iu pixel

White Paper

iUPixel Whitepaper

Pixelate anything via NFTs

January 2021

Version 1.1

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i. INTRO

A. iUPixel

People want to immerse in experiences rather than just purchase products. They want to belong to a community rather than accumulate assets.

iUPixel is a project that produces digital game experiences, utilizing NFT (Non-Fungible Tokens) collectible tokens on the Ethereum blockchain
(ERC-721 & ERC-1155). The only way to buy iUPixel products is by holding PIXEL tokens, which could also serve to mint each iUPixel product's own token through different dynamics (i.e. LP reward programs, yield farming, airdrops).
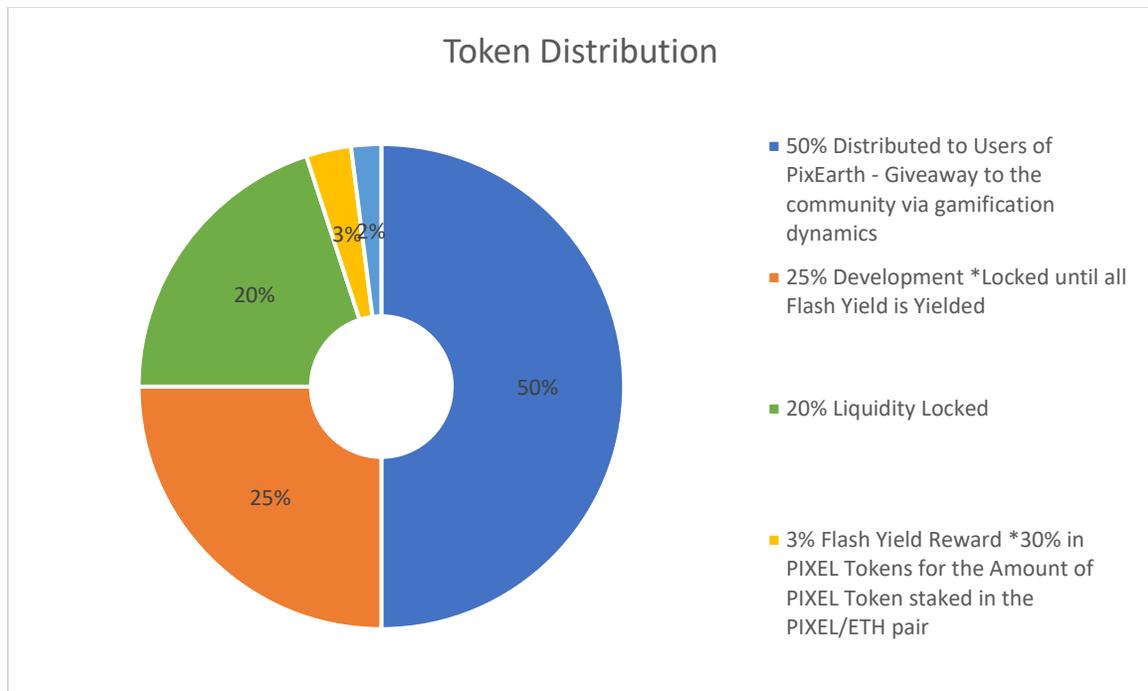
B. PIXEL ERC20 token & token distribution

PIXEL is an ERC20 utility token on the Ethereum blockchain.
Contract address:
0x89045d0af6a12782ec6f701ee6698beaf17d0ea2
Max Supply: *1,000,000,000*

Token Distribution

Legend:
- 50% Distributed to Users of PixEarth - Giveaway to the community via gamification dynamics
- 25% Development *Locked until all Flash Yield is Yielded
- 20% Liquidity Locked
- 3% Flash Yield Reward *30% in PIXEL Tokens for the Amount of PIXEL Token staked in the PIXEL/ETH pair

Chart segments: 50%, 25%, 20%, 3%, 2%

Development Tokens: Development tokens are released once total Flash Yield is given out to stakers, it's not a matter of time but rather volume staked as the rewards are given as a % of staked value.

Flash Yield Reward: 30M PIXEL tokens are to be used as Flash Yield rewards to incentivize liquidity providers (ETH/PIXEL) that lock up their LP tokens for 12 months. The Flash Yield Reward will be 30% in PIXEL Tokens for the amount of PIXEL Token staked. This won't be a yielding boost, but instead straight up PIXEL tokens deposited to the users wallet at the time of lockup.

The number of PIXEL to be yielded in the promotion (30M PIXEL) equates to approximately 100M PIXEL staked in order for the full promotion end. This means the incentivized LP staking pool will contain 10% of all circulating supply locked by the time the Flash Yield reward runs out.

C. iUPixel Products

Blockchain technology enabled for the first time the possibility of ownership, *for real*. With the mantra *pixelate anything*, iUPixel

products intend to provide its customers with the opportunity to own a part of a bigger whole *(a.k.a. A pixel)*, by owning a representation of it through NFT tokens and gamifying the experience.

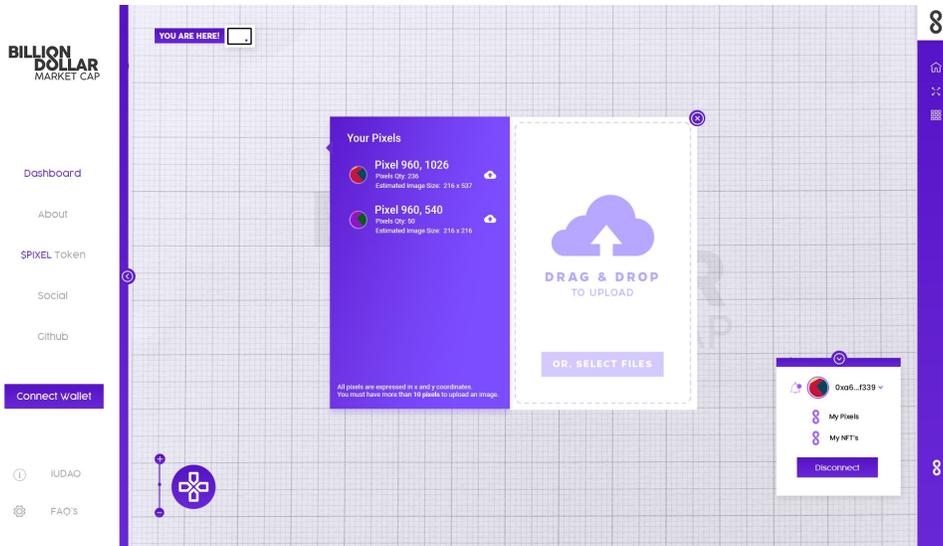## ii. Digital Collectibles (NFTs)

Blockchain and tokenization has enabled a level playing field for all digital assets, and the ERC-721 & ERC-1155 standards are fundamental to this. Both are free, *open standards* that live on the Ethereum blockchain.

Even though we are at an early stage in the adoption curve of NFTs and digital collectibles, there is no doubt that we will see new platforms being built on this concept.
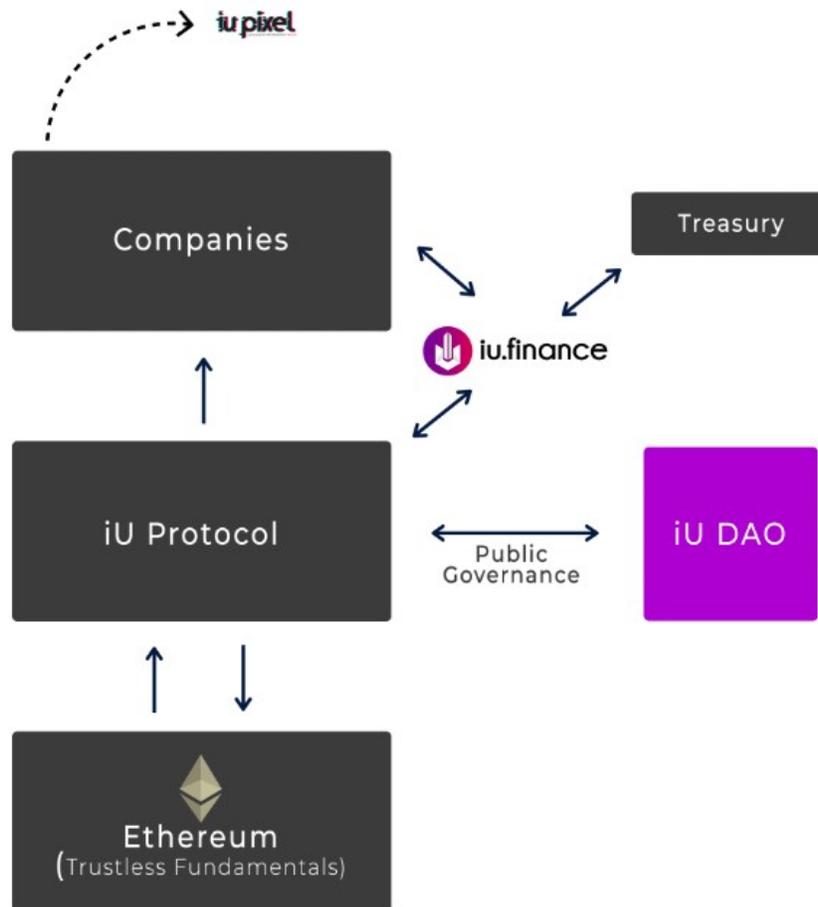
A.

The first product and proof of concept under the umbrella of iUPixel is Billion Dollar Market Cap (BDMC). Inspired by The Million Dollar Home Page project back in the 90's with the *.com* hype, we thought it was about time to own a new generation pixel on the WEB3. *BDMC* allows anyone to buy pixels from a 1920×1080 public canvas through a neat and very friendly interface. Each pixel stores an image (or a portion of an image) using IPFS Tech, and has it's representation on the blockchain through an NFT token. The owner of each pixel can sell them, rent them, replace the image or trade them in a public and free-market place. – At the time of writing – December 13, 2021 – Billion Dollar Market Cap was implemented into PixEarth to work as the Lands System for the PixEarth Metaverse. The project will be revamped as the Portal to PixEarth, as it will be the way to access lands within the Metaverse of PixEarth.

iii. WEB3 Tech Stack & the iU Protocol

iUPixel belongs to a WEB3 Tech Stack model project we call the iU Protocol.

The first and main purpose of iUPixel is to build a Treasury for the development of the iU Protocol, an entity governed in a decentralized manner through the iU DAO, a Decentralized Autonomous Organization with a main focus on Latin American stakeholders. Interactions with the Treasury will be determined by the iU Protocol, which will use DeFi resources provided by iU Finance . The parameters of the protocol can be altered through proposals and voting, regulated and facilitated by the iU DAO.

Participation in the iU DAO will be possible by holding iU tokens, whose sole purpose is governance of the protocol.

A. Companies

The iU Protocol seeks to narrow the gap between crypto-capital and innovative ventures in Latin America.

All Companies operating on the iU Protocol should be enterprises of shared value through tokenization. The nature of the products and/or services provided by these companies depend on each project's vision but their financial structure is determined by the Protocol parameters. Companies can have initial funding from the Treasury, and this can be proposed and granted by popular voting.
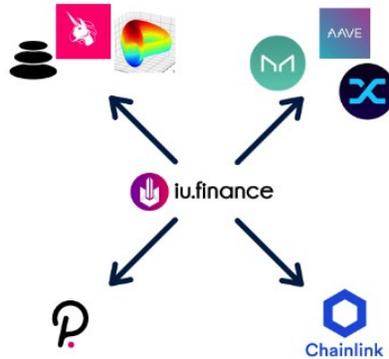
Companies that do not have initial funding from the Treasury but operate on the iU Protocol, will receive incentives also determined by the iU Protocol parameters.

All companies share a percentage of their utility to the Treasury. This way a sustainable and scalable ecosystem is possible. *A transparent and trustless taxation of sorts.*

B. iU DAO

The iU DAO is a governance layer for the iU Protocol. Anyone interested in having active participation in the protocol can do it by holding iU governance tokens, which will allow for proposals and voting power. A temporary version of the DAO will be released with public participation of the founders, early investors and core team. Once the iU Protocol launches, the temporary DAO will cease to exist and all resources available will be transferred to the iU DAO.

C. iU Finance iU Finance, will function as a bridge between Companies and the DeFi ecosystem. Providing inside and outside services with full trustless on-chain transparency.

D. Treasury

The Treasury will be available for Grants, Loans, Credits and other needs that the Companies operating on the iU Protocol may require. It will also have a fixed percentage always available for changes to the iU Protocol itself, always through proposal and voting.

The percentage of coins providing liquidity to the Treasury are to be determined but most likely will be a combination of ETH, Stable Coins and iU Finance Coin.

The initial Treasury will be established by the iU Pixel utility in an automated manner through smart contract, and the initial decision making on the use of the Treasury funds will require onchain proposal and voting through the temporary DAO.

D. Roadmap

Q4 2020

1.

1st. Yield

Balancer Index Pool (with 8 other projects) powered by Opes Finance & Release of iUPixel website.
Balancer Pool Contract: 0x5B2dC8c02728e8FB6aeA03a622c3849875A48801

2.
iUPixels Circulating Supply 204,999,998 / Market Cap: $972,644
85% of circulating supply locked for 13 months on Bees.Social

Q1 2021
3.
Development of 1st iUPixel product (BDMC)

4.
Release of iUPixel whitepaper.

5.
Uniswap PIXEL/wPE pair is created &
iUPixel LP Rewards starts on Bees.Social

Q2 2021
6.
200M PIXEL liquidity locked

7.
BDMC Release &
Establishment of the iU Protocol Treasury contract on the ETH blockchain.

8.
(Proof of Concept and Treasury building phase)
Ongoing BDMC updates/upgrades and PIXEL token distribution dynamics.

Q3 2021
9.
Release of the WEB3 iU Protocol Whitepaper

10. iU Protocol
Development

Q4 2021

11.

Next iUPixel product starts development
(PixEarth)