ABOUT THE PROJECT

Hololoot is the first AR NFT Generator and Marketplace powered by Enjin. Their solutions are gonna change whole crypto-space, on account of bringing 3D assets from all over the metaverse into reality through their proprietary Augmented Reality (AR) tech stack. They have been creating and selling Augmented Reality solutions for 5 years. The team are deeply experienced in this area, especially they are currently running their own bussiness based on AR. It is going to be advanced furniture & home decor AR marketplace, which allows people to creat uniq NFTs generator.

What is AR technology?

Augmented reality, commonly called AR, is an interactive 3D experience that combines a view of the real world with computer-generated elements in real time. Augmented reality can figure in a number of ways, such as through AR goggles that combine a view of the immediate surroundings with computer graphics, or on a smartphone display that does the same thing using the phone's camera to see and manipulate the world in front of the viewer.

How AR differs from VR?

They may seem like similar technologies — and certainly have similar abbreviations — but are fundamentally different. Virtual reality (VR) creates a completely synthetic virtual world within a headset. As the user, you are placed inside a 3D environment and can then move around and interact with completely computer-generated elements. AR, on the other hand, keeps you grounded in the real world, and it overlays virtual elements as a visual layer within that environment. Immersive AR systems may combine the computer elements with real-world elements with convincing depth, perspective, and other rendering characteristics, and the AR system will understand the real environment well enough to be able to position relevant synthetic elements "in front of" and "behind" real objects and otherwise be able to interact with the real world in a meaningful way.

Hololoot technology allows you:

- Generate AR NFTs from 3D models and scans via our Cloud service

- Play with AR NFTs in Augmented Reality via our AR App

- Mint, publish, buy and sell AR NFTs

- Share them with your friends

VIDEO TEASER

Team want to empower Creators with thei technology by giving them access to a simple yet powerful no-code ecosystem that will allow for quick and easy AR NFT generation. They have ready Alpha version, Layer 3 dApp, consist of 5000 lines of pure code. The important thing is the fact all of the company shares are controlled by the Co-Founder.

Hololoot mixes NFTs, AR and Gaming using a powerful techstack. It is the best-in-class solution which will be your preferred gateway into the world of AR NFTs. Easily generate, play with, share, buy and sell AR NFTs using any desktop and mobile devices. The whole ecosystem will be based on Hololoot Token. Holders will receive a cut of revenues as staking rewards. Earning tokens will be also avaible through airdrops, in-app missions and rewards system. Users can gather them in exchange for many creative social activities, which will drive the increase of demand.
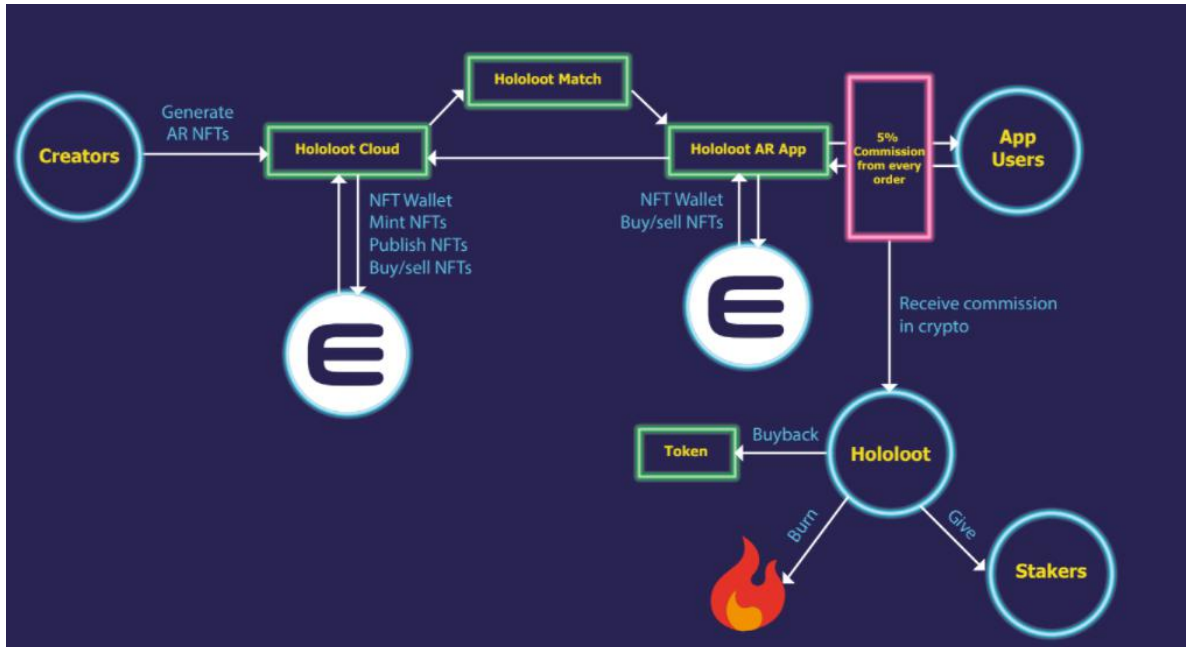
The wide range of services are mostly focused on four types of AR NFTs:

- Classical AR NFTs

- Gaming AR NFTs

- AR NFTs connected to physical objects

- Location-based AR NFTs

NFT FUNNEL

The schematic diagram shows the interconnections of modules in Hololoot. First of all, the process begin from Creators. They are generating AR NFTs using **Hololoot Cloud**. In use of browsers, all of users can preview their 3D models, including variety to edit existing NFTs. Cloud allows also storage of digital meterials.

In case, when the Creators will finish his model, they can transform their 3D object into an NFT through mining. Once the 3D asset is minted, it is transfered to the Creator's wallet. One the end of the process, the artpieces could be published and sold on the **Hololoot AR App.**

User who want to buy any artpieces/NFTs can download Hololoot AR App - the First AR NFT Marketplace dedicated for mobile devices. In the App there are many different categories. Once they find something they consider beautiful they can connect their wallet and make a purchase.

Using the provision generatred from sales, Hololoot buysback the Tokens from the market. Hololoot will ask their Stakers using social media channels how many tokens should be burned and how many tokens should be divided among Stakers.

The core of funtioning the whole system is determined by three modules:

Hololoot AR app - a mobile application made for users who want to buy beautiful NFTs from Creators from all around the world. Its integration with Hololoot Cloud allows for instant 3D models synchronization while the connection to Hololoot Match allows the app to provide users quality suggestions in regards to the furniture they are looking for. Hololoot uses advanced technologies such as ARkit, AR Foundation, and glTF files to give our users the best experience of the presented content.

Hololoot Cloud - Fast, flexible, secure, and easy to scale - these are the major advantages of cloud computing. They've created our platform called Hololoot Cloud that is interconnected with Hololoot AR and Hololoot Match. It serves as the heart of the system, a back-end for Hololoot AR, a database for 3D objects and metadata. Hololoot Cloud leverages cloud storage, identity, and access management, organization management, and delegated administration for the product offering.

Hololoot Match - Machine Learning is computer algorithms plugged into a database that improves their efficiency automatically through experience. The power of ML algorithms lies in their outstanding ability to learn data features. In the industry, they successfully replace algorithms based on handwritten detection of complex relations in tabular data, and, more importantly, outperform almost any other algorithm in the field of computer vision.

To put things in simple terms: the way it works is like a claw crane. Or to use a more modern analogy - Tinder.
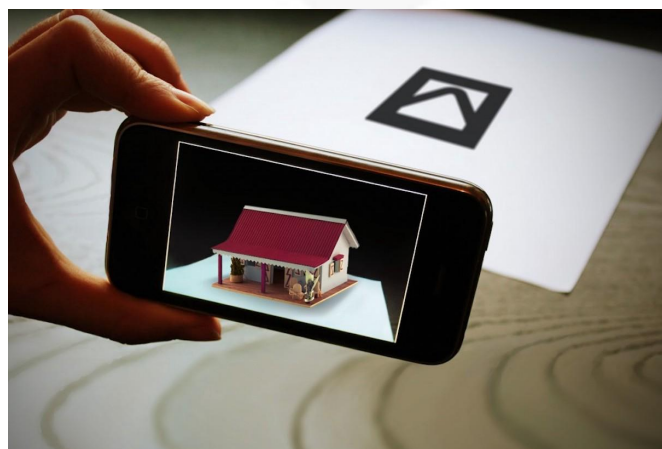
Hololoot 3D Generator

This is one of the main and most important things in the project - the engine of the ecosystem. In essence, there are two main ways to go about asset production: one can either manually handcraft each piece or use algorithms to produce them automatically. The first option gives you quality at the cost of time, while the other brings about the opposite effect. At Hololoot they mix the best of two worlds. They've built from a scratch a scanning device that allows us to create digital twins of real-world materials - fabric, metal, wood, ceramic, etc. This allows users to have fully parametric, analytically generated PBR assets.

Manual asset generation can be a tedious process. That's why Hololoot try to automate everything that we can but under one condition - we do not want to compromise the quality. Our very own „Multi-material" algorithms allow us to create different color variations of the furniture and home decor elements automatically, decreasing the asset creation time and allowing for true customization possibilities.
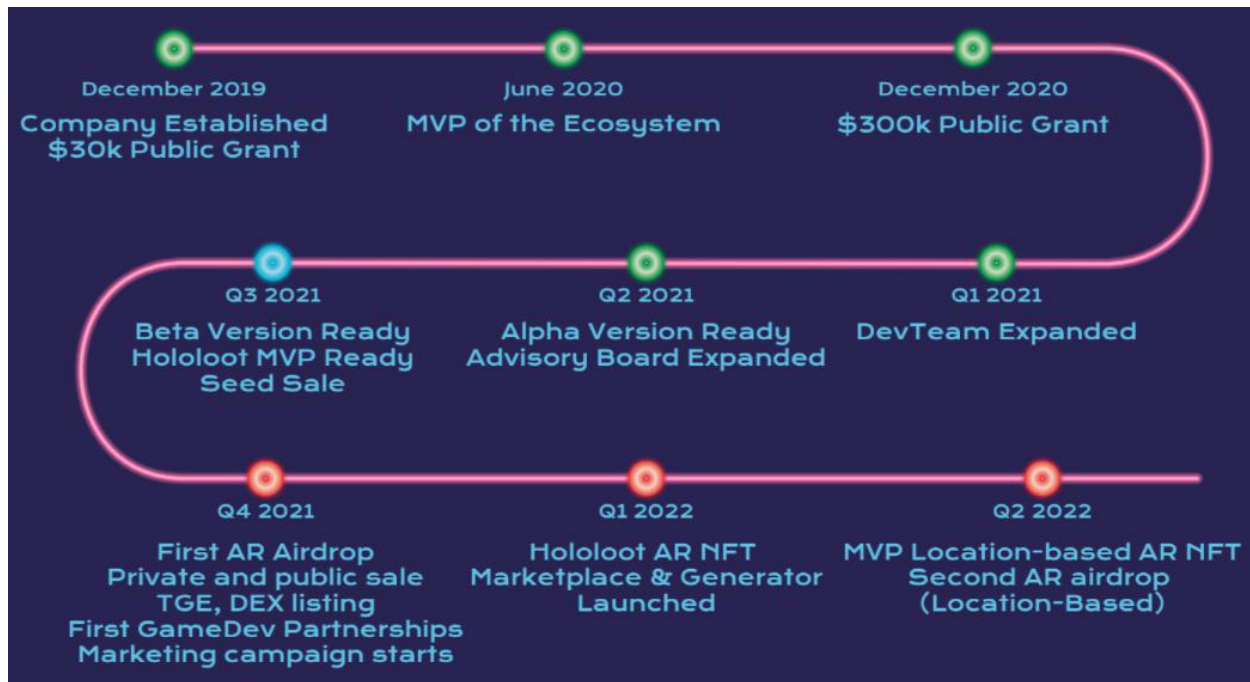
The idea for Hololoot is to be a self-service product. For that reason, they've written a detailed guideline that allows anyone with basic 3D modeling skills to prepare 3D assets quickly and easily so they can be placed on the Hololoot Cloud and sent into the Hololoot AR app.

There is a teaser from the Hololoot's app: VIDEO

ROADMAP

Hololoot wants to introduce all milestones through implementing these improvements:

- Making sure the underlying technology works well and is UX/UI-friendly

- Building up the community through marketing activities like AR Airdrops

- Gathering funds during pre-sale and public sale

- Setting everything up for IDO and DEX Listing

- Establishing partnerships with Game Studios and other Crypto Projects

After finishing these steps and taking care about logistic aspects, team is going to launch the **World's first AR NFT Generator and Marketplace!**

TOKENOMICS

	Team	Advisors	Marketing	Seed	Private	Public	Liquidity	Strategic Reserve	Total
Token Allocation	15 000 000	6 000 000	12 000 000	15 000 000	20 000 000	3 000 000	17 000 000	12 000 000	100 000 000
Token %	15%	6%	12%	15%	20%	3%	17%	12%	100%
Token Price $				0,05	0,1	0,2			
Amount Raised $				750 000	2 000 000	600 000			3 350 000
Vesting	12 months cliff; then linear over 1 year	10% released 1 month after TGE; then linear over 1 year	10% released 1 month after TGE; then linear over 1 year	6 months cliff, then linear over 1 year	10% released on TGE; 10% / month	30% released on TGE; then 14 days cliff and linear over 1 month			

Team - the 12-month lock-up period, then released at 20% / quarter starting at month 12 after TGE. All the team tokens will be distributed between 12 and 24 months after TGE.

Advisors - distributed on TGE followed by a vesting schedule: 10% after 1st quarter, 10% after 2nd quarter, then 5% / month starting from month 7 after TGE. The advisor tokens will be distributed within 20 months from TGE.

Marketing - 10% will be released 14 days after TGE and 5% / month starting from TGE. Marketing tokens will be distributed within 18 months from TGE.

Seed - 6-month lock-up period followed by a release of 20% / quarter starting at month 6 after TGE. The seed round tokens will be distributed between month 6 and month 18 after TGE.

Private - 10% of Private Tokens will be released on TGE and then 10% every month. Private round tokens will be distributed within 9 months after TGE.

Public - all these tokens will be released at TGE.

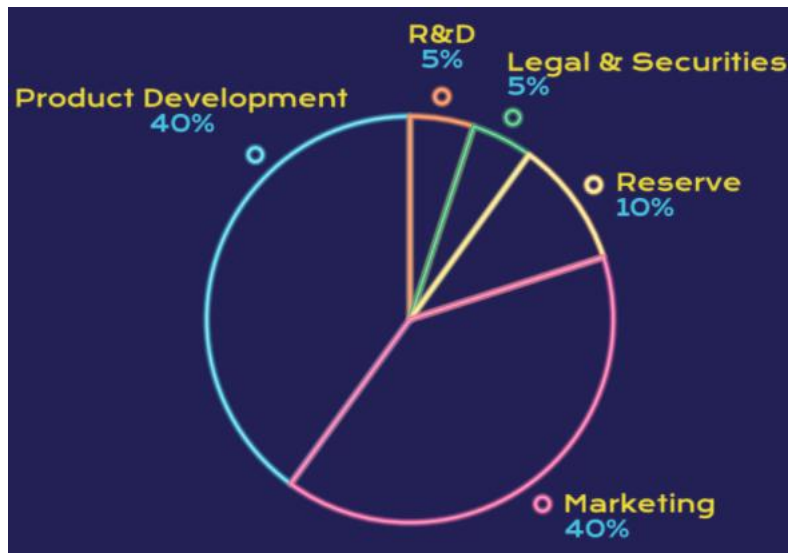Initial liquidity and staking rewards over time are showed with pink color on the chart.

FDV: 20 000 000

Initial marketcap: 580 000$

Over 80% of raised funds will go for product development and marketing.

Hololoot will have variety of **token utitlites**, which gonna create adequate demand and suinstanable circulation of token in the ecosystem, especially in the Augmented Reality furniture NFTs. The model ensures enough token liqudity on every stage of development and additionally healthy release rate, due to the built-in mechanism. Token will serve as a basic currency for the Hololoot AR NFT marketplace. To further increase token price pressure, 1% of the token used to settle a transaction will be burned.

Every participant in the ecosystem will be able to stake their tokens and earn 10%+ APY. Some rewards to the stakers will be generated at the TGE, to cover the demand. In case, to make whole model suinstanable, the team are going to implement algoritm, which gonna take comissions from all transaction and then the revenue will be used to buy back tokens directly from market. This mechanism is going to improve the buy pressure and increase the price of the token. Different In-App Services and Cloud services will be available to be purchased using the Token.

Next thing, which makes hodlers additionally rewarded, is stacking for unique NFT's. All Stackers are gonna take part in the contests on the platform to recive premium gifts, which will be very rare due to the limited supply.

TEAM

Before Hololoot, the Core Team was engaged in running a software house. After successfully completing a few commercial projects, they have learned that the classical way of doing mobile applications: build version 1.0, gather feedback, apply changes, re-compile the code, deploy, build version 1.1... is extremely time-consuming.

Looking for an alternative to this situation, we have stumbled upon the Know-ledge-Based Engineering Methodology. One of the best scientists researching and developing this field is Filip Górski Ph.D. from the Poznan University of Technology3 with whom we are cooperating.

The company was established in December 2019 in Poland. It consist of six-person team with additional advisors, focused on improving the project vision. Their skills are perfectly shown by the prize in the form of $330k, which they have recived from public grant.

Adam Białoń

CO-Founder, CEO

[Linked In](#)

Adam is one of Poland's VR/AR pioneer, starting his journey with immersive technologies in 2016. One of the country's first VR headset owners. Taken part in many VR&AR R&D projects, created multiple VR/AR laboratories in different universities. Oversaw the realization of commercial. VR/AR projects for Polish Airlines or ASTOR - a leading robotics and automation company.

His role is to make sure that the goals set are delivered on time while also achieving the highest quality.

Piotr Muller

Software Developer, CTO

[Linked In]

Piotr is an experienced Principal Software Architect & Technical Product Owner with over 15 years of experience. He is passionate about coding best practices, VR&AR, electronics, the Internet of Things, and 3D Printing.

As Holohome's CTO and leading architect & software developer, his goal is to guarantee that the infrastructure has a distributed character, is easy to scale, and works perfectly on multiple stationery and mobile devices.

Maciej Szafarczyk

Co-Founder, COO

[Linked In]

Maciej graduated from the Cracow University of Economics in International Business. He has co-founded both Headtrip and Holohome with Adam. Has over 5 years of experience in immer- sive technologies as a researcher, fundraiser, trainer, and product owner.

At Holohome, he is the Chief Operating Officer, responsible for strategic planning, conducting R&D works, fundraising, and external communication.

DEV TEAM

Paweł Szulik

3D Engineer

[Linked In](#)

Rafał Prońko

Data Scientist

[Linked In](#)

Kamil Gawełek

AR Software Developer

[Linked In](#)

ADVISOR TEAM

Marcin Kolago

Blockchain Advisor

Igor Płusa

Blockchain Advisor

Aleksandra Kopeć

Head of Legal

Filip Górski
Research Advisor

Robert Sulej
Research Advisor

Ola Witoszek-Kubicka
Research Advisor

Marek Makowiec
Research Advisor

Hololoot is backed by nine capitals:

Social media's links:

www.hololoot.io

Telegram: (https://t.me/hololoot_chat)

twitter: @hololoot