Pixiu

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White Paper

Summary

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Want to make big money, but still missing that tiny bit of luck? 99% hard work, but still need that 1% extra luck. We recommend every Ethereum investor should have some Pixiu coins, you can never have too much luck, and you can buy more Pixiu coins for more luck.

You can also apply Pixiu coins to real life. Pixiu product will use the crowdfunding raised to create social marketplace and payment tools. Similar to Ethereum based EBay and PayPal combined, combining advertising, shopping, social groups into one, with multiple revenue source business model and enhancing usage of Pixiu coins and increase value of Pixiu coins.

1.Successful investing require two criteria

1.1 Luck1%

A lot of successful people have stated that success comes from 99% hard work and 1% luck

1.2 Predictable

Predictable investment projects with clear business profiting model.

2. Pixiu Solution

2.1 Pixiu Coin

Pixiu is named after Pixiu, an ancient mystical animal that is known to bring good luck, to help you increase profit and mitigate disasters.

Pixiu is an ancient lucky animal, known in Chinese culture to turn disasters into luck. Since ancient times, from emperor to the common people, they all collect and wear Pixiu related objects. Besides gathering fortune, mitigate disasters, also protect wean off evil spirits, cancel conflicting constellations, and improvement chance of marriage.

Q: Why is Pixiu popular?

Would people willing to pay for Pixiu related decorations? Easily way is to simply just the largest auction site such as EBay in US, or Taobao in China, there you will see

Over 1500 related products on Taobao:
https://s.taobao.com/search?q=pixiu

Over 5000 related products on EBay:
https://www.ebay.com/sch/i.html?_nkw=pixiu

Over 1500 related products on Aliexpress:
https://www.aliexpress.com/wholesale?SearchText=pixiu

As long as there is demand there will be a market. If Pixiu isn't popular, there wouldn't be so many different products on the market. We believe Pixiu coin would be popular on the market as well.
https://s.taobao.com/search?q=pixiu (Over 1500 products)
https://www.ebay.com/sch/i.html?_nkw=pixiu (Over 5000 products)
https://www.aliexpress.com/wholesale?SearchText=pixiu (Over 1500

products）

Q: Why choose Pixiu coin? Besides profiting, it will also give you that 1% extra luck.

Joining ICO, is to gather wealth. Even though there are many ICO, but only mostly just for material gains. Pixiu not only have actual ongoing project, but also give the function of giving good luck. 99% hard work you still need 1% luck, and in China, every businessman have Pixiu decorations to bring luck for his business.

In the digital age having digital version of Pixiu coin, is something that will bring luck in the digital world.

Q: Why without physical object Pixiu coin still have lucky energies?

Inherit properties: Character symbols contain energies by itself, similar to incantations or prayers, we use language symbols to open up positive energies, and thus Pixiu coin by itself can inherit Pixiu properties.

Enhancement: ICO user enhance their wishing power, through usage of Pixiu coins. By executing Pixiu plans and increases popularity and number of users, Pixiu lucky power grows exponentially.

Q: Why only Pixiu coins can bring lucky power and increase in valid? Why is it unique?

Time is Pixiu unbreakable barrier, the more ancient a lucky object, the more effect it has. Being the first Pixiu powered coin, and also the most ancient encrypted lucky currency, no other future copycat can surpass us in lucky power.

Q: Pixiu Coin's Objectives:

Though usage of Pixiu coin smart contract, helping business transitioning into the Ethereum based economy, at the same time maximize the value of Pixiu coins.
- Maximize number of businesses using Pixiu coins
- Maximum Pixiu Pay transactions value and orders
- Maximize Pixiu coin value

2.2 Pixiu: Multiple Income Streams

Pixiu Project through ICO finds collectors of Pixiu coins, and will use the ICO funds to build a Pixiu social marketplace, and open up smart contract pay agreements combining marketplace, adverting, payment, social share, member reviews and other system and allow Pixiu coin to be applicable in ecommerce transactions and payment, to become a continuous growing ecommerce social ecosystem.

2.2.1 Pixiu smart contract payment agreement (Pixiu Pay)

Nowadays, when you pay with Ethereum, you still need human verification to be able to complete transaction. Though Pixiu pay smart contract, businesses are able to use its own shopping cart app, apply for Pixiu business account, and can based on contract rule,

create virtual accounts for money collection for individual clients or individual transaction and automatically match client's account information with Pixiu payments, reducing labor cost.

No fees for low costs to business, based on Ethereum based transactions, and finish payment within 2 minutes able to control release of payment through meeting up transaction terms, and can be applied to shopping cart feature, allow Pixiu Pay to automatable pay, with no transaction costs to business, with the exception of initial setup cost.

Pixiu Pay profiting business model: charging setup cost.

2.2.2 Pixiu Social Market

Not every business have shopping cart application that is why there is value in a marketplace, can use existing platform, to decrease business costs for entering ecommerce, and help with more product sales. Pixiu Social Marketplace provide Amazon sales, and also Yelp styled review system with Facebook styled group sharing functions tha will help platform to grow quickly.

Pixiu Social Market Platform: Providing Pixiu Pay Market Platform.
● Classifieds Function:
Members, products, business, advertisement. Increase Pixiu token usage, and increase Pixiu token users.

Review System: Using Pixiu Pay decentralized transactions, using both sides to leave comments, and establish business reputation.

● Social Shares:
   Providing sharing, friend making, users can make, share any activities within the platform, and allow friend recommendations that are more powerful than just plain reviews.
● Social System:
Similar to Facebook groups

Pixiu Social Market: Multiple revenue source, will include, but not limited to:

- Ad Revenue
- Membership Fees
- Setup Fees
- Transaction Fees
- Purchase of Virtual Goods

3. Product Structure and Product Development Timeline

3.1 Pixiu Pay Smart Contract and Procedures

Smart contract can help Pixiu Pay to realize transactions solution between participants in a decentralized trustless environment in the Blockchain. Smart contract details, structures, and functions will be developed and determined in.

Pixiu Pay mainly will permit after account setup, based on rules, assign virtual accounts based on customer or shopping cart that enable identification of specific customer or order, provide convenience for the consumer and automated accounting of transactions.

Pixiu Pay Virtual Account Details

- To businesses (recipients)
Virtual account allow businesses to quickly identify its customer, and is managed by the business and assigned to its consumers.
- To consumers (sender)
Virtual account number is a 20 digit code assigned by the business allowing unique specific account for payment and helps tract orders. Ethereum will give virtual accounts and its corresponding payments to be recorded on open and decentralized ledger, allowing business to

match, and assign costs to each order. This works well in reducing transaction costs, and allowing large number of transactions to be properly documented and matched.

Pixiu Pay: Virtual Account Payment Release Benefits
- Quickly confirm account and order relationship
- Payer can use various methods to pay
- Automatically match order and invoice
- Immediately notice payment information

3.2 Expected Product Structure

Pixiu Pay: pay gate based by Smart Contract

Merchants Web Application		Merchants Configuration
Payment Plugin		Register on Smart Contract

Pixiu Social Marketplace

Multi Venders	Social Media	Reivews
Advertisement	Shopping	Payment

3.3 Product Development Roadmap

Provided development time will also be revised based on our user feedbacks.

2017 August: Pixiu Pay Smart Contract Automated Payment
Target: Create Pixiu coin and smart contract virtual account function, through Ethereum wallet and executable contract, allow opening of business account and creation of virtual account through shopping cart that allow receiving of Pixiu coins paying for orders.

2017 September to November: ICO crowdfunding
Goal: Through ICO crowdfunding to execute Pixiu funds, minimum target $1.5 million USD.

2017 September to 2018 March: Pixiu Pay Website and Shopping Cart Integration with App Download

2017 December to 2018 June: Establish Pixiu Market
Goal: Establish Pixiu Market Platform, allow user registration, business uploading products, building advertising system

2018 June to 2018 September: Establish Pixiu Review System, Consolidate Payment Records
Goal: Though Pixiu Market Merchant Payment Information, allow both side of transactions to make reviews based on transaction history.

2018 October to 2018 December: Building Groups and Group Functionality
Goal: provide group support and group functionality, increase market retention rate, sales reach, and conversion rate.

2019 and After: Increase Pixiu pay orders by at least 10 times
Optimize Pixiu Pay products, which is payment and market. We might also invest, merge with other profitable marketplace and convert them into Blockchain assets, and even create our own credit card and exchange.

4.2. Market Opportunities and business models

4.1 Market Opportunities

Ecommerce explosive growth and Ethereum-based funds are huge, but most ecommerce merchants are not sure how to accept Ethereum coins, and how to develop Ethereum based orders. If businesses can accept Ethereum, not only can they boost their sales, with the corresponding payment value will also increase value of Ethereum, creating a positive cycle. With Pixiu project, we will have two business services, helping businesses adapt to Ethereum economy, while creating win-win situation for merchants and Pixiu coin users.

4.2 Business Model

By providing for businesses Pixiu Pay and market for products, charging setup cost, adverting costs and create plans to effective increase number of users, and increase lucky power and actual value of Pixiu coins.

Ancient Power Summons: Based on Pixiu, ancient wealth gathering lucky idol. Anyone who knows Pixiu and wants to use Pixiu would buy it, especially Chinese investors.

Borrowing strength: helping pre-existing websites to accept Pixiu pay
Using strengths: Using Pixiu Marketplace to develop new Pixiu users

Summary: Three Pixiu benefits: Good luck, good income, good profit
1. Gathering wealth and improving luck
Give you 1% luck, and more success in investing.

2. Annual profit share, Pixiu plan on giving 20% profit share, create

passive income.

3. Transactions increase value
With more users, it increases value of coins

Pixiu Social Market: Multiple revenue source, will include, but not limited to:

- Ad Revenue
- Membership fee
- Paying for setup fees
- Transaction Fees
- Virtual Properties

5. Market Promotion and Strategies

5.1 Content creation marketing

Pixiu plan on using culture sales, to leverage the culture-based sales to increase existing customer basis, increasing lucky power and actual value of the Pixiu coins, though summoning ancient power, Pixiu, ancient Chinese lucky charm, we believe everyone who like Pixiu and want to use it to become wealthy would own it, particularly Chinese users

5.2 Online Marketplace Effect

Metcalfe Law simply states that value of a telecommunication network is proportional to the square of the number of connected users within a system. So our goal is to increase the size of the network though the following means.

Stage 1, we will quickly establish partnership with online businesses to use Pixiu pay, scaling up number of businesses accepting Pixiu Pay.
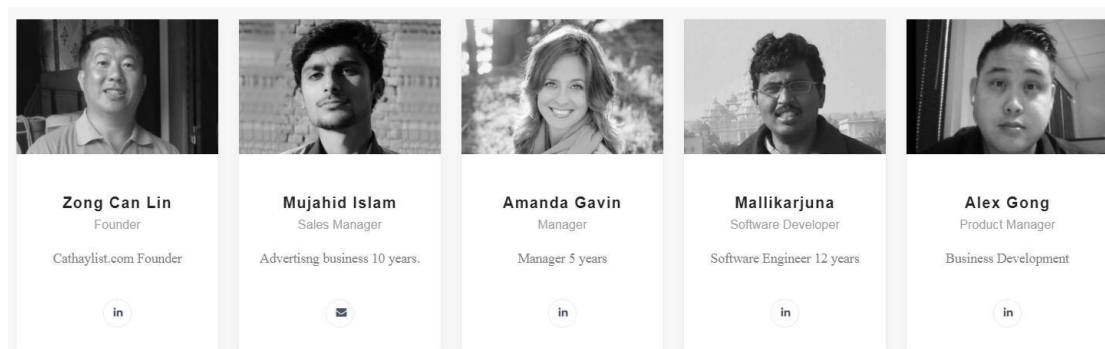
Stage 2: Increase numbers of businesses within Pixiu Social Market, though social functions.

Stage 3: With more users joining Pixiu Social Market, there will be more businesses willing to use Pixiu Pay or joining Pixiu Social Market.

Simply Stated, Pixiu two goals, is to convenience leveraging powers of others.
- Borrowing Strength: Pixiu Pay: Let users help existing websites to accept Pixiu pay.
- Using Strength: Pixiu Marketplace: Develop New Pixiu Users.

6. Team

Zong Can Lin	Mujahid Islam	Amanda Gavin	Mallikarjuna	Alex Gong
Founder	Sales Manager	Manager	Software Developer	Product Manager
Cathaylist.com Founder	Advertisng business 10 years.	Manager 5 years	Software Engineer 12 years	Business Development
in	✉	in	in	in

7 ICO Detail

Pixiu crowdfunding and its coin will though creation will be operate based on Ethereum smart contract execution. Those who support Pixiu plan can quickly send Ethereum to specific address, and through smart contract, participants will receive 300 PIXIU coins per 1 eth, and

after purchase they will receive PIXIU coins into the wallet they sent funds from.
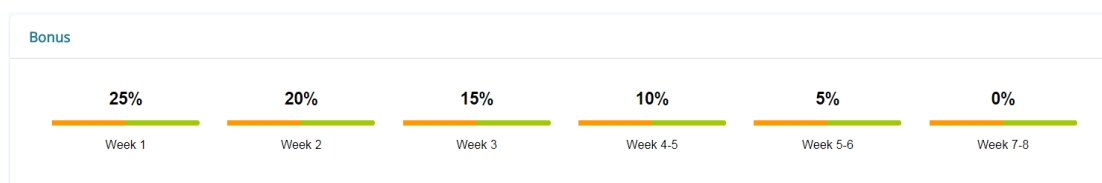
ICO we will gather digital currency Ethereum

After receiving about 2 million in Ethereum, we will hit our "soft cap". If "soft cap" isn't reached, crowdfunding will continue for another 2 weeks.

Pixiu Coin Instructions:	PIXIU coin represent rights to profit-share, those would purchase the coin are entitle to 20% profit share yearly.
Dividend Payment Method:	Based on company financials, at end of each fiscal year company will distribute 20% of its profit into an ETH wallet, and from this ETH wallet profit will be distributed proportionally to every PIXIU coin holders.
Ticker:	PIXIU
Total Issues:	21 million Tokens
Adjustable Amount	Not Applicable

7.1 Pixiu coin distribution Proportions

ICO exchange rate; Price set, at 1 ETH = 300 PIXIU coins, during PIXIU ICO bonus will be assigned as follows:

Bonus					
25%	20%	15%	10%	5%	0%
Week 1	Week 2	Week 3	Week 4-5	Week 5-6	Week 7-8

7.2 Pixiu Token

7.2.1 Usage:

Pixiu Coin: Great Luck, Great Income, Great Profit

- Gathering fortune increase luck

Gives you extra 1% luck, power to your investments

- Annual Dividends

Pixiu Plan on using 20% of its income to be distributed as dividend, creating passive income

- Transaction Increases Value

With number of users increasing, will increase value of the coin

7.2.2 Ethereum ERC20 Smart Contract

PIXIU coin is based on Ethereum value conduit, and created through Ethereum smart contract. This is a digital asset, and its basis is its linkage with related asset and rights.

PIXIU coins value represent rights to PIXIU plan annual 20% profit. Because it is built on Ethereum platform, it has the following advantages

- Safety and Predictability (comparing with other independent Blockchain projects).
- Powerful and user friendly user interface (Based on Ethereum tokens can interact with Ethereum based management).
- Ease of movement (Can exchange with other Ethereum based token), and easily trade with other Ethereum based token holders.

Ethereum smart contract allow its users to create a transparent and safe value transfer. PIXIU is based on Ethereum smart contract and complies with ERC 20 standards.

7.3 Budget

Item	Budget %	Description
Legal and Compliance	10%	Company formation and Compliance
Product Development	50%	Develop product and follow milestone outlined
Operations	10%	Day to day operation, employee salaries
Advertising, sales, investing, user acquisitions, and partnerships.	30%	Advertising to Business, seeking other strategy partners.

If you have any questions or suggestions, you are welcome to contact us on social websites or email us at:

Email: info@pixiu.life

Facebook: https://www.facebook.com/pixiu.life

Twitter: https://twitter.com/PixiuLife

YouTube: https://www.youtube.com/watch?v=PYOYfxgZaks