

PIXXTASY WHITEPAPER



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PITCH STATEMENT

Pixxtasy is a drug prevention and rehabilitation supporting NFT project. The project's main aim is to build a trustworthy platform for healers (donators) to enable them a seamless contribution to charities. Through this platform, a community movement will be born where NFT owners, in return, will have the chance to earn a dividend and participate in VIP events.

WHY ARE WE MORE TEMPTING?

Currently, two main opposing peer profiles on the crypto market regarding drugs and mental health issues exist. The first ones are the advocates of recreational drugs. These peer group members of **PIXXTASY** are directly not competing with the project. The second one is the supporters of drug prevention and rehabilitation NFT projects. **PIXXTASY**, with its premium brand approach, would like to join the latter camp as a flagship. In the below table, you can see the comparison of **PIXXTASY** with its three potential competitors.

COMPARLSON OF DRUG REHABILITATION NFT PROJECTS		 DRUG RECEIPTS	 BLAZED CATS	AWESOME POSSUM
AIM	Support drug use prevention and rehabilitation charities	Sale of creative drug related NFT art	Support mental health treatment charities	Support mental health-and addiction treatment charities
VALUE PROPOSITIONS	art*, dividend**/, raffles**, events*, community building**/, premium brand*	art, raffles, events, community building	art	art, raffles, events, community building
GENETIC ALGORITHM VS. HANDCRAFT	Handcraft	Genetic algorithm	Genetic algorithm	Genetic algorithm
NFT QUANTITY	399	10000	10000	10000
HYPE POTENTIAL	Clear and creative marketing message	Mostly clear marketing message	Minimized marketing effort	Broad and confusing marketing message
NETWORKING POTENTIAL	High profile charities and brand as partners	High profile brand as partners	Mental Health America as partners	NA.
TEAM COMPOSITION	Marketing, Business, Economics, Art, IT	Art and IT	IT	Business
WEBSITE LINK	https://pixxtasy.io/	https://drugreceipts.com/	https://blazedcats.com/	https://awesomepossums.io/

WHY ARE WE MORE TEMPTING?

So, **PIXXTASY** is not just trying to sell handmade premium NFT arts but focuses on the social impact of drug use prevention and rehabilitation by supporting charities in the field. The project's value proposition will entail art, earning dividends, and participation in events and raffles for its 2-level membership program. The marketing and brand profile of the project is based on handicrafts and a limited amount of **532 NFTs**. The focus of the project and the supporting marketing message is the most straightforward among its competitors: „**DON'T USE. JUST OWN IT.**”, “**BE A ~~D~~HEALER**”. Besides the clear associations, Pixxtasy is continuously connecting to high-profile charities and brands who will be the key partners to support its business operations. We also must mention that the project is supported by a marketing and designer team with **Moritz Pindorek**, **KingIT Solutions** (IT personnel) and the business and economist professionals of **MEDLAND TECHNOLOGIES LTD**. If you are a misbeliever, then feel free to check out the projects' websites.

SUMMARY

- **A limited quantity of premium handicraft NFTs**
- **2 circles of club members:**
 - 1st elites circle:**
 - **Holding 1 whole NFT**
 - **Earning dividend**
 - **Participating VIP events**
 - 2nd commons circle:**
 - **Holding pixels of an NFT**
 - **Earning split dividend**
 - **Participating in raffles**

NFT ECONOMICS

The first quantifiable objective of the project is to donate 1 MILLION USD through its fundraising activity. PIXXTASY will sell 399 (and release 50 partners and 50 healers NFT) handmade premium pixel NFT arts to achieve this goal. The sale will be made during 10 + 1 rounds of NFT drops. The NFTs will have rarity levels based on their real-life Extasy equivalent's MDMA levels and the presented brand's value. During each round, the rarity level, dividend % and price of the NFTs will increase. The last will be a legendary sale round with our partners' unique logos and faces, which will be evaluated on Piqsol's auction platform. The below table shows the release round-rarity-dividend share rate-price-quantity distribution of the NFTs. As you might notice, as the drop round increases, this is how the rarity, dividend share rate, and price go up. The dividend share rate means that after the weekly donation (during the campaign) and the deduction of the team's expenses, the rest profit will be distributed among the NFT holders. Dsr rate will help calculate a fictitious aggregated number of NFTs ($\text{dsr} * q$). Then we will divide the profit with this number ($p / (\text{dsr} * q)$), and after that, we can distribute it according to the dividend share rates of the NFTs ($p / (\text{dsr} * q) * \text{dsr}$).

NFT ECONOMICS

RELEASE ROUND	RARITY	DIVIDEND SHARE RATE	PRICE ETH	QUANTITY
1st DROP	0-11	0.2X	2.2	34
2st DROP	12	0.4X	3.33	33
3st DROP	13	0.6X	4.44	33
4st DROP	14	0.8X	5.55	33
5st DROP	15	1X	6.66	34
6st DROP	16	1.2X	7.77	33
7st DROP	17	1.4X	8.88	33
8st DROP	18	1.6X	9.99	33
9st DROP	19	1.8X	10.1	33
10st DROP	20	2X	11.11	34

The second main goal of the **PIXXTASY** project is to develop a **(DAPP)** platform that facilitates the middleman role between the community and the charities on a global scale. The current NFT sale will support the funding of this platform. So, the NFT holders will also benefit from this platform's transaction revenues. **30%** of the platform's profit will be distributed among the NFT holders according to their dividend share rates. Updates will be coming later regarding this.

NFT ECONOMICS

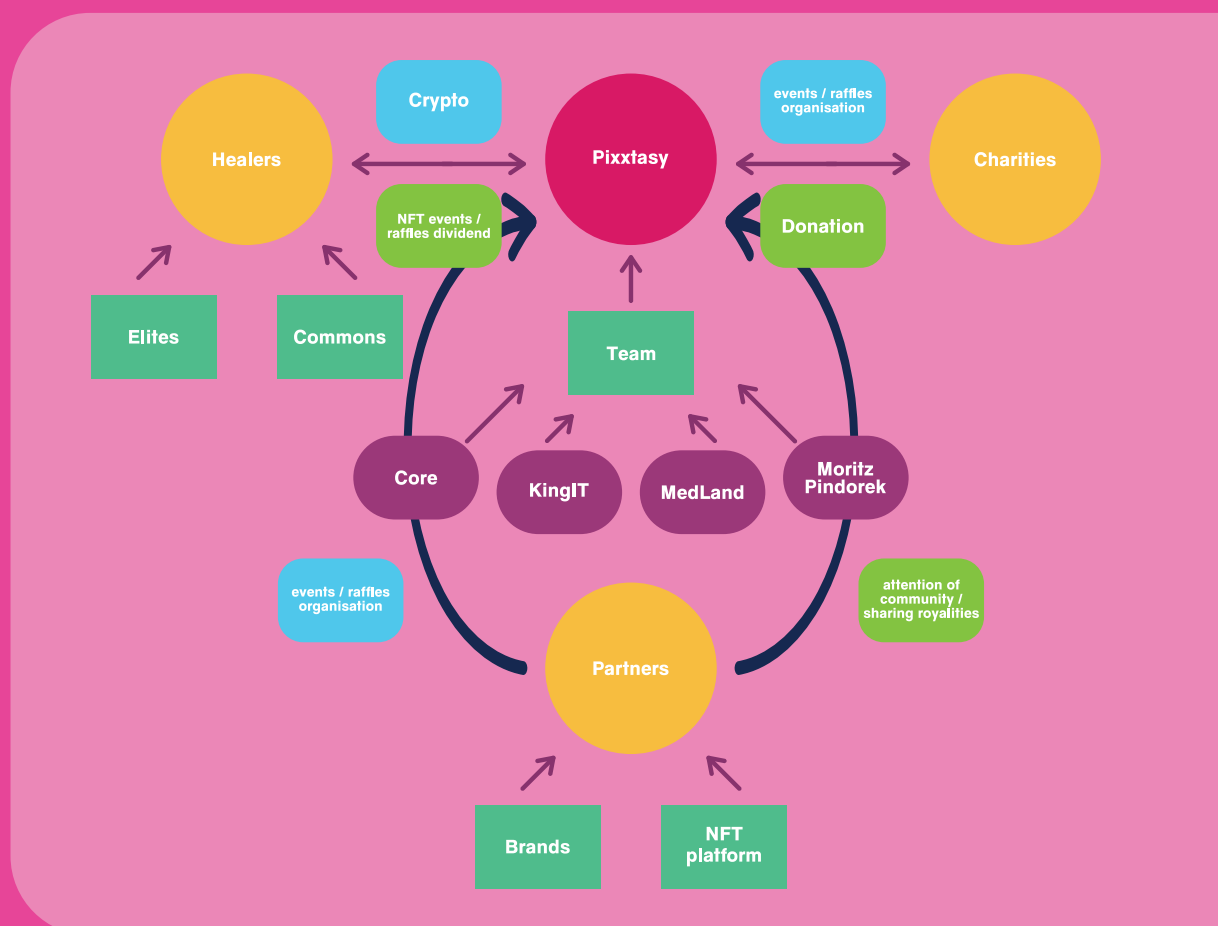
In the following paragraphs, we would like to introduce the execution of the first objective.

Concerning the value proposition, the project aims to create a premium NFT elite club. Besides this 1st elite circle, there will be a chance later for the 2nd commons circle to enter the club's outer circles. Commons will only be able to join if one of the elite NFT holders split and sell their asset's fractures (pixels) at one of our partner's platforms. This way, elites can decide to keep and earn dividends from the transaction fees of PIXXTASY's NFTs or sell them in one or by pixels. Those elites who choose to hold the NFTs will be able to participate in VIP events organised by PIXXTASY and its partners while also earning dividends. Suppose the elites decide to fracture and sell their NFTs to the partners. In that case, the pixel owner commons will be incentivised to buy it to participate in organised raffles (or lotteries) meanwhile also earning the split dividend after their pixels.

The business framework of the PIXXTASY project can be seen in the following graphics. The first one is a flow diagram (FD) that aims to show the main stakeholders of the project and their main course of interactions. At the same time, the second one is a business model canvas (BMC), which targets to show the main aspects of the business logic of PIXXTASY.

NFT ECONOMICS

As can be seen from the first graphics, the flowchart contains three primary-and five sub-stakeholders. The three main ones are the healers (elite/ common investors) who give crypto assets for the limited premium NFTs and the charities who, in return for helping PIXXTASY with the events and raffle organisation, will receive the donations. The last ones are the Partners who will be there for the project to support the event and raffle organising, receiving attention (brands) and royalties (NFT marketplace). Besides these, the composition of the PIXXTASY team is also viewable on the graphics, which will consist of the core team-, KingIT, MEDLAND and Moritz Pindorek.



NFT ECONOMICS

The BMC can be seen in the second graphic. The project's key partners are the brands, NFT marketplaces, KING IT, MEDLAND from the IT and business operations side, BSW, the front face band, and charities. The key activities conducted by PIXXTASY and these partners are marketing, event-/ raffle-/ donation organisation, NFT-/ smart contract and decentralised application development (DAPP). The project's key resources are the partner network of influencers, designers, IT developers, event organisers, and marketing professionals. They will support the value proposition of PIXXTASY that entails handicraft limited collection pixel art NFTs, dividends, and the most important, which is fundraising for drug prevention and rehabilitation charities. The proposed customer relationship regarding the two club member types will be direct in the case of the elites and indirect in the case of the commons. The leading platform for raising awareness will be social media and news sites. The information for evaluation purposes for the stakeholders will be provided on the project's main website. The purchase, delivery and after-sales channels will mainly depend on the smart contract/ DAPP and NFT marketplace environments. Regarding the financials, the cost structure's main parts will be the cost of NFT design, smart contract-/ DAPP development, marketing expenses, event-/ raffle- and donation organisation. On the revenue side, PIXXTASY will profit from the minting of NFTs (initial sale) and the 10% transaction royalties (resale fees).

NFT ECONOMICS

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	COSTUMER RELATIONSHIPS	COSTUMER SEGMENTS
Brands Marketplace KingIT MedLand Moritz Pindorek Piqsol BSW	Marketing NFT desgin Smart contract DAPP development Event/Raffle Donation Organisation	Handicraft limited colleciton pixelart NFT Event/Raffle Earning (dicidend, resale) Supporting drug Prevention and rehabilitaton charities	1st round elites: direct contact 2st round elites: indirect contract	1st round elites: higher donation/ income, prestige 2st round elites: lower donation /income, utility driven
	KEY ACTIVITIES Partner network Influencers Designers IT devs Organisers Marketing Proffesionals		CHANNELS Awareness: Social Media and news sifes Evaluation: Website documentation Purchase Delivery and After sales Smart contract / DAPP / NFT marketplace	
COST STRUCTURE			REVENUE STREAMS	
Marketing; NFT design; Smart contractan and DAPP development; Event / Raffle / Donation organisation			NFT mint fee; transaction royalties (whole NFT-/ pxel sale	

ROADMAP



31.08. /// WHITE LIST

33 WHITELIST NFT MINTING

DRAWING 15 PCS FREE NFT AT MID-WEEK

07.09. /// 1# DROP

34 PCS NFT MINTING

DRAWING 2 PCS FREE NFT AT MID-WEEK

1# CHARITY /// 12 ETH DRAW FOR A REHABILITATION CENTER BY THE END OF THE WEEK

14.09. /// 2# DROP

33 PCS NFT MINTING

DRAWING 2 PCS FREE NFT AT MID-WEEK

2# CHARITY /// 14 ETH DRAW FOR A REHABILITATION CENTER BY THE END OF THE WEEK

21.09. /// 3# DROP

33 PCS NFT MINTING

DRAWING 2 PCS FREE NFT AT MID-WEEK

3# CHARITY /// 16 ETH DRAW FOR A REHABILITATION CENTER BY THE END OF THE WEEK

28.09. /// 4# DROP

33 PCS NFT MINTING

DRAWING 2 PCS FREE NFT AT MID-WEEK

4# CHARITY /// 18 ETH DRAW FOR A REHABILITATION CENTER BY THE END OF THE WEEK

05.10. /// 5# DROP

34 PCS NFT MINTING

DRAWING 2 PCS FREE NFT AT MID-WEEK

5# CHARITY /// 20 ETH DRAW FOR A REHABILITATION CENTER BY THE END OF THE WEEK

12.10. /// 6# DROP

DRAWING 2 PCS FREE NFT AT MID-WEEK

6# CHARITY /// 50 ETH DRAW FOR A REHABILITATION CENTER BY THE END OF THE WEEK /// PERSONAL DELIVERY

ALLOCATION OF 25 PCS 'BE A (D)HEALER' NFT TO THOSE WHO HAVE FULFILLED THE REQUIREMENTS

19.10. /// 7# DROP

33 PCS NFT MINTING

DRAWING 2 PCS FREE NFT AT MID-WEEK

7# CHARITY /// 18 ETH DRAW FOR AN ORGANIZATION BY THE END OF THE WEEK

26.10. /// 8# DROP

33 PCS NFT MINTING

DRAWING 2 PCS FREE NFT AT MID-WEEK

8# CHARITY /// 20 ETH DRAW FOR AN ORGANIZATION BY THE END OF THE WEEK

02.11. /// 9# DROP + APPLIKÁCIÓ

33 PCS NFT MINTING

DRAWING 2 PCS FREE NFT AT MID-WEEK

9# CHARITY /// 22 ETH DRAW FOR AN ORGANIZATION BY THE END OF THE WEEK

09.11. /// 10# DROP

34 PCS NFT MINTING

DRAWING 2 PCS FREE NFT AT MID-WEEK

10# CHARITY /// 24 ETH DRAW FOR AN ORGANIZATION BY THE END OF THE WEEK

11# CHARITY /// DRAW 86 ETH TO AN ORGANIZATION BY THE END OF THE WEEK /// PERSONAL DELIVERY

ALLOCATION OF 25 PCS 'BE A (D)HEALER' NFT TO THOSE WHO HAVE FULFILLED THE REQUIREMENTS

20.11. /// LEGENDARY

X PCS LEGENDARY NFT MINTING BY BIDDING ON PIQSOL PLATFORM. NFT WILL BE CUT TO PIECES

CREATION OF CHARITY PLATFORM & COMING SOON

CHARITY PLATFORM + PIXXTASY (D)HEALER COLLECTION + METAVERSUM MARKET RESEARCH

TEAM

Zoltán Egri – Project owner, idea host, social media visual

Máté Kovács – Angel Investor

Goran Stijacic – Angel Investor

Edvard Bene – Business Development

Moritz Pindorek – Advisor

Balázs Dóka – IT Project Manager

Dani Balázs – Project Manager

Endre Nagy – Animation

Ádám Faniszló – NFT graphics

Roland Tamás – Community builder

BSW - Front band