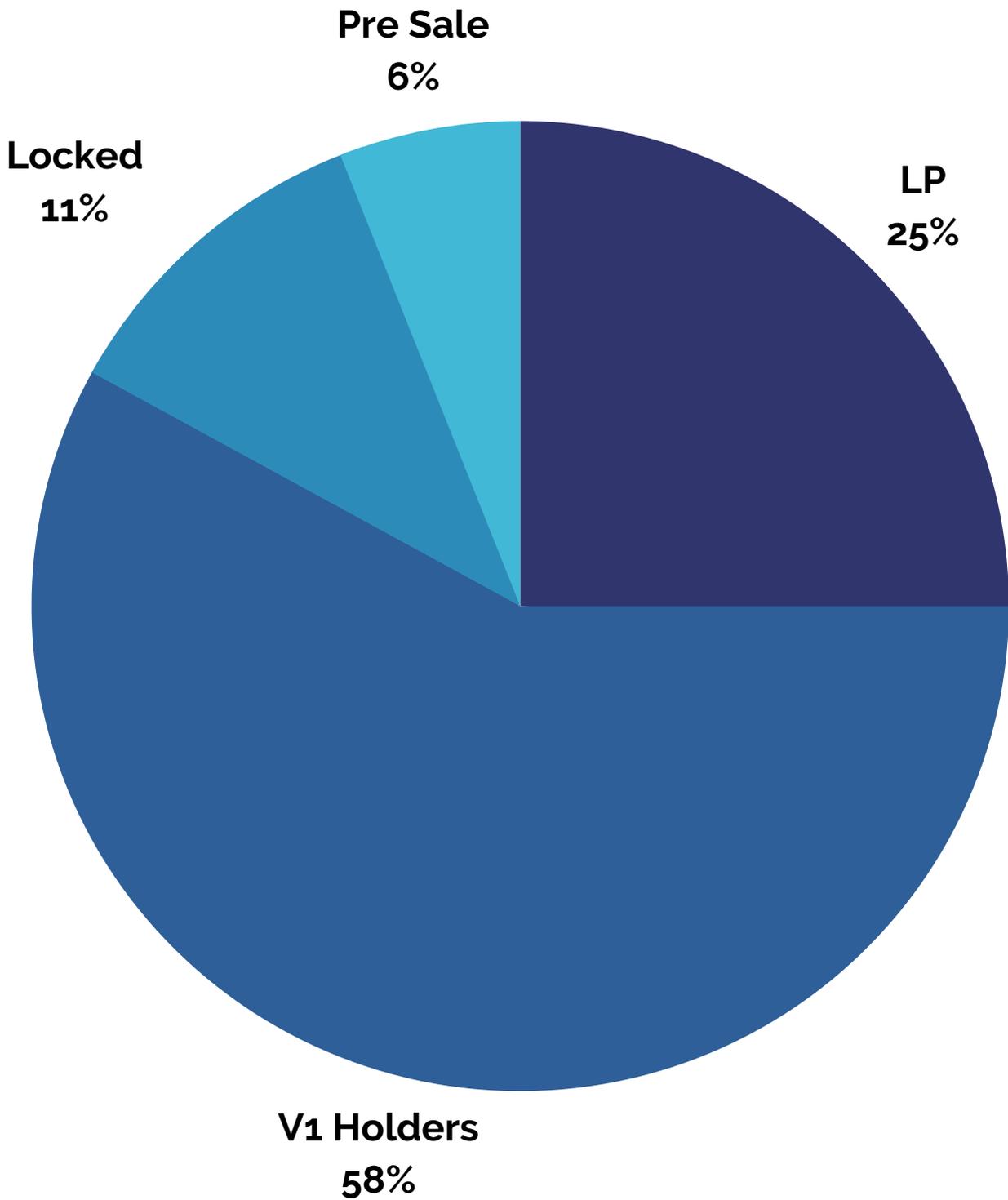
Burned tokens: 0

Supply: 100 Billion

Circulating Supply: 75 Billion



Token Distribution





The Team



Fowler | Co-Founder - Lead Developer

<https://www.linkedin.com/in/jfowler1234>



Fab | Co-Founder - VP of Operations

<http://www.linkedin.com/in/fabiovincenti-5a99b614>



Adrian | Director of Content

<http://www.linkedin.com/in/adrian-cliffe-46496820a>



Harry | Crypto Analyst and Pub SME

<http://www.linkedin.com/in/harry-dennison-576458100>

Jimmy | Chief Financial Officer



Mowbs | Head of Logistics

Alessandro | Community and Relationship Manager

While we feel like we have covered the necessary roles to deliver an authentic crypto project, this list is not fixed nor permanent and we will be looking to expand the team.



Road Map

It is important that we outline a paved direction for the project and what we plan to do. This is so our token holders can use this as a yard stick to measure our performance to help reassure them that not only is the project alive, but it is delivering on committed work.

v1 -Phase 1 -2021/2022

- ✓ Create Socials
- ✓ Create Website.
- ✓ Whitepaper.V1
- ✓ The Landlord App beta V0.2.

V1-Phase 2 - 2022

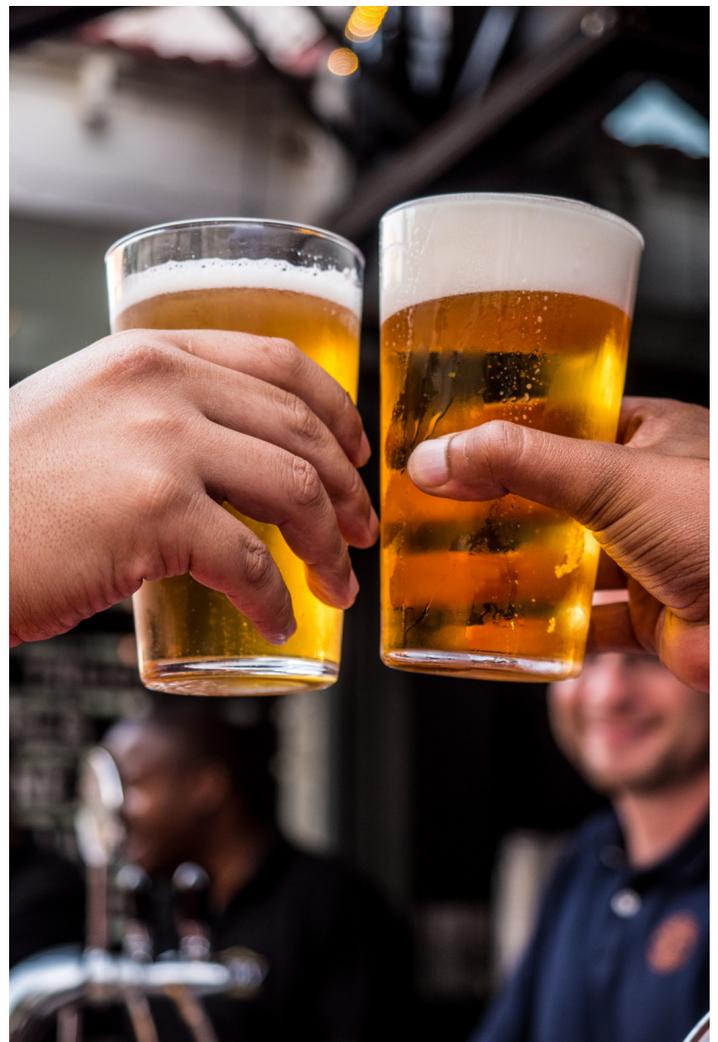
- ✓ Pre Sale on Bifrost
- ✓ Launch on PancakeSwap
- ✓ Listed on TOKPIE Exchange
- ✓ Launch Online LNDLRD Store
- ✓ Merch Drop 1
- ✓ Whitepaper V2
- ✓ Listed on Coingecko

V2 - Phase 1 - 2022

- ✓ Shilling Tool
- ✓ Whitepaper V3
- ✓ Acquire Market Maker Bot
- ✓ Contract Migration
- ✓ LP Migration and Lock
- ✓ Airdrop V1 Holders V2 Tokens
- ✓ Contract Audit by Desert.Finance
- ✓ Pre Sale on Pink Sale
- Re launch on PancakeSwap
- 2.5k Telegram Members
- 700 Twitter Followers
- 500 Holders
- 2 Exchange Listings
- 1st LNDLRD Lottery Event

V2 - Phase 2 - 2022

- 5k Telegram Members
- 1k Twitter Followers
- 1k Holders
- Limited Edition Craft Beers
- 1st The Landlord NFT Collection
- Token community raid





V2 - Phase 3 2022

10k Telegram members

3k Twitter followers

5k Holders

Full Craft Beer range released

Launch the Landlord App V1

1st Landlord Burn Event – 1% of remaining total supply will be burnt in a spectacular burn event.

First Happy Hour Event

Medium Exchange Listing

V2 - Phase 4

25k Telegram members

5k Twitter followers

10k Holders

Craft Cider range released

Spirits range released

CMC Listing

Launch the Landlord App v2

Major exchange listings



V2 - Phase 5

50k Telegram members

10k Twitter followers

50k Holders

Landlord Pub Payment Dapp- Pay for merch, bar tab, pay for drinks, pay with BSC, BUSD, LNDLRD, and other top trending tokens.

Open UK Landlord Pub

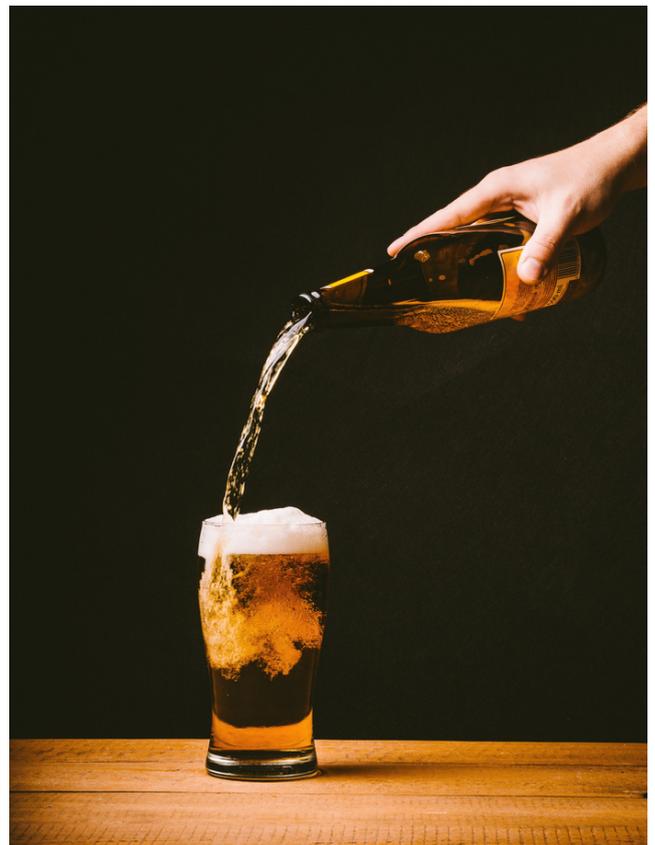
V2 - Phase 6

Craft Beer range expanded to include spirits

Open further Landlord pubs worldwide.

Open up the Landlord App and payment system to other businesses.

2nd Landlord Burn Event – 1% of remaining total supply will be burnt in a spectacular burn event.





Key Features

The Landlord Store

The go to place for all Landlord related merchandise and products. The store will provide additional revenue which will be used to buy back and burn LNDLRD tokens reducing the total supply. This will provide an outlet to sell the planned Landlord Craft beers and ales.

The Landlord Beers, Ales and Ciders and more

A selection of amazing specially brewed Landlord beers and ales will be created and sold via the Landlord store and will become our go to drinks once we hit our milestone of opening the Landlord Pubs. Again the additional revenue created will be used to buyback and burn LNDLRD therefore further stimulating price and reducing supply.

The Landlord Burn Event(s)

A yearly event where a set % of the LNDLRD supply will be manually burned. This will become a huge event for all LNDLRD holders and will be streamed live and become the party event of the year. We have some truly great surprises planned for this and we can't wait to share them.

The Landlord Pub(s)

Opening Landlord pubs is the key component of the Landlord ecosystem. Our pubs will be filled with the latest bar technology and be the most advanced in the world. We plan to accept many of the top cryptocurrency's as payment for pre booked tabs and eventually direct at the till. We will reward customers paying in LNDLRD with heavily discounted drink prices. A % of revenue from the pub chain will be used to further fuel liquidity.

The Landlord App

Our app will be sleek, intuitive and fast. It will allow you to make purchases from the store and pubs directly from your phone using fiat or crypto. You will be able to see live up to date prices for our entire menu in the crypto of your choice. The community will vote on future features.

The Landlord Point of Sale

The Landlord Point of Sale system will be a key driving force in the Landlord ecosystem. The system will allow pubs to manage and process drink orders. Users will then be able to use a selection of crypto types as payment. This will feature the key crypto's on various chains. This POS system will be used throughout all Landlord pubs and will be licenced to other independent pubs. We will also plan to charge a listing fee for newer tokens to be listed as a payment method therefore providing another revenue stream and allowing opportunities for partnerships.

Gold, Silver and Bronze NFTS

There will be limited supply of Gold, Silver and Bronze NFTS that will be minted and either given away in competitions, giveaways and events. These will provide holders with VIP access to Landlord pubs and events and provide special drink prices or deals to holders.

Project Tequila Sunrise

TBA

Depositless Staking

TBA