



Pixie Shopping Street (PixieCoin) White Paper

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PixieCoin Team

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1. Background.

1.1 Virtual goods trading

Provided by the Internet, the virtual world is a world of information space. The current virtual world is still at the level of an imaginary world with a given theme such as a game, which can be a representative---MMPRPG. In the future, artificial intelligence, computer graphics and human-computer interface will be further integrated to achieve the migration of human beings to the virtual world. Without a so-called center and border, we can go beyond time and space limitations in the virtual world. Therefore, the trading of all kinds of virtual goods may replace the physical transfer of goods. Blockchain technology supports the "transfer of ownership" of virtual goods. For example, substantive transfer of "ownership" of virtual props within a game, as well as virtual currency used by social networks may be recorded on the blockchain. The Foundation aims to develop a smart contract for the purpose of the trading of virtual goods so that in the future, humankind may realise the legal rights of all virtual goods which lack physical embodiments. One must base oneself on the present and focus on the future and it is clear that as the post 90s and 00s generation grows up, they have subverted the traditional consumption understanding about virtual goods. Especially in the field of games, all varieties of skins and props have come out endlessly and the value of purely virtual goods are now recognised by mainstream consumers. Among a variety of games, we have chosen the ACG dress-up game, which has great potential, as the starting point in order to enable the rapid-landing decentralized games to become the first users of virtual commodity trading agreements

1.2 ACG (Anime, Comic and games) dress-up games

The two-dimensional anime, which referred to the "sub-element" works in ACG's work, usually means the fantasy world in the work and its assemblage of various elements. The game derived from these sub-elements is a ACG game. Since 2015, two-dimensional games have become very popular, shining the spotlight on this genre of games. A great number of games produced from China's have stepped on the world stage and achieved very good results. Among various two-dimensional games, dress-up games are a totally new sub-set. It allows the users to collect massive numbers of game costumes to match and unlock the plot by finishing every mission to progress in the game. Users need to pay for costumes or get limited costumes by lottery. These games have a wide range of users as their player base. Compared with traditional games, these games cost less and have high-DAU. The average amount of money each user spends on the game is not too much. However, due to the wide audience, these games cover almost the entire female group and some male groups, thus leading to impressive income for developers.

1.3 The trouble of ACG dress-up games.

Although the ACG dress-up games attract a large number of users, it has some problems including containing too much original content, too long devoted time, many costumes, difficulty in collecting costumes and some users cannot pay for it. Thus, the turnover of users is increasing.

Set the partner Pixie Wardrobe as an example, ACG dress-up games are facing the following problems:

a. Centralized plot design:

At present, the majority of two dimensional games are designed based on the idea of mission finishing model. While it is steady, this kind of model is not innovative and requires players to repeat the operations of a settled

plot mechanically, even though games should ideally be full of autonomy. This easily causes players to become disengaged and lose motivation to play.

b. Centralized profiting model:

The only way to make money for existing dress-up games is from players' topping up. To attract more players recharge, the game has a strict "hierarchy", meaning that only players with a high spending can complete the collection. This greatly affects the game experience and the sustainable development of the game.

c. Plagiarism:

To solve the problem of the low engagement of the players, the Pixie Wardrobe designed and introduced a "designer" mode which means the players can design clothing by themselves and upload pictures of clothing to the server. This kind of model attracts many loyal users and brings a new experience to them. However, original IP comes together with plagiarism issues.

Plagiarism can be roughly divided into two types:

1. Pirates of well-known anime or game's character image;
2. Pirates of unauthorized material on the Internet and used as the artist's own clothing.

In the Pixie Wardrobe operation process, there have been game designers who imitated the figures' clothing of well-known online games --- Jian Wang III and was complained by the developer, Xishanju, and the designer's account had to be locked. There also have been players who stolen the business patterns of Taobao brand---Lolita's, as the template for their own clothing. The shopkeepers had to protect their rights and the designer had to apologize on his blog.

A Centralized audit system cannot entirely prevent cases of plagiarism from slipping out unnoticed through the gaps. In fact, no matter how rich the experience of auditors, it is impossible to entirely stop the copying of other works.

2. Program introduction

2.1 Pixie Shopping Street

The Foundation will cooperate with the existing game---Pixie Wardrobe to redevelop a decentralized APP---Pixie Shopping Street. "Pixie Shopping Street" is a simulation dress-up game based on the UGC (user generated content) model of content output. Each player's main game interface will be a shopping streets map, in which there is a player's own clothing store, a designer office (for trading design drafts), a garment factory, and the remaining six locations may be rented to other players to open clothing stores. The game interface also includes a voting window and a plot design window. In Pixie Shopping Street, players can have different identities. At the same time, they can utilize different characters and gain corresponding rewards for each identity. 'Pixie Shopping Street' will also access the offline clothing brands and the popular designs will not only appear in the 'Pixie Shopping Mall' after voting by the players in the mall, other clothing brands can also access the game, participating in the action and making some gorgeous designs become reality. Details of Pixie Shopping Street will be introduced in the "Ecosystem Development" section of this chapter.

2.2 Solutions

The confirmation of massive design blueprints

At present, plagiarism is the most common problem among original creators which has also been criticized a lot. Currently, original creators in Pixie Wardrobe have uploaded 120,000 blueprints in Chinese mainland and 70,000 drawing sheets in Korea (the number is increasing steadily). However, these original works are easily plagiarized. Analyzing the color of pictures on particular applications and ranking the colored part of each picture by

percentage, the system can assign a unique color code for each picture, which is defined as the color parameter. The PixieCoin team has designed a set of algorithms for this process. To protect the rights of the original designer, the system may assign the unique color parameter together with a timestamp of the design submission and author signature. The rights to all works can be employed and traced through smart contracts.

Color parameter: $\text{Sample} = x\ln\text{Red} + y\ln\text{Yellow} + z\ln\text{Blue}$

Among them, x, y, z respectively represents the proportion of the three colors that occupying the highest proportion in a certain picture. Take the examples of red, yellow and blue for an example, if the Sample parameters in the two pictures are exactly the same, the similarity is quite high. The design blueprint automatically enters the "audit" routine tasks which will be voted by players through the smart contract. The mass jury composed of hundreds of players is far more capable of identifying plagiarism than one or two central auditors.

Reward designers better

Pixie Wardrobe currently has more than twenty thousand designers. The Foundation passionately hopes that designers in the game not only enjoy the fun of the game and the happiness of sharing, but also gains incentives from sharing. Presently, each design draft uploaded by designers which is approved can be displayed in the designer mall of the game. A designer ranked highly in terms of purchase volume list will receive a physical gift. After the introduction of blockchain technology, designers will obtain PXC directly through the way of smart contracts, which will further stimulate designers' passion for creation, and has the potential to create a virtuous circle. PXC can also be consumed directly in the game. As the only platform currency in Pixie Shopping Street, it has all the services that the common "diamond" (premium bought with real money in-game currency) plus "gold" (in-game currency awarded for activity) system stands for.

To solve the lack of engagement of ordinary users

According to observations by the "Pixie Wardrobe" project team, except for the designers, the main motivation for ordinary players in the game is the plot and completing tasks regarding collecting clothing; they do not participate as much as designers. Through the establishment of the 'Pixie Shopping Street', designers can outsource the 'production and sales' of apparel to ordinary players, so that every player can fully enjoy the fun of the game.

Build a long-term incentive mechanism

The similarity among design works is mainly subjective. Introducing the blockchain technology, the development team can ensure the rights of design blueprints within the system, but similarities to other material from outside cannot be confirmed till now. The game plans to launch a set of decentralized "audit" daily tasks: after a new design draft is uploaded, it will undergo at least 200 audits to see if it is similar or highly like the previous one and whether it involves pornography and violence. After this review is over, it is still possible for undetected plagiarism of relatively unknown works. For such situations, there is a report button in the game. Any reported work will enter the pending trial again and undergo a second audit by over 200 users, based on the evidence provided by the informant. If plagiarism is confirmed, the designer's accounts will be frozen for a period of time - this period will vary depending on the seriousness of the situation and a perma-ban of the plagiarist may even occur.

In addition to audit incentives and the clothing design mechanism, the biggest highlight of Pixie Shopping Street will be the user developed plot creation features in the game. Players can create their own game script by consuming a small amount of PXC to upload the script to the terminal. And the gaming community may vote to choose a good script.

The selected script will be converted to sub-line story plot by the production team at an appropriate time. The game setting of the sub-line story plot will be accepted by the game authority and it can be used as supplement or 'easter egg.' of the main story. Decentralized audit mechanism will also be introduced

to user designed part of the story.

Real economy incentives

In addition to online incentive mechanism, Pixie Shopping Street will also cooperate with some well-known clothing brands from Japan and Korea to make some popular designs within the game come to life. At the same time, other apparel brands can also enter the ecosystem on Pixie Shopping Street. By consuming several PXC they can bid for design blueprints and the game platform will complete the benefits distribution through smart contracts among platforms, designers and apparel brands.

2.3 Ecosystem development

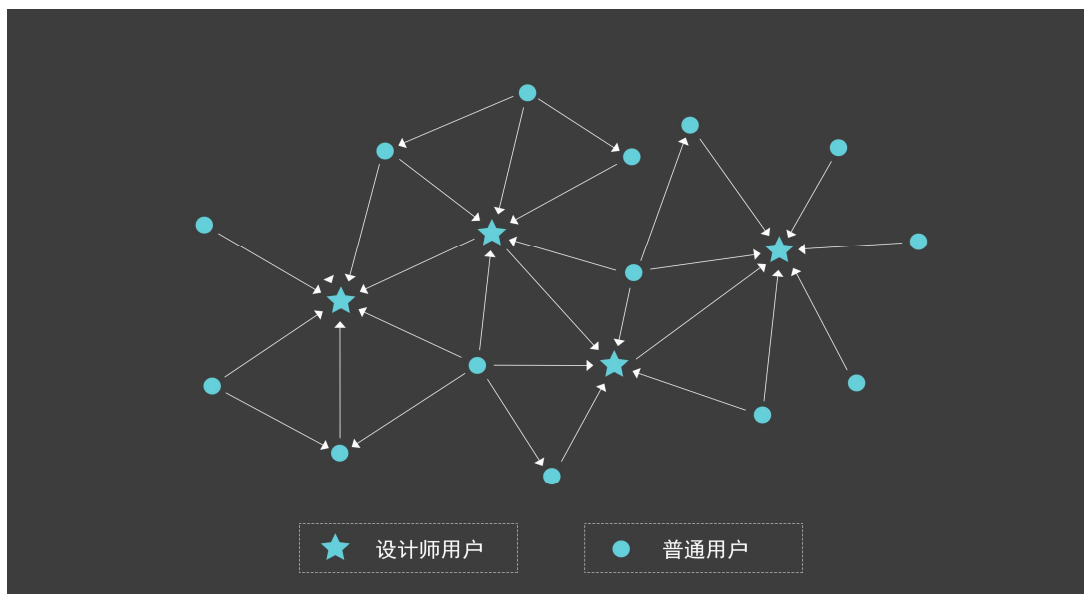


Chart1: players group

Designer office

Designer office is a platform for the circulation of design drawings in the game. Players can upload design drawings, deal with second-hand design drawings, and participate in the auction of design blueprints. Designers can use graphics software from a PC or mobile device to create their works and upload these to the game server according to the rules after completion.

Purchase design blueprints

After passing the review, there will be two kinds of pricing models for each design blueprint. One kind of pricing model is settled before purchasing, the other can be discussed by the designer and buyers. The former one means the price is clear and already set, if one want to get it, one must pay the set price. For the other pricing model, the designer will set a minimum price for their design draft (below this price, they will not sell their work), then the blueprints will enter the auction market.

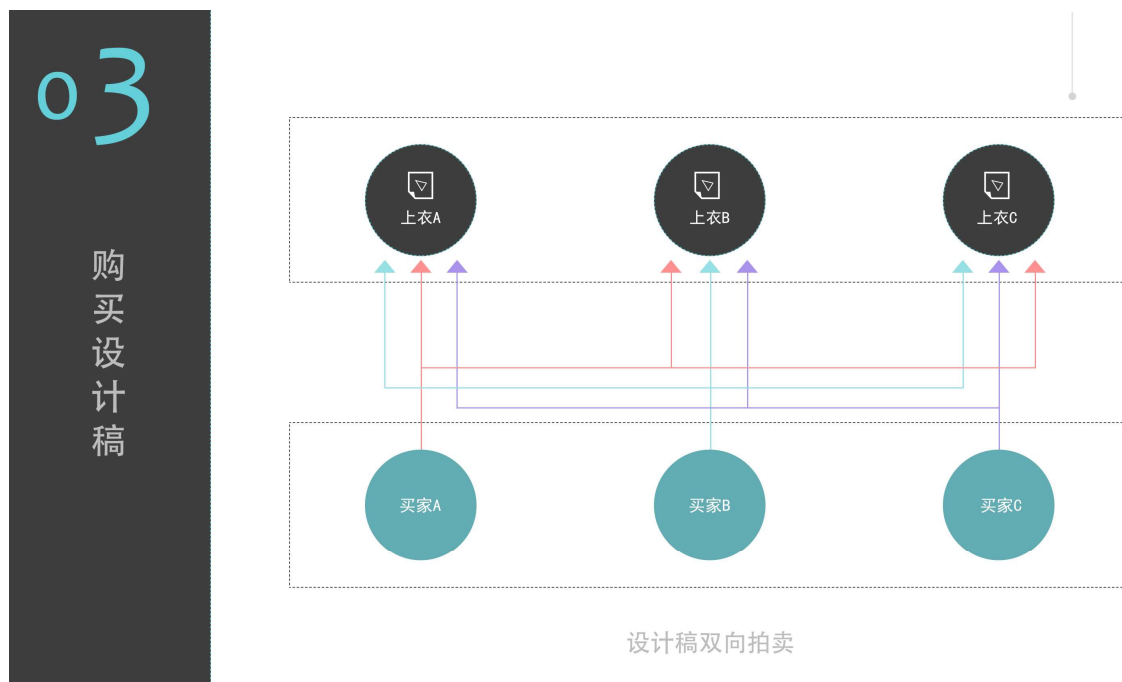


Chart2: bidirectional auction of design blueprints

Designers will be provided PXC incentives to upload design drawings and blueprints. Seeing one's beloved creation getting everyone's approval, and becoming a hit at the auction, the designer will have more motivation to do a good job. For ordinary players, it is a perfect way to solve the problem of not having the skills but with the intention to create. By 'hiring' designers, ordinary players can also get their own favorable clothing design drawings and setup. This system is also friendly to costume collecting fans.

Pixie factory

The player who has purchased the design draft, can use the garment factory provided by the game and consume a certain amount of PXC to mass

produce the draft design copies. Other players who want to purchase this copy can only purchase from the holder of the design drafts. When these are sold, the initial designer will be able to receive a portion of the sales revenue (in PXC) as a fair payment for his contribution.

Case one:

Player A spends 1,000 PXC in buying Designer B's design blueprints at a designer office, and then sells his or her replicas to other players at a price of 3 PXC; for each replica sold 0.1 PXC will be paid to Designer B.

Pixie clothing store

The personal clothing store forms the core of every player's business. Every player need to purchase design blueprints and produce clothing to do business. Human traffic strongly influences the earnings a player may achieve through buying design drafts and selling clothing. The main factors that generate human traffic are two:

The first, is the impact of the design's novelty and popularity on the community that would attract customers into his store.

The second, is opening of more stores. Each store will bring its own visitors. Shops opened in the interfaces of others will make people who visit those interfaces become potential customers.



Chart3: the conceptual map of game interface

By operating their own clothing stores, players have the chance to earn PXC. These PXC can be used to check voting results, purchase rare design blueprints, upload design plans or blueprints, unlock game subplots and for social networking with other players.

Pixie theater

Pixie Shopping Street offers players a totally new virtual world with an attractive and interactive storyline. At the same time, Pixe Shopping Street would link different real-life activities of public interest to the game, allowing players to experience the World Cup, film festivals, music festivals etc. This will require the Foundation to acquire intellectual property related to these activities. The platform will also introduce other popular games, movies and other IP rights later to build a fantastic virtual world for the players. Players can also create their own scripts and storylines. Outstanding scripts can be voted by players to become part of the subplot and be accepted as part of the official game setting.

2.4 Technology development

'Pixie Shopping Street' shall be developed based on the Cocos2D-X game engine which will be driving the game client and server and the server will use high-concurrency GO language. The entire development process will gradually move to open source in GitHub.

2.5 Different participants

With above setting, players can own many avatars in the game and experience different game roles.

a. Ordinary players

Ordinary players refer to players who do not participate in designing. They can participate in the purchasing, reviewing, voting and running their own clothing stores. By devoting their time in community building, they have become the consistent reason for continuous community development. In fact, it's these massive amounts of ordinary players who make Pixie Shopping Street ecosystem become a reality. Players who make brilliant contributions can gain accumulated points and gain incentives from the system. Ordinary players account for the biggest percentage of the user base and have become the most important part of Pixie Shopping Street. The PixieCoin team hopes every player will enjoy the benefits brought by decentralization.

b. Designers

"Designer" means the player who provides the design work for the "Designer's Office". As a game mainly focusing on clothing, the designer is the soul of the game. The encourages everyone in the community to participate in the design process through the usage of blockchain technology to ensure that each designer's work will be respected, and the interests of the designer would not be violated.

c. Small scriptwriter

Small scriptwriter refers to players who provide script material for the Pixie Theater. They are engineers who make Pixie Shopping Street up-to-date and energetic. The subplot created by small scriptwriters can be voted on by all players and they can select the most popular game plot in the community. This will form a virtuous circle in the community and the system will be able to create a copy of the plot fit for free community players.

d. Clothing brands

Clothing brands refer to clothing brands that Pixie Shopping Street are expecting to acquire or apparel business partners who already have a contractual relationship with the platform. Apparel brands can also hire designers at designer stores, making excellent design plans come true as well as enjoy the publicity and bonuses from the in the game community and ecosystem.

3. Experience and vision

3.1 The successful experience of Pixie Wardrobe

Pixie Wardrobe is a dress-up game based on UGC mode which was developed by Otaku Game and issued by Bilibili, and has successfully completed its Open Beta Test on 5th, July 2017. The Korean version was released through method of agency by the subsidiary company of Wemade Mobile Games--- Flero Games and went on-line on 19th, October 2017 on kakao. At present, the total number of users in mainland China has reached 2 million and there are 70,000 DAU. Besides, there are more than 20,000 designers who have uploaded their design works.

The in-game designer system opens a new paradigm that allows players to design, upload their own works and sell it to other players for a reward.

This is also the reason why there are still 3,000 new users joining each day after Pixie Wardrobe went online five months, without any form of promotional activity. The model comes with e-commerce and social attributes. Small B users (designers) who recommends works to their fans will bring visitors flow.

3.2 The cooperation with Pixie Wardrobe

Pixie Shopping Street is an independent decentralized organization, which will be managed by the Singapore-based Foundation (through its affiliates and/or service providers). Pixie Wardrobe is a key strategic long-term partner of Pixie Shopping Street", providing the necessary support for Pixie Shopping Street in terms of technology research and development, marketing and user base cultivation.

3.3 Entering Japanese and Korean markets

Aiming at the gaming habits of Japanese and Korean players, the Foundation intends to release Japanese and Korean versions of Pixie Shopping Street. Japan and South Korea users have a higher degree of acceptance of digital assets, thus the Japan and South Korea versions of Pixie Shopping Street will directly use PXC as the sole platform currency in the game. Pixie Shopping Street will cooperate with the existing artist community website, comic societies and specialized schools to introduce a large number of painters' resources into Pixie Shopping Street.

Contract with famous writers and painters

The Foundation will partner with popular Japanese and Korean artists and painters in the hottest online communities. Currently, more than 300 famous overseas artists have been identified, and the Foundation is inviting them to design to prepare for the launch of Pixie Shopping Street.

3.4 Connecting with real economy

Pixie Shopping Street plans to acquire a listed Japanese and Korean fashion brand after the first successful fund-raising. This brand will launch physical clothing according to the hot list of design blueprints in every quarter. Pixie Shopping Street will be fully linked with the clothing brand and online activities, offline activities and road shows will be launched with joint efforts. Pixie Shopping Street attempts to find new avenue for the virtual goods of many designers to be sold. At that time, players not only can get their favorite clothing by participating in the game online, but also can decide which clothing will be produced in real life through the regular open voting channels and live in the world of Pixie Shopping Street.

3.5 Decentralized virtual goods trading platform

After launching Pixie Shopping Street, the Foundation will update the game as time goes by and gradually open up more elements for design such as houses, scenarios and characters etc. At that time, any element which is feasible or can be drawn on the computer can be dealt with as virtual goods. Based on Pixie Shopping Street, the Foundation will create a decentralized virtual good trading platform.

3.6 Usage of PixieCoin

The native digital cryptographically-secured token of Pixie Shopping Street (PXC) is a major component of the ecosystem on Pixie Shopping Street, and is designed to be used solely on the platform. PXC is a non-refundable functional utility token which will be used as the unit of exchange between participants on Pixie Shopping Street. The goal of introducing PXC is to provide a convenient and secure mode of payment and settlement between participants who interact

within the ecosystem on Pixie Shopping Street. In fact, the project to develop Pixie Shopping Street would fail if all PXC holders simply held onto their PXC and did nothing with it. PXC are designed to be consumed, and that is the goal of the PXC token sale.

PXC does not in any way represent any shareholding, participation, right, title, or interest in the Foundation, its affiliates, or any other company, enterprise or undertaking, nor will PXC entitle token holders to any promise of fees, revenue, profits or investment returns, and are not intended to constitute securities in Singapore or any relevant jurisdiction. PXC may only be utilised on Pixie Shopping Street, and ownership of PXC carries no rights, express or implied, other than the right to use PXC as a means to enable usage of and interaction with Pixie Shopping Street.

PXC would also provide the economic incentives which will be consumed to encourage participants to contribute and maintain the ecosystem on Pixie Shopping Street, as well as to encourage certain positive behaviour. As Pixie Shopping Street is a UGC driven community platform, PXC is an integral and indispensable part of the ecosystem because in the absence of PXC, there would be no common unit of exchange to pay for services and/or incentivise the community to contribute and maintain Pixie Shopping Street, thus rendering the ecosystem on Pixie Shopping Street unsustainable.

In particular, you understand and accept that PXC:

- (a) does not represent or confer on the token holder any right of any form with respect to the Foundation (or any of its affiliates) or its revenues or assets, including without limitation any right to receive future revenue, shares, ownership right or stake, share or security, any voting, distribution, redemption, liquidation, proprietary (including all forms of intellectual property), or other financial or legal rights or equivalent rights, or intellectual property rights or any other form of participation in or relating to Pixie Shopping Street, the Foundation, the Distributor and/or their service providers;

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- (b) is non-refundable and cannot be exchanged for cash (or its equivalent value in any other virtual currency) or any payment obligation by the Foundation or any affiliate;
 - (c) is not intended to be a representation of money (including electronic money), security, commodity, bond, debt instrument or any other kind of financial instrument or investment;
 - (d) is not a loan to the Foundation or any of its affiliates, is not intended to represent a debt owed by the Foundation or any of its affiliates, and there is no expectation of profit; and
 - (e) does not provide the token holder with any ownership or other interest in the Foundation or any of its affiliates.

4. Application Scenarios

4.1 Transaction of design plans

Players can upload design drawings to the "Designer's office" and bid on their favorite design patterns via smart contracts. The purchased model drawings can be used for mass production and the clothing can be sold. Rare design drawings also have a collection value. Designers who upload these design drawings will get PXC as an incentive automatically based on the auction price.

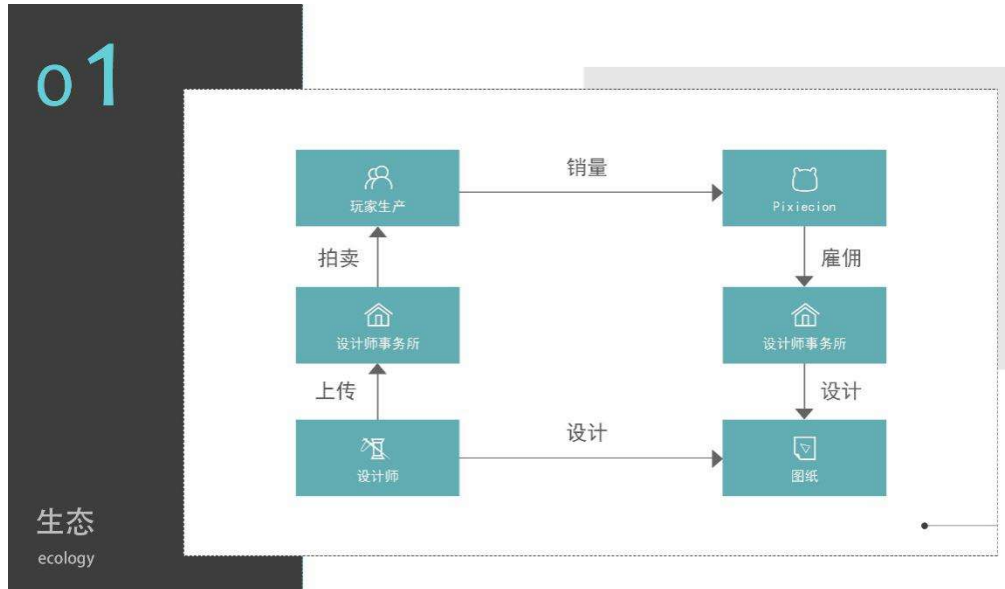


Chart5: The ecosystem map of Pixie Wardrobe

4.2 The design of game plot

Players can upload game scripts in the "Theater Mode" of the game and all players can select the best scripts through smart contract. Outstanding script play will appear in the game's official settings as a subplot or "Easter egg". The author of selected screenplay will automatically receive PXC as bonus.

4.3 Compensated tasks

Pixie Shopping Street and its partner clothing brands will occasionally launch some tasks with in game incentives centered around particular themes such as the collection of excellent jersey design drawings globally before the arrival of World Cup. Players just need to consume a few PXC to obtain the task and finish it to win PXC.

4.4 Hiring designers or small screenwriters

Now, the game mode of ordinary players is not only finishing tasks and unlock the next plotline. They can put forward their design ideas or needs in the

Designer Office and hire other artists to create their ideal design drawings.

4.5 Accumulated points system

Pixie Shopping Street pays great attention to improving game experience. In fact, the aim of introducing the accumulated points system in the game is to set up an incentive system and regulate players' behavior. This will make constant contribution to the sustainable development of the game community. The system will incentivise players who have made great contribution to the community with PXC at a set times according to the accumulated points.

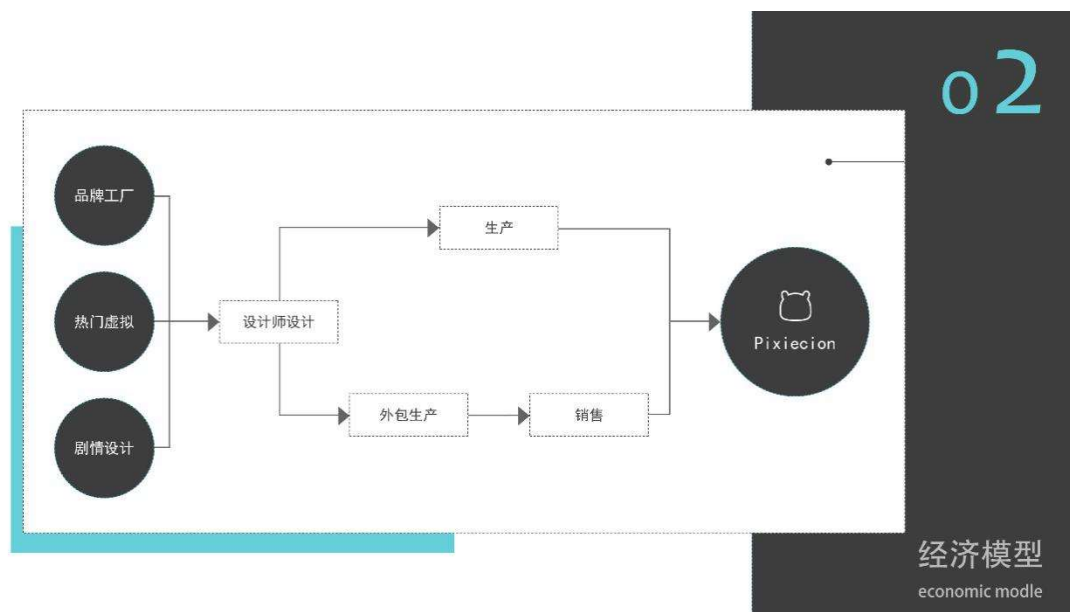


Chart6: The economic model of Pixie Shopping Street

4.6 Social networking function

Pixie Shopping Street intended to not just be a game, but also a platform where all players can create together. Players can design works, manage them autonomously and cooperate with other players to develop the player community.

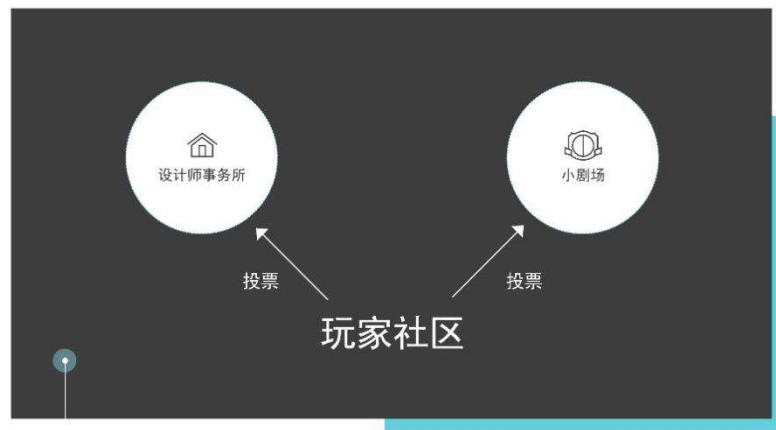


chart7: Players vote in community

5. Program basic information

The project to develop Pixie Shopping Street will be overseen by the Foundation (working with affiliates and partner), as well as the Pixie Wardrobe team.

Since the launch of Pixie Wardrobe on the mainland China and Korea, it has achieved great success. The ranking on game list or the passion of UGC designers have shown the reliability of UGC mode.

The ranking of game list on mainland China and Korea:

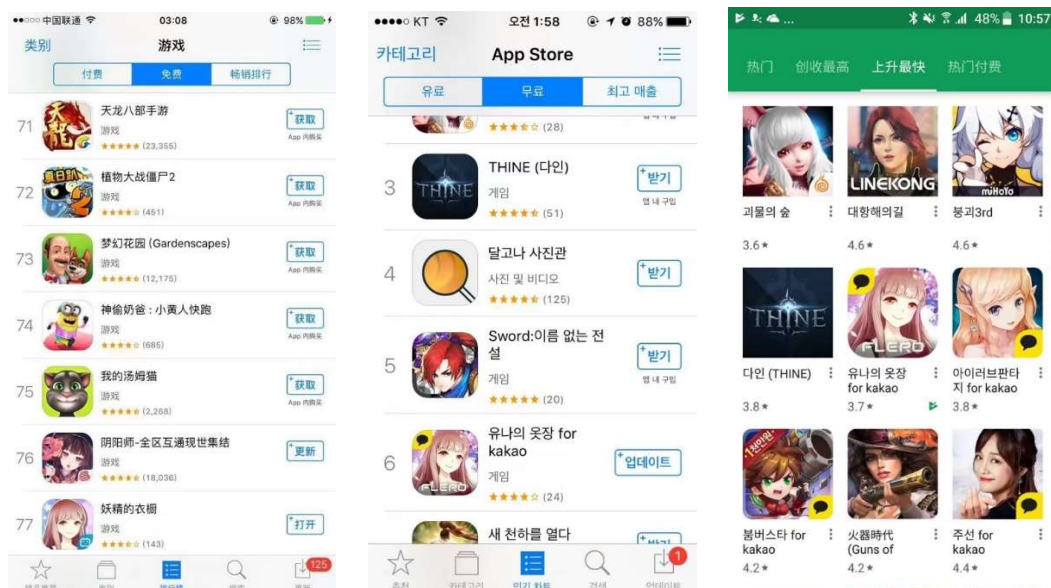


Chart 8: The ranking on game list in Chinese and Korean App store

Some customs of Chinese and Korean designers:





Chart9: Design drawings of designers

The sales value on 'double eleven' event are following: (game token diamonds as each unit and the purchase ratio between RMB and PXC is 1 : 10)



Chart 10: game charging list

6. PXC issuance

6.1 The issuance of PXC

The Distributor of PXC shall be an affiliate of the Foundation. At the time of writing, the Distributor intends to issue 10 billion PXC. The Foundation will update and publicize the time and details of the token sale on the Website.

The contributions in the token sale will be held by the Distributor (or its affiliate) after the token sale, and contributors will have no economic or legal right over or beneficial interest in these contributions or the assets of that entity after the token sale. To the extent a secondary market or exchange for trading PXC does develop, it would be run and operated wholly independently of the Foundation, the Distributor, the sale of PXC and Pixie Shopping Street. Neither the Foundation nor the Distributor will create such secondary markets nor will either entity act as an exchange for PXC.

6.2 The usage of sale proceeds of PXC

At the early stage, the sale proceeds of PXC will be used on the following

activities:

1. Support the development of Pixie shopping street
2. Pay for the operation, marketing and promotion fees during the process of expanding and migrating operations of the Pixie Wardrobe to Pixie Shopping Street. The fair maintenance of structure and operations of the migration process from Pixie Wardrobe to Pixie Shopping Street will be ensured.
3. The cost of the research and development fees for Pixie Shopping Street.

6.3 The distribution of PXC

There will be 10 billion PXC in total and the detailed distribution ratio is in the table below. PXC belonging to contributors will be distributed immediately after public funding. The Foundation will implement a 2-year distribution plan for the tokens held by the PixieCoin team and the team of the Pixie Wardrobe. This is to motivate these teams to continue the implementation of the development blueprint after the initial token sales.

	Pre-distribution	Distribuion time	Releasing system
Early purchasers	7.5%	3 months	
Second round PXC sale	30%	Not locked	
PXC ecosystem output	20%	Unavailable	
PixieCoin team	10%	2 years	
Pixie Foundation Ltd.	32.5%	Partly locked	
PXC total quantity	10 billion		

10% of the supply of PXC will be distributed to Pixie Shopping Street PixieCoin teams and partners to develop technology and to operate the Foundation. These PXC will have a 2 years' lock-up period.

A further 20% of the supply of PXC will be held by the Foundation for distribution to players as incentives, with the aim of building and encouraging players to participate in the PXC ecosystem. The ongoing distribution of PXC is used to boost the operation of all kinds of decentralized designs in Pixie Shopping Street and incentivise these contributors of Pixie Shopping Street.

7. Pixie Foundation Ltd.

The vision of the Foundation is to make the ACG game ecosystem more dynamic and more transparent through the application of blockchain technology, and to establish a community of cooperative partners to work together for this same vision. These participants may include blockchain nodes, players, service providers and branded merchants. They can exchange PXC in connection with their provision or receipt of services on Pixie Shopping Street. The Foundation aims to maintain and promote democratic management for the members of the ecosystem.

7.1 The Structural Principles of the Foundation

Fairness

The Foundation is a separate legal entity from Pixie Wardrobe (and the latter's subsidiaries), and managed independently to oversee the project to develop PXC chain systems and applications. The managers are totally independent from the Pixie Wardrobe project team.

Management

The Foundation shall cooperate with the Pixie Wardrobe team on fair arm's length terms. It is also responsible for procuring the distribution of PXC. The Foundation is an independent legal entity with a unique operating model and its own management structure. The Foundation will engage top professionals for consulting services, and look towards best practices of other established foundations for guidance. There also will be other measures taken to comply with any changes in law and regulatory requirements. The Foundation will strive to work for the benefit of all users of Pixie Shopping Street and to scale the network.

7.2 The main functions of the Foundation

The Foundation shall openly manage its resources with partners in other ecosystems, support and advance the technical implementation of systems and applications linked to PXC, and handle all issues related to ecosystem members.

The function of the Foundation is to develop the open ecosystem of Pixie Shopping Street and to allow consumers to explore and find things of value easily. Furthermore, it intends to provide an open and sustainable platform for developers to develop and transact, and intends to strengthen these services to attract players.

To accomplish its mission, the Foundation will devote resources to three specific goals related to research, development and management. It will be described separately in the following.

a. Management goal

The Foundation plans to invest resources in establishing a fair and transparent management process that takes into account the opinions and needs of all participants in the ecosystem. This open management model will oversee the process related to membership, participation rules, tokens issuance, pricing rules, legal matters, and some decisions about contents and guidelines. The community would be able to provide balanced views on the overall direction of the project; but for the avoidance of doubt, while the views of the community would be acknowledged, ultimately the assets and funds of the Foundation remain under the control of the Board of Directors.

The Foundation (or its affiliate) will be responsible for managing and overseeing the storage security of PXC and the transparency of usage of PXC and any token revenue.

b. Research goal

The Foundation aims to build the PXC chain systems and applications through blockchain technology. The Foundation can fund research and

development to support a secure and effective autonomous network that offers commercial transaction services.

c. Development goals

The Foundation intends to guide and fund the development of Pixie Shopping Street by itself and it can also give tools to ecosystem partners that empower them to build, develop and create value for each other. As part of this process, Pixie Shopping Street plans to open its own library as an open source project to support new communities and add functions for existing communities. The Foundation will do this further by participating in a development team and continually improving the support services for the PXC ecosystem and maintaining open source libraries which ecosystem participants can use.

8. Team background, supporters and partners

Founding team

Xiaochen Ding, who have got the Master's Degree of Waseda University, Japan, used to be a senior engineer of Hitachi Systems Ltd. (Hitachi Systems)

Kun Shen, the former hunting capital investment manager, who has successfully explored the secret of, has a wide experience in the primary and secondary trading markets.

Advisory Team

Jun Huang, the founder of the Otaku Game, Master of Waseda University in Japan.

Min Liu, co-founder of Otaku Games, CTO, Master of Waseda University, Japan

Zhendong Zhao, Mater degree, who oversees the server, graduated from Nanjing University and was a senior engineer in Alibaba group.

Feng Wang, The founder of Linekong (HK.8267).

Current supporters



Partners



9. Risks

You acknowledge and agree that there are numerous risks associated with purchasing PXC, holding PXC, and using PXC for participation in Pixie Shopping Street.

9.1 Uncertain Regulations and Enforcement Actions

The regulatory status of PXC and distributed ledger technology is unclear or unsettled in many jurisdictions. It is impossible to predict how, when or whether regulatory agencies may apply existing regulations or create new regulations with respect to such technology and its applications, including PXC and/or Pixie Shopping Street. Regulatory actions could negatively impact PXC and/or Pixie Shopping Street in various ways. The Foundation (or its affiliates)

may cease operations in a jurisdiction in the event that regulatory actions, or changes to law or regulation, make it illegal to operate in such jurisdiction, or commercially undesirable to obtain the necessary regulatory approval(s) to operate in such jurisdiction.

After consulting with a wide range of legal advisors and continuous analysis of the development and legal structure of virtual currencies, the Foundation will apply a cautious approach towards the sale of PXC. Therefore, for the crowdsale, the Foundation may constantly adjust the sale strategy in order to avoid relevant legal risks as much as possible. For the crowdsale, the Foundation is working with Tzedek Law LLC, a boutique corporate law firm in Singapore with a good reputation in the blockchain space.

9.2 Competitors

It is possible that alternative networks could be established that utilise the same or similar code and protocol underlying PXC and/or Pixie Shopping Street and attempt to re-create similar facilities. Pixie Shopping Street may be required to compete with these alternative networks, which could negatively impact PXC and/or Pixie Shopping Street.

9.3 Loss of Talent

The development of Pixie Shopping Street depends on the continued co-operation of the existing technical team and expert consultants, who are highly knowledgeable and experienced in their respective sectors. The loss of any member may adversely affect Pixie Shopping Street or its future development.

9.4 Failure to develop

There is the risk that the development of Pixie Shopping Street will not be

executed or implemented as planned, for a variety of reasons, including without limitation the event of a decline in the prices of any digital asset, virtual currency or PXC, unforeseen technical difficulties, and shortage of development funds for activities.

9.5 Security weaknesses

Hackers or other malicious groups or organisations may attempt to interfere with PXC and/or Pixie Shopping Street in a variety of ways, including, but not limited to, malware attacks, denial of service attacks, consensus-based attacks, Sybil attacks, smurfing and spoofing. Furthermore, there is a risk that a third party or a member of the Foundation or its affiliates may intentionally or unintentionally introduce weaknesses into the core infrastructure of PXC and/or Pixie Shopping Street, which could negatively affect PXC and/or Pixie Shopping Street.

9.6 Other risks

In addition to the aforementioned risks, there are other risks (as more particularly set out in the Terms and Conditions) associated with your purchase, holding and use of PXC, including those that the Foundation cannot anticipate. Such risks may further materialise as unanticipated variations or combinations of the aforementioned risks. You should conduct full due diligence on the Foundation, its affiliates and the PixieCoin team, as well as understand the overall framework and vision for Pixie Shopping Street prior to purchasing PXC.