LIXI

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ii.   an opinion or an advice to purchase Lixiana Coin nor shall it or any part of it nor the fact of

Its presentation forms the basis of any contract or investment decision.

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Context

The trend of decentralization represents a wave of innovation that is reshaping society. It is an evolution; a paradigm shift that reflects a change in our collective consciousness. Although individuals and organizations worldwide are beginning to understand blockchain and the associated benefits, blockchain is by no means ever-present in our daily lives. Businesses are struggling to implement blockchain into their operations [1]. Like any new technology, blockchain and cryptocurrencies must endure growing pains along the path to widespread adoption. The present lack of usability and trust correlate with the relative immaturity of this emergent technology.

This trend of decentralization mirrors an evolution of trade itself, where notions of money and value are fast evolving. New kinds of transactions are emerging along with new social norms and expectations. Cryptocurrencies and Smart Contracts together act as the backbone of this new world. On the one hand we are seeing the evolution of money, where the process of creating, transacting, and storing value has fundamentally changed with the invention of cryptocurrencies. On the other hand, we have Smart Contracts that introduce an added layer of facilitation, where agreements can be structured to be both self-executing and self-enforcing on the blockchain, providing a wide range of benefits and applications.

For this technology, and the array of applications that can be built on it, to achieve widespread adoption, an ecosystem of effortless usability needs to emerge. Everything needs to work at a "plug-and-play" level of ease.

The internet only became valuable once organizations such as Amazon, Google and Facebook built successful web apps that gave people the ability to benefit from the underlying technology [2]. When Apple launched its App Store, developers and consumers gained tremendous value and app use exploded. It was these sorts of companies that made the technology accessible and useful to the mainstream. We are of the view that the same thing will happen and is already happening for the blockchain industry.

1.   https://hbr.org/2017/01/the-truth-about-blockchain
2.   http://press.princeton.edu/chapters/s10574.pdf

Abstract

The intent of **Lixiana Coin (LIXI)** is to create an alternative crypto token for building decentralized marketplace for providing professional digital assets, resources and services that we believe will be very useful for a large class of service providers/buyers. Lixiana Coin (LIXI) does this by building what is essentially the ultimate abstract factory smart contracts layer: allowing anyone list their services where buyers can interaction with smart contracts to purchase their services through by Lixiana Coin (LIXI) token. Service providers will get benefit of a decentralized marketplace without paying high marketplace fees.

Problem

Today we have many marketplaces for providing professional digital assets, resources and services but almost all of them has regulations, limitations, high fees. Most of talent people from all around world wants to work as freelance and providing their work (services) to the rest of the world, but many of them has restrict with withdraw their earnings to their country. Another problem is that centralized marketplaces has very high fees (due to their operations) in order operate their systems.

Limited Adoption   High Costs   Poor Resources   No Trust   Not User Friendly

The blockchain industry has evolved from the stage of Proof Of Concept into tangible business opportunities. However, those opportunities are being explored and built-in isolation by large enterprises. SME's and consumers are currently excluded from this revolution, despite the clear benefits of expanding the network to everyone.

Blockchain applications offer solutions that require significant changes to, or the complete replacement of, existing systems. In order to make the transition, companies and consumers must overcome these challenges. Additionally, the range of existing blockchain applications is still limited, composed mainly of wallets, online exchanges, a small number of smart contract services and monitoring tools. Most of these are not user-friendly or widely understood. Likewise, the number of skilled experts and smart contract developers is limited and only now starting to grow. In short, the space is fragmented and in need of a platform that ties these stakeholders and applications together to deliver much greater value for the broader market.

We see the next wave of advancement for blockchain being focused on online ecosystem to bridge the blockchain protocols to mainstream consumers. As the last few decades of innovation have shown, leveraging a network can create the change required to solve problems of this scale. The Lixiana Coin Marketplace intends to be an essential marketplace for these resources and user applications.

To make this happen, it is essential to catalyze the network effect for smart contract development and deployment. This requires that tools be built for all types of businesses and consumer use-cases. This is what the Lixiana Coin Smart Contract Marketplace is all about. We will leverage our existing products and services to facilitate a successful ecosystem for providing professional digital assets, resources and services.

One significant example of the problem resides in the global payment world that is still fragmented by applications such as Square, Venmo, and PayPal. We see the need for a truly borderless global transaction network because this is the trend for the flow of business transactions and social payments. With people being far more mobile, where international lifestyles and businesses are becoming the norm, international transfer costs are substantial. These costs are big inhibitions to the lifestyle trend of the global population. This is just one of the real-world problems that Lixiana Coin is poised to solve.

Solution

The Lixiana Coin Marketplace will allow for easy, user-friendly access to blockchain technology - notably smart contracts and decentralized marketplace to providing professional digital assets, resources and services. Lixiana Coin has built a marketplace platform, that will change the way providing professional digital assets, resources and services and maintained with features like:

- Decentralized marketplace
- Borderless
- Interactions with smart contracts
- Privacy

While some smart contracts will be very technical and highly specialized, many others will not be. Lixiana Coin marketplace intends to be the decentralized ecosystem for service providers to develop, manage, monitor, upload and sell their work, and for buyers to purchase them. The Lixiana Coin Marketplace will support application programming interfaces ("APIs") for 3rd party apps to integrate with, so that smart contracts can easily be interacted through an ecosystem that enables service providers to integrate their profiles with 3rd parties..

Accessible Smart Contracts   Cost Savings   Developer Tools   Trusted Apps   User Friendly

Lixiana Coin is leading the way in innovation, becoming the go-to place for decentralized marketplace for service providers to sell their professional digital assets and services. Technology is in a state of perpetual motion, constantly evolving and changing at an accelerated rate. In order to maintain its market-leading position, Lixiana Coin marketplace will be a dynamic environment, constantly evolving to deliver new concepts and features. Lixiana Coin believes that blockchain will play an integral role in the near future, forever changing the modus operandi.

The Big Picture Solution

At Lixiana Coin we recognize that the world has moved beyond 'globalization' into a 'Glocal' hybrid; Global and Local. We have embraced this Glocal mindset, meaning we look at global trends as they pertain to localized social behaviors and then translate that into the design of our products, focusing on the user experience. For instance, it is common to see people relocating for higher education or to seek better working opportunities. It is often the case that loved ones are left behind.

We are now creating a Lixiana Coin marketplace platform that includes a Smart Contract factory, a professional digital assets service providing and deployment platform and APIs for 3rd party applications to integrate a wide range of digital assets.

We breakdown our ecosystem into four primary parts:

1. The Lixiana Coin Marketplace is like the "app store" for service providers/buyers in one ecosystem
2. The Lixiana Coin Marketplace Platform is a suite of tools for service provider to help them sell their work manage and monitor on blockchains.
3. Apps: Open APIs for app integration with Lixiana Coin Marketplace for professional digital assets listing We intend for users to be able to safely use fiat and cryptocurrency assets side-by-side, sending those assets to friends, merchants, or other contacts.
4. Custom Solutions: The Lixiana Coin team will work with and repurpose existing services within the marketplace, or promote new services to address key use-cases within critical industries. This will ensure that a wide range of services made accessible to the community, thus helping the marketplace reach critical mass faster.

Lixiana Coin's token (the "Lixiana Coin (LIXI) ") is the underlying utility token for transactions in the Lixiana Coin Marketplace ecosystem. We will also use this utility token for client solutions built by the Lixiana Coin team.

Lixiana Coin Token Utility

Lixiana Coin is a token driven and decentralized marketplace ecosystem that intends to increase the accessibility and trustworthiness digital assets and service marketplace with the blockchain-enabled smart contracts. It empowers rapid adoption for all parties involved, including buyers and service providers of digital assets to start, with opportunity for consumer engagement in the future.

Lixiana Coin's token is an BEP20 utility token, built on the Binance Smart Chain blockchain.

The Lixiana Coin (LIXI) is for Lixiana Coin's Marketplace and App Platform ecosystem. Initially, all services and features within Lixiana Coin will be paid for and remunerated in Lixiana Coins. Subsequently we are looking to introduce solutions to enable easy convertibility.

The Lixiana Coin intends to empower the following functions:

- Pay platform fees
- Pay platform service fees
- Make digital assets and services purchases
- Gain access to a complete suite of API's for decentralized transactions.
- Oracle services and validation of smart contracts

Token Model

The utility token generated through the Token Sale by the Lixiana Coin is an BEP20 compliant token, and is divisible up to 18 decimals. It is available for sale to contributors in exchange for BNB at the pre-sale state. Lixiana Coin (LIXI) will be fully convertible to other listed currencies onexternal exchanges, as well as via an AMM exchange called the Pancakeswap.

How will the token be generated? We begin with the Developer Community production of code. Developers develop code, organize Quality Assurance and Security Assurance (pen-testing). Each party's contributions are logged and agreed upon as a percentage of the total work. Approved code is submitted for listing on the Marketplace. As a part of listing, the developers decide on the type of license and the price. Code can be licensed as open source with attribution, freeware, or paid only. Paid code can be priced in whichever major currency the developers choose (e.g., USD, EUR, ETH, BTC, etc.) though license fees will always be paid in Lixiana Coin (LIXI). Fee options include one time, recurring, and/or pay per use.

Buyers of all kinds shop and purchase code on the Marketplace. In most cases, purchases come with one-time or recurring fees, plus costs for gas. While the prices will be seen by buyers in currencies like USD, EUR, ETH and BTC, they will be traded in Lixiana Coin (LIXI).

Marketplace Players

1) Lixiana Coin = Marketplace master
    a) Lixiana Coin
    b) Team (core Lixiana Coin team members)
    c) Advisors (external advisors to Lixiana Coin)
    d) Subcontractors of Lixiana Coin (that accept payment in pre-round or ICO tokens) Lixiana Coin Accelerator: runs Accelerator projects
    e) Lixiana Coin Foundation (charitable): runs Humanitarian Projects
2) Capital
    a) Institutional investors (in pre-rounds) Crowd contributors (in ICO)
3) Platform = marketplace for digital assets and services
    a) Smart Contracts APIs
4) Developer Community = producers of code
    a) Developers Quality Assurance
    b) Security assurance (PEN testing)
5) Buyers = Customers
6) External Exchanges & Lixiana Coin = value converters

External Exchanges: All users may buy/sell Lixiana Coin (LIXI) on External Exchanges. Costs are paid by the party using that service.

Lixiana Coin Marketplace: All Lixiana Coin (LIXI) holders may convert Lixiana Coin (LIXI) to/from Accepted Currencies via the Pancakeswap. The conversion costs (gas, etc.) for the Lixiana Coin (LIXI) are paid by holders. Note: the Lixiana Coin may be a Token Relay using the Pancakeswap Protocol, or a Lixiana Coin (partner) owned exchange.

Planned Product Ecosystem

The LixianaCoin Marketplace provides a platform for service providers to showcase their skills and offer digital assets and services. It provides a way for customers to easily find digital assets and services. At the same time service providers can build a reputation and pipeline based on their accomplishments, allowing them to win clients and earn recurring revenue through sales.

Marketplace Workflow Overview

1) Service providers can create a listing to provide their digital assets or service on the Lixiana Coin Marketplace, or they can receive commissioned projects from a Lixiana Coin buyer. There is no listing fee for services.
2) The digital asset or service will then be listed in the store or to the client who commissioned the work.
3) Buyers will be able to purchase, using Lixiana Coin (LIXI), service listed in the Marketplace.

Lixiana Coin Dedicated Solutions

This team is tasked with introducing enhancements to the platform itself, based on community feedback and internal roadmaps. Where necessary, the team will also build smart contracts, dapps and products that are considered important for the blockchain market. The team will also work on products that are directly commissioned by clients, when the scope exceeds what the marketplace can provide.

Revenue Model

From the revenue raised from the sale of services, 5% is allocated to Lixiana Coin for continued operations and development, 5% is allocated to a bounty pool, which will be used to incentivize new service providers to create projects for Lixiana Coin via Hackathons, Training programmes etc, and the remaining 90% is paid to the service providers.

The full revenue model and drivers are available on the Financial Appendix.

Revenue	Receiving Person	Stage of Receiving	Amount Received
Lixiana Coin Market Service Providers	Service Provider	Create digitals assets and services	90% of transactions
Platform Fees	For Lixiana Coin	The total fee will be at most 5% but might be lower based on activities on the marketplace	10% of Transactions
		Lixiana Coin Marketing Fund marketing pools for the marketplace	5% of transactions
		Lixiana Coin Platform Facilitation of platform operations and ongoing development.	5% of transactions

Lixiana Coin will also charge platform usage fees in a combined model of "pay-per-usage" and "subscription".

Lixiana Coin may run several types of bounty pools; such as rewarding service providers. Rewarding the top digital assets or services; or among others.

Lixiana Coin may also fund talented 3rd party developers, incubate promising blockchain startups or community projects through its incubator initiative.

Marketplace and Platform Benefits

The Marketplace intends to benefit the community by both providing a revenue for digital assets and service providers and buyers by using the blockchain technology. Many buyers will require services.

However, finding and hiring a service provider to get service these from scratch, then investing time and money into testing them is a big hurdle. By tapping into the Marketplace, buyers will be able to benefit from smart contracts that they can purchase 'off the shelf', without having to incur the costs of hiring the relevant people to create their own service from scratch. Simultaneously, buyers should be able to commission service for customizations and special use-cases.

The platform will allow buyers to focus on their business instead of spending time hiring and managing people. Buyers will be able to buy existing digital assets this saves time, effort, energy and provides a much better service experience.

Buyers will pay Lixiana Coin (LIXI) for access to the platform, digital assets, services, service providers, and reviewers. Stakeholders will be rewarded with Lixiana Coin (LIXI) for using the platform, purchase existing digital assets. The Marketplace has the potential to fast-track the mainstream adoption of decentralized marketplace for buyers.

Marketplace Rollout

We are planning the marketplace rollout in 4 main stages:

1. **Developer Enrolment:** We will allow developers to join individually and to create company profiles. To start, developers will be invited to join the platform and vetted so as to establish a high level of quality and trust. Developers will be able to login with their GitHub account and easily create a link to reference their portfolios.

2. **Smart Contract Development:** Lixiana Coin will identify a list of smart contracts to priorities through a bounty program that both attracts development talent and seeds the marketplace with strategic smart contracts for launch. Lixiana Coin Marketplace developers and buyers will both be able to propose smart contracts, identifying the use-cases for smart contracts desired by the community.
App integrations, smart contract search results, and developer proposals will all play important roles in the evolution of Lixiana Coin's Marketplace launch.

3. **Marketplace Engagement:** In the first instance, the marketplace will cater to early adopter service providers and buyers that need custom services.

4. **App Integrations & Partners:** Lixiana Coin will create bounty pools and build partnerships to incentivize collaboration between the digital assets service providers and buyers to help the marketplace grow. This will be crucial to achieve blockchain technology adoption beyond the Lixiana Coin Marketplace.

5. **Customer Solutions:** Lixiana Coin will help service providers to create their digital assets and service listing. Where appropriate, Lixiana Coin will make an effort to source the digital assets needed from the marketplace. In some cases, Lixiana Coin will have to build the customer solution internally, using its own resources.

Token Sale Use of Funds

1. Overview:

We will issue up to 500.000.000 Lixiana Coin (LIXI) during our initial token offer. We will have 35.000.000 Lixiana Coin (LIXI) for pre-sale event .10% of total tokens will be allotted to the Team and Advisors to align our interests with those of the community. 20% of the total tokens will be held by Lixiana Coin as a token reserve for liquidity pools

Our token offering will fund the growth of cryptocurrency adoption and decentralized marketplace for digital assets and services, first and foremost. We have designed a robust innovation hub and bounty pool program to reward service providers and buyers for participating in the adoption process. A major component is allocated to a marketing pool for a grass roots cryptocurrency "giveaway" program, to help communities around the world bring cryptos into their daily lives. This activity will facilitate the adoption of smart contracts, blockchain applications, and crypto's working together. Our fund allocation plan below will outline how we will handle funds raised in more detail.
The minimum contribution will be 0.01 BNB with no maximum contribution.

Participants in the Seed and Early Bird stages will receive their tokens once the Initial Token Offering has been completed as a means of lock-up.

2. Lock-Up Mechanism

For employees of the Lixiana Coin, the Lixiana Coin (LIXI) will vest as follows:
1. 20% on issuance of Lixiana Coin (LIXI) to employees, at the same time that the pre-sale contributors receive their tokens,
2. 20% after 3 months,
3. 20% after 6 months,
4. 20% after 9 months and
5. 20% after 12 months.

3. Token Allocation

1. 60% Token Sale Participants;
2. 10% Lixiana Coin Team, Development
3. 5% Marketing and investor relations;
4. 5% Airdrop, giveaway
5. 20% Liquidity Pool;

4. Fund Allocation

1. 60% exchange liquidity pool
2. 15% Marketing & sales
3. 5% Management & Operation
4. 20% Development

Token Sale Overview

Lixiana Coin recognized a clear market need and opportunity to bring this ecosystem together with the professional digital assets and service marketplace; building on top of our existing applications for an easy path to deployment. Moreover, it did not make sense to continue pursuing traditional venture capital as token sales offer a myriad of additional benefits, for both the investor and user communities alike.

Lixiana Coin's product philosophy and marketing philosophy mirror one another, as both closely track social trends. Our marketing approach is all about community engagement and empowerment, through an organized ecosystem of developer tools, consumer applications, and incentives. Given that there are a number of other great organizations who are working to address the very real liquidity challenges, that we can simply partner with, Lixiana Coin can focus its efforts on the professional digital assets and service marketplace to bridge the gap between service providers and buyers. The applications and smart contracts empowered by the Lixiana Coin marketplace will increase blockchain adoption and our team has previous experience working in this space.

We are confident that our approach will significantly advance market adoption for professional digital assets and services, and serving many in need around the world.

Token Sale Schedule

Lixiana Coin Pre-Sale: Starts on July 1 th, 2022

1) 1st month: 75% discount – 1 BNB = 10000 LIXI
2) 2nd month: 50% discount – 1 BNB = 7500 LIXI

The initial token offering will be conducted over 2 month, although Lixiana Coin may vary this period. This event will be open to the public.

During the token offering of Lixiana Coin (LIXI) we will accept BNB. Private sales and pre-sale will accept BNB only. Participants in the private sales will be subject to a lock-up period, where their tokens are delivered when the pre-sale is completed.

When a contributor sends BNB to Lixiana Coin, upon the funds being received in the Lixiana Coin wallet, Lixiana Coin will send Lixiana Coin (LIXI) immediately convert the BNB value (at the pre-sale discount stage rate), and send the corresponding amount of Lixiana Coin (LIXI) to the contributor's wallet.

Any unsold tokens as part of the Pre-Sale stage or as part of the Initial Token Offering will return to Lixiana Coin reserve.

Round	Token Price	Lixiana Coin
1st month	0.03$	1 BNB = 10000 LIXI
2nd month	0,04$	1 BNB = 7500 LIXI
After Presale	0,12$	1 BNB = 2500 LIXI

Fund Storage

Participants in the Lixiana Coin (LIXI) sale will send their funds to a secure multi-signature wallet. All token sale funds not being utilized will be held in a secure multi-signature wallet address, with a multi-key structure with 5 key holders. Movement of funds will require 4 of 5 signatures.

Terms & Conditions

All token sale participants are required to review, understand and agree to our terms and conditions to be eligible to participate in the pre-sale offering, also known as the token sale. These terms and conditions can be found below, and on our website at: https://lixiana.io/terms.html , https://lixiana.io/privacy.html and https://lixiana.io/legal-disclaimer.html

Closing Remarks:

We are deeply committed to the advancement of blockchain technology and cryptocurrency adoption worldwide. Focusing on real-world applications and the social behaviors that make our world turn, we know that the result of attaining our goals will redefine life on earth. The status quo of money, banking, trade and commerce needed a reset, and this wave of innovation is irreversible. The question is how fast and how smooth can we (humanity) be in our collective transition to this new system of money, value, and technological advancement?

Our vision is big and it cannot be accomplished alone, or strictly in-house. It takes a village to raise a child and a community to realize a dream.

Thank You

We sincerely appreciate you taking the time to read our whitepaper and explore our vision. We welcome your feedback and look forward to connecting with you in our forums.

Thank you for joining us this far! We hope you decide to get more involved with the user community and participate with us to move the entire blockchain world forward.