

# Lyvora Pitch (English Version)

## 1. What is Lyvora?

Lyvora is a decentralized marketplace for real-world products, powered by crypto payments, smart contracts, and transparent reputation.

No fixed fees.

No monthly charges.

No account freezing.

No borders — unless the user chooses them.

Lyvora gives back economic power to the ones who actually sell — not the platforms.

## 2. The Problem

Legacy marketplaces like Amazon, Mercado Libre, and AliExpress charge extremely high commissions, impose strict rules, and centralize all control.

Sellers pay up to 20% in fees, can have their accounts blocked at any time, and lose a big share of their earnings to middlemen — and then, to government bureaucracy.

There is no freedom, no transparency, and no protection for small players.

## 3. The Solution

Lyvora uses smart contracts to handle payments in escrow — funds are only released when the product is confirmed as delivered.

No need to trust the seller. No need to rely on a platform admin. Just trust the code.

Users earn transparent on-chain reputation, can choose whether to buy nationally or internationally, and never have to go through KYC.

No hidden costs. No fixed listing fees. No crypto lockups.

Just peer-to-peer commerce — upgraded.

#### 4. Why Lyvora is Different

- No fixed or hidden fees
- No monthly subscriptions
- No withdrawal fees
- No complex KYC
- Reputation is public and permanent — not controlled by a company
- Buyers can choose to shop locally or internationally
- Escrow by smart contract, not by trust
- Future integration with NFTs, governance, and a built-in DEX

Lyvora is not a startup trying to be like Amazon on-chain.

It's a reset button — for real-world commerce, rebuilt by and for real people.

#### 5. How It Works

1. Buyer pays in crypto (e.g. USDT, stablecoins)
2. Payment is locked in a smart contract (escrow)
3. Seller ships the product
4. Buyer confirms delivery → funds are released
5. If delivery is not confirmed: a dispute mode is triggered

Users gain reputation with every trade. Feedback is stored on-chain.

High-reputation users may earn NFT badges and unlock new features.

## 6. Growth Strategy

Lyvora starts where pain is most visible: Latin America and developing economies.

But the mission is global — and so is the opportunity.

We will grow by building real solutions, engaging directly with our first users, and forming partnerships with aligned builders and communities.

Initial growth will be fueled by purpose — not hype.

## 7. Transparency First

Unlike other platforms:

- There are no fixed listing fees
- No fee to withdraw your earnings
- No different commissions per category
- No monthly subscriptions
- No tricky algorithms

Only a transparent transaction fee for crypto conversion — and that's it.

## 8. Future: Token + DAO

Lyvora will launch a native token once the marketplace is live and stable.

It will be used for:

- DAO governance

- Loyalty rewards & cashback
- Discounted transaction fees
- Reputation NFTs
- Advanced seller tools (via staking)

The token will be distributed gradually, with long-term vesting and transparency.

Airdrops will happen in stages, only for real users of the platform — not for speculators. This ensures rewards go to those who actually support and build the Lyvora ecosystem.

## 9. Conclusion

Lyvora exists to break the grip of centralized platforms on global commerce.

To give back power to sellers and trust to buyers — through open code, fair rules, and real ownership.

We are not building a clone.

We're building a new system — and you're welcome to be part of it.