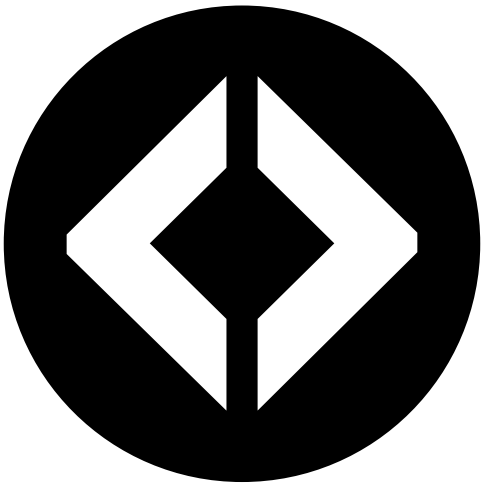


PIXBY WHITEPAPER V2.0

This whitepaper intended to formally describe the features and concepts of PIXBY (PIXBY) token ecosystem, and thoroughly explain the technical details of PIXBY Passive Income Protocol (PPIP), PIXBY Freelance Marketplace and its Escrow Smart Contract Service

Abstract

Cryptocurrency is an internet-based medium of exchange which uses cryptographical functions to conduct financial transactions. Cryptocurrencies leverage blockchain technology to gain decentralization, transparency, and immutability.

Cryptocurrency is not controlled by any central authority: the decentralized nature of the blockchain makes cryptocurrencies theoretically immune to the old ways of government control and interference.

The popular cryptocurrency and blockchain system known as Ethereum is based on the use of tokens, which can be bought, sold, or traded. In this case, "tokens" represent a diverse range of digital assets. In this way, tokens are essentially smart contracts that make use of the Ethereum blockchain.

PIXBY (PIXBY) Is an ERC20 incentive-based cryptocurrency token. PIXBY was designed with an implication self-governed, self-sustained, incentive-based ecosystem.

A key point of PIXBY ecosystem is the ability to implement features using smart contracts. PIXBY aims to systematize built-in Passive Income Protocol, self governance system and develope Freelance Marketplace with the use and implementation of smart contracts.

Introduction to PIXBY Passive Income Protocol

Technical details:

ROI: 23% annually
Minimum amount: 35,000 PIXBY
Maximum amount: 2,500,000 PIXBY
Freezing time: 2 - 365 days
Reward structure: After 2 days rewards can be claimed daily, or upon unlock time passed investor is able to claim initial investment with all rewards.
Reward claiming: Manual. Investors have to call a function to claim daily reward.

The PIXBY Passive Income Protocol (PPIP) operates with the principle of cryptocurrency staking. The PPIP protocol was written in solidity, and not related to consensus mechanism. In other words Passive Income investors have no rights to confirm transactions, or generate blocks. Basically, users get rewarded for freezing their idle PIXBY tokens in the smart contract for a certain period of time. PIXBY Smart Contract Source code can be found here.

Protocol distributes 23% of initial investment divided by 365 days on daily basis. For example if the initial investment is 2,000,000 PIXBY - daily reward will be 1,260.27 PIXBY.

Passive Income Protocol Workflow

The following set of rules determines the workflow of PPIP Protocol.

1. Any PIXBY token holder having more than 35,000 PIXBY can become Passive Income investor.
2. If the amount is lower than 35,000 PIXBY or higher than 2,500,000 PIXBY smart contract will revert with an error, and funds will remain on investor's wallet.
3. Investor determines the number of tokens and unlock time upon locking the tokens.
4. Rewards can be claimed daily, or investors can claim both the reward and initial investment after unlock time passed.
5. Only the investor is able to claim the reward. Thus investors must use the same wallet that was used to make an investment in order to claim investment.
6. PIXBY token developers have no access to investor's funds.
7. In case of investor lost access to the wallet and private keys that were used to make a passive investment, tokens will remain in the smart contract permanently.
8. A passive income investor does not need to run a node. The protocol is not related to known consensus mechanisms. Investors only need to call a function to make an investment and to claim the reward.

Introduction to Freelance Marketplace

With the massive development of communication when you think of a modern company nowadays, it is not always a centralized office where all departments are located in one place. On the opposite, more and more companies are scattered across the country, or even around the world. There is no need for the personal presence of an employee because most of the tasks can be solved remotely. Hiring a freelancer is beneficial to both parties, the freelancers freely manage their time, and employers can save money on renting offices and buying the necessary equipment.

On the other hand, we have blockchain technology that has numerous use cases, what's more, it has crossed over gaming, gambling, financial services, healthcare, and a lot more. Our goal here is to adopt and implement the blockchain technology in another area of daily life, which is the freelance industry use case.

Freelance Economy Analysys

Employees quickly evaluate the benefits of working with independent specialists and freelance services - this is not only lower prices but also the ability to view the portfolio of artists, reviews from other employers, rating and statistics in the profile. All this data being generated in the process of work is difficult to fake it.

As the study shows, the freelance economy is booming, with 56.7 million Americans doing freelance work today–up by 3.7 million since 2014, according to a new survey of 6,001 workers commissioned by the giant freelance platform Upwork and the Freelancers Union.

According to a report called “Future Working: The Rise of Europe’s Independent Professionals”, the European freelance economy looks like the following:

Freelance numbers have increased by 45% from just under 6.2 million to 8.9 million in 2013, making them the fastest growing group in the EU labour market.

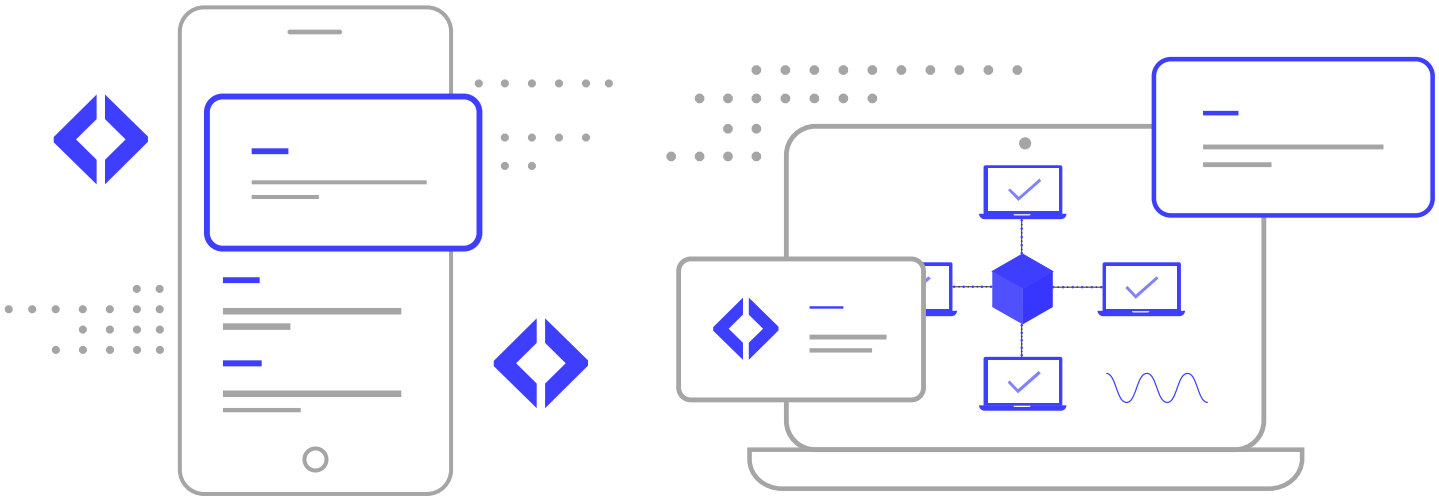
Problem with Existing Freelance Market

To date, however, there are some significant flaws with the currently existing freelance market, centralized industry leaders like Fiverr & Freelancer.com, charge up to 40% in transaction fees. The current system has too many intermediaries making the freelance market expensive and inefficient. If you think it was bad, well most of the currently existing freelance platforms are using PayPal as the primary payment method, because of that withdrawals can take up to 3 working days in most countries.

Our Solution:
Decentralized Apps(DApp)

An ideal solution is one that enables freelancers to work on a platform in which they gain complete control over their profits. It is also essential to protect clients from exit scammers. This solution has proven difficult, but not impossible.
Escrowed trade, for instance, allows performing safe P2P transactions, in other words, when a user pays to the seller, the specified amount of any crypto-assets required to close the deal, assets are transferred from buyers wallet and held locked by escrow service. Assets are locked until the buyer confirms the job was received as described, in case of the problems support crew will resolve based on evidence provided by both parties. Another bonus of utilizing blockchain technologies is decentralized applications (DApp) powered by the Ethereum network. DApps are smart contracts that mimic the logic of a business agreement. Because they are decentralized and running on blockchains, they minimize the need for intermediaries (banks, brokers, lawyers, courts, escrow agents) to guarantee the execution of tokens.
Implementing these features in one platform provides the ability to eliminate intermediaries from the system, and significantly reduce transaction fees, in this case, also utilizing the decentralized blockchain network as a payment infrastructure means of providing royalties and rewarding everyone supporting the system.

Here we present PIXBY, a new freelance marketplace that addresses all of these problems. PIXBY is a decentralized app (DApp), i.e., 'blockchain smart contract enabled' platform, which protects your assets from scammers and rewards you with PIXBYs(PIXBY) tokens.



PIXBY Escrow Service

When the end-user initializes an escrow transaction, his assets are locked in the smart contract. Once the end-user confirms the freelancer's obligations are fulfilled, the end-user can release funds to the freelancer. If a dispute occurs, the support team will resolve base on evidence provided by both parties. Open dispute and lower fees reduce the cost of selling on the PIXBY app.

PIXBY BUYER
Person who initiates Escrow Transaction

Abilities
-Release Funds to Seller
-Request Escrow Assistance

Enforces Escrow Contract logic
Holds Buyer's funds safely.
Open Source

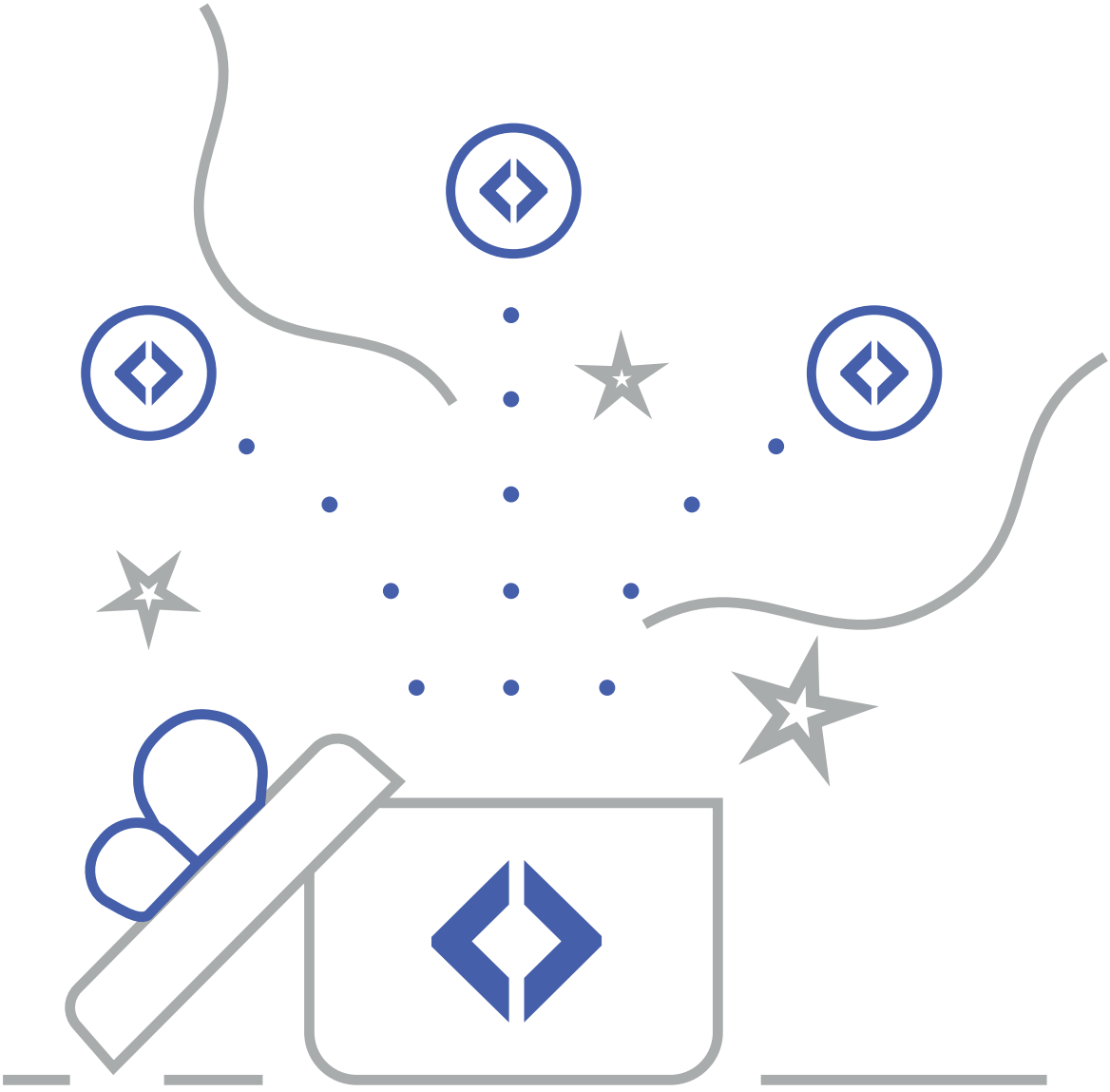
PIXBY SELLER

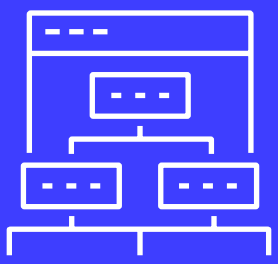
Abilities
-Refund to buyer
-Request Escrow Assistance

Escrow
Oversees the Transaction
Abilities
-Refunds Funds to PIXBY BUYER
-Release Funds to SELLER

PixbyRewards

All unsold tokens after presale will go to the PixbyRewards pool and locked by a smart contract. The goal of the PixbyRewards loyal program is to reward users for utilizing the platform. PIXBY app APIs will interact directly with the smart contract in a way that whenever a user purchases a service on the PIXBY app, the smart contract will execute tokens for a reward to the Ethereum wallet that was used to pay the freelancer.



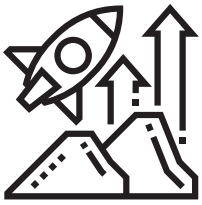


Decentralized Marketplace

The goal is to make PIXBY a platform that operates via a combination of PIXBY APIs and other established software tools and applications, along with the Ethereum decentralized applications(Dapp) for various types of tasks which will execute PIXBY(PIXBY) tokens in certain conditions.

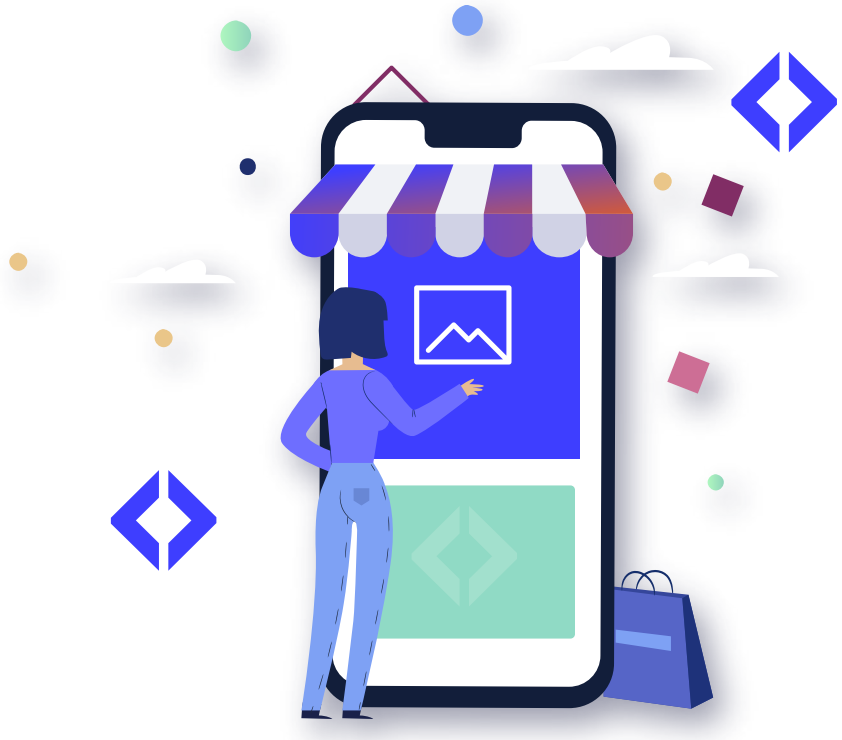
Mission

To create new economic opportunities.



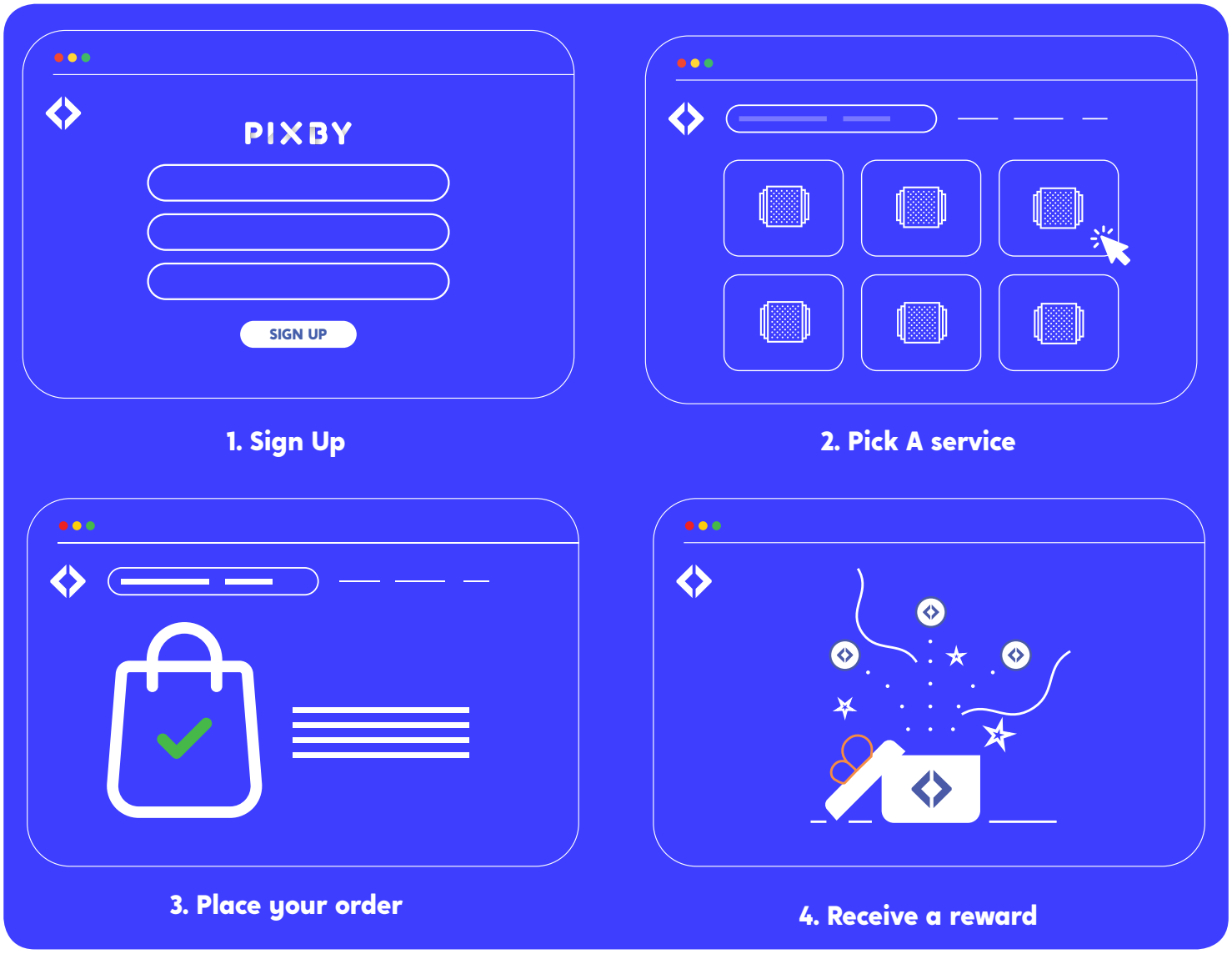
Vision

To adopt and implement the block-chain technology in another area of daily life and build freelance market that rewards users in return.



How does it work

Create an account, connect and synchronize your wallet to the PIXBY platform through WEB3 wallet, and you are ready to start buying services on the platform. It has never been more comfortable or more secure ordering freelance services.



Token Information

Token Name: **PIXBY**
Token Ticker: **PIXBY**
Initial Supply: **450,000,000**
Hard Cap: **18,738 ETH**
Soft Cap: **No**

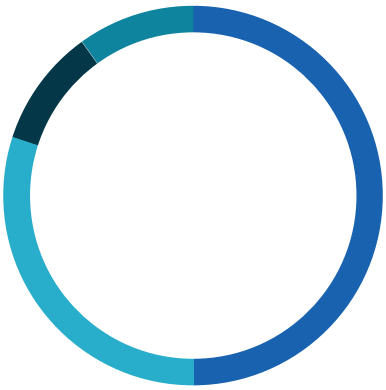
Type: **ERC20**
ICO Price: **0.0000437 ETH | 0.013 USD**
Smart Contract: **0xB53e08B97724126Bda6d237B94F766c0b81C90fE**

Distribution and allocation of released tokens

60% Token offered For Sale
25% Project Development
5% Team Treasury
5% Airdrop & Bounty
5% PIXBY FMP Rewards Pool

TOKEN DISTRIBUTION

FUNDS ALLOCATION



60% Development
25% Marketing
5% Legal
5% Others

Process

Project Roadmap