



Pitch Deck

Next generation business to invest in Hi-tech projects and aid their launch using an NFT ecosystem

Value Proposition

The Problem

The Solution

\$PIXAPE Coin

Summary

Business Model

Founder & Investor Benefits

The Founders

Value Proposition

This paper prevents PixLab's ecosystem to create a simple and smart way to invest using Web3. Our main goal is to create an efficient hub to invest in hi-tech companies with lower risk of GTM through the use of NFT support.

For Founders

The founders of the projects that enlist on our PixLabs platform are the ones who create their individual DAO tokens and offer it to investors. The projects who pass our selection process and complete their fundraising will gain a better stage for marketing and operating through community involvement.

For Investors

PixLab allows for easy and early entry to support enlisted and vetted projects. Investors can buy tokens for projects of their choosing with the aim of making profits over time.

Value Proposition	The Problem	The Solution	\$PIXAPE Coin	Summary	Business Model	Founders & investors benefits	The Founders

The Problem

The purpose of this section is to provide an overview of the challenges related to the evolution of the big data industry. The over abundance of information, centralized industries, and high levels of competition create high barriers for entry.

Founders

- **No easy way exists** to market an idea and gain an audience.
- **High expenses** to create POS and connections to help visions become a reality.
- Launching a blockchain project is **a complex legal process**.

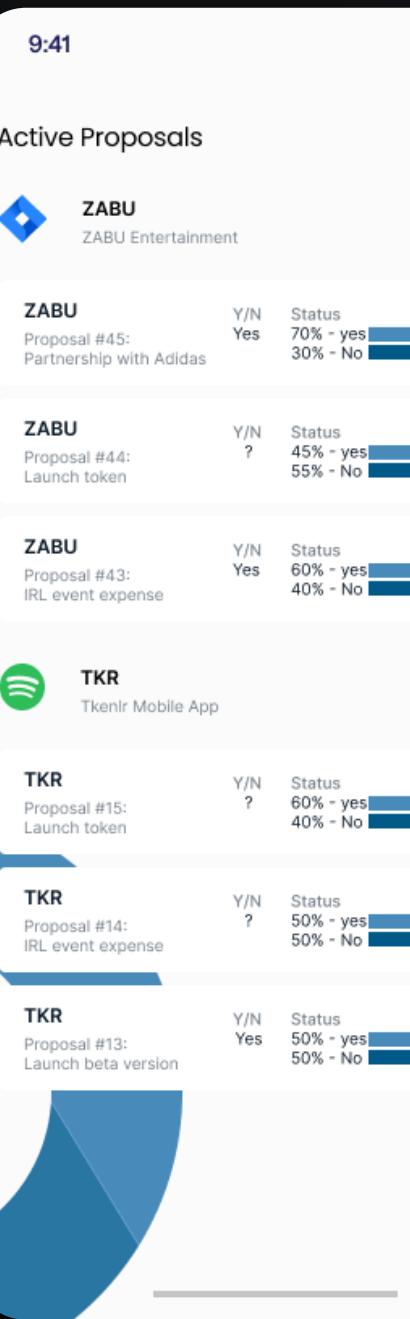
Investors

- **High entry** barriers for mainstream investors to access seed funding phases.
- **~90%** of NFT investors end up with a disengaged community lacking vision.
- **Investments are illiquid** until a sale is made.
- **High risk** to invest when operations are only promises.

Value Proposition	The Problem	The Solution	\$PIXAPE Coin	Summary	Business Model	Founders & investors benefits	The Founders
-------------------	-------------	--------------	---------------	---------	----------------	-------------------------------	--------------

The Solution

An online funding platform that combines DAO technology with marketing support. A key objective of this initiative is to connect founders with investors to create a supportive community for effective GTM and a successful launch of the company.



For Founders

- **A fast & efficient** on-demand fundraising marketplace.
- **A cost-effective launchpad** - Reduce marketing expenses and timeframes for GTM
- **Third party experts** of PixLab provide business guidance and advisory services.

For Investors

One marketplace which makes liquidity of investment

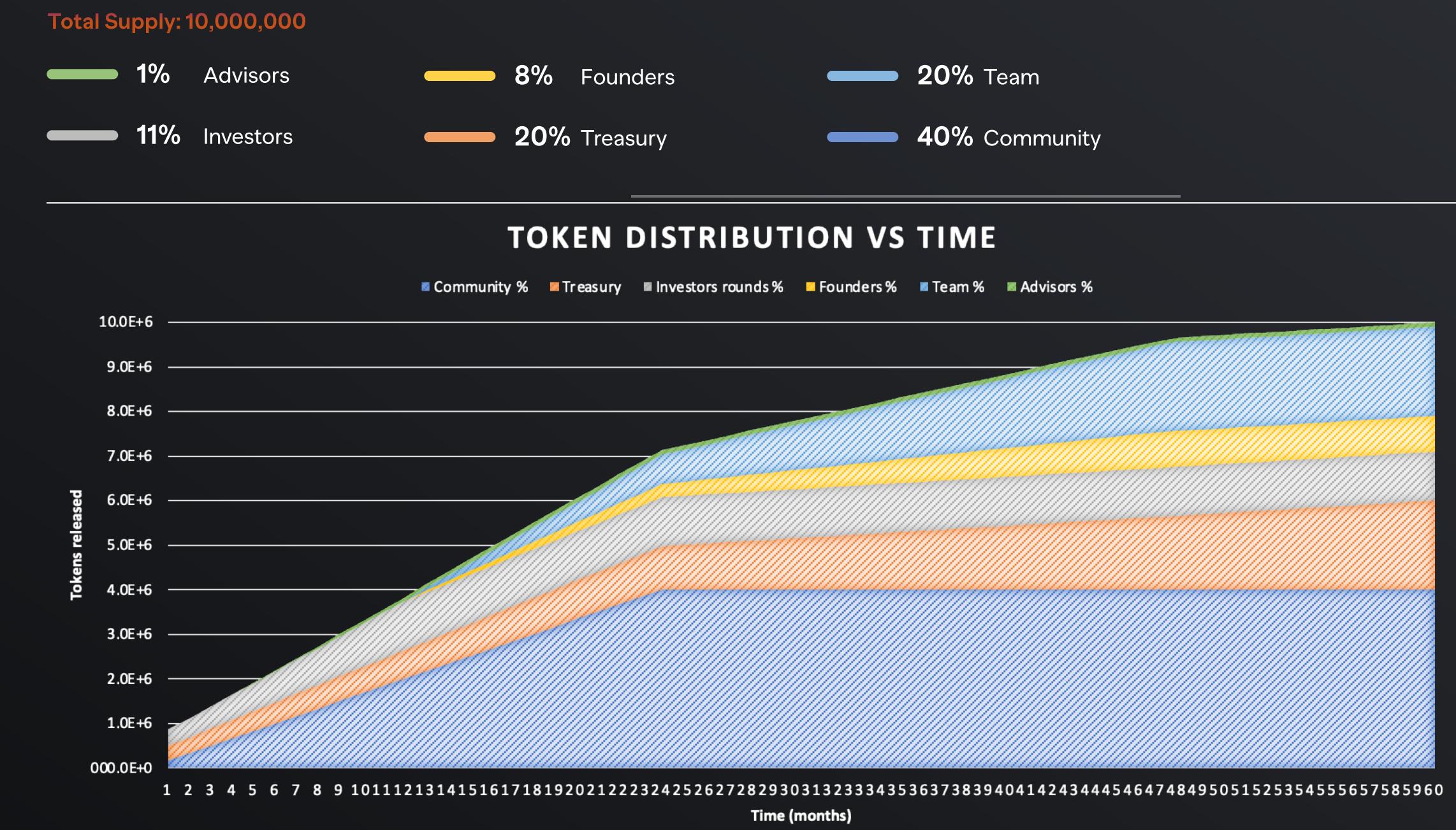
- **Get involved** with major decisions that make the project continue to thrive through DAO technology
- **Early access to hand-picked** projects with a lower risk level for investing

Value Proposition	The Problem	The Solution	\$PIXAPE Coin	Summary	Business Model	Founders & investors benefits	The Founders

\$PIXAPE Tokenomics

\$PIXAPE is a means of exchange in the PIXLABS ecosystem. Through the issuance of \$PIXAPE, we have created a currency that allows our community members to support new projects safely, transparently with verification.

Through the use of a NFT staking and storytelling game, the \$PIXAPE token is involving the community in the growth and progress of the PIXLABS ecosystem.



What are the benefits:

- The price of \$PIXAPE is expected to increase with the number of successfully launch projects.
- 5% commission on fundraising raised through PIXLABS is distributed to \$PIXAPE holders
- 2% of commissions is dedicated to token burning and invest in BTC (may change according DAO decisions).

Value Proposition	The Problem	The Solution	PIXAPE Coin	Summary	Business Model	Founders & investors benefits	The Founders
-------------------	-------------	--------------	-------------	---------	----------------	-------------------------------	--------------

Summary

The information presented in this document may not be exhaustive of the issues raised in it and does not imply elements of establishing any contractual relationship. The only purpose of this paper is to provide relevant information to potential coin holders in order to enable them to determine whether they want to undertake a detailed analysis of the platform.

PIXAPE Token

Tokens are a kind of a digital record created on blockchain for the PixLab projects. Platform allows projects to issue Sub-token which represent proof of participation in the DAO investment.

Sub-token

As a proof of investment participation, projects launched on the platform generate sub-tokens of our main coin. Layer 3 will be involve.

TPA-I

The Pixelated Apes Incubator (TPA-I) is a thriving hub where diverse individuals come together united by their passion for Web3 and entrepreneurship.

DAO

TPA-I believes in Community driven Decentralized Autonomous Organization (DAO) to improve operation projects with community support and common interests.

Value Proposition	The Problem	The Solution	PIXAPE Coin	Summary	Business Model	Founders & investors benefits	The Founders
-------------------	-------------	--------------	-------------	---------	----------------	-------------------------------	--------------

Business Model

The PixApe Incubator (TPA-I) builds on the 6 Pillars of Support's model for economies of scale. TPA-I provides selected projects support across many areas in our incubator program. This grants the opportunity to be the first investors and advisors to potentially industry changing projects and ideas, allowing for TPA-I to participate and support projects with potential, scalability, and longevity.

If a project does not achieve its soft cap goal, all of the investments are returned to Investors.

Token Holders

Fund Raising

5% of valuation (Equity)
+ Dividends from projects

Incubator's Team

Business Advisory

3%-5% of valuation (Equity)

Legal Advisory

3%-5% of valuation (Equity)

Community

Monthly rate depending on headcount requirements

Marketplaces Fees

1%-3% fees from different marketplaces

Developer support

3%-5% of valuation (Equity)

Marketing

5% of valuation (Equity)

Fund Raising

Payment or Equity of 5% of funds raised

Business Model

Use Case Scenario

Meta Freeport is a DAO project launching soon on TPA-I. Meta Freeport is a fractional ownership platform built on the values of accessibility and collective ownership. This aims to add liquidity to illiquid assets.

Market & DCF Details:

- Market: **\$1.7t** with 10 companies competitive.
- DCF: **\$300m** valuation in 5 years from now.

Meta Freeport Launch

1 Month

The time it takes to complete the on-boarding process in server, creating an interface and whitepaper.

Benefits

Investors have the great opportunity to support Meta Freeport and its founders when it launches on the TPA-I platform. 5% of the projects funding round will go to \$PIXAPE token holders.

The screenshot shows the Meta Freeport website interface. At the top, there's a navigation bar with 'Meta Freeport' (logo), 'OFFERINGS', 'TRADE', 'ABOUT', and 'MY PORTFOLIO'. Below the navigation, there's a section titled 'Fractionally own physical & digital assets' with three examples: 'List for Auction' (Yamazaki whisky), 'Picasso' (artwork), and 'Patek Philippe Watch' (Grandmaster Chime Ref. 6300A-010). Each example includes a thumbnail, a brief description, and some statistics like 'Shares', 'Share Price', and 'Market Price'. A 'Join Now' button and a note 'From \$35/month' are also visible.

Value Proposition	The Problem	The Solution	PIXAPE Coin	Summary	Business Model	Founders & investors benefits	The Founders
-------------------	-------------	--------------	-------------	---------	----------------	-------------------------------	--------------

Benefits

We provide a commission based platform for fundraising through a supportive and stable community, also aiding with social medias and marketing.

Founders

- **Fast and easy way to raise funds**
- **Global community access**
- **Launchpad ecosystem**
- **Wide range of professional advisory services**

Investors

- **Easy and accessible platform to allocate money**
- **Each successful project launched, 5% of funds raised is distributed to \$PIXAPE token holders.**
- **Access to hand-picked investments with a lower seed investment risk**

Value Proposition	The Problem	The Solution	PIXAPE Coin	Summary	Business Model	Founders & investors benefits	The Founders

The Founders

PixeLabs registered as a company in Dubai, issued with award winning legal firm SOL Int.

Founders



Daniel Zaburof

Ex-bitcoin investor, attorney

L.L.B and B.A

with a specialism in risk management,
having pivoted to blockchain technology



Moe Money

Marketing Expert

launched successful 5 companies
and owns a marketing agency

Oct 2022 - Growth community with second drop

Nov 2022 - Launching NFT staking process

Nov 2022 - Launching token sale

Nov 2022 - Launching NFT marketplace

Nov 2022 - Launching TPA-I platform

Nov 2022 - Launching two projects

Dec 2022 - On-boarding three projects

Dec 2022/Jan 2023 - open season two of staking
process

Step 1

Q3 2022

1

Aug 2022 - Build community of 2.5k investors

Sep 2022 - Establish team and build
platform

Sep 2022 - Launch on-boarding projects

Step 2

Q4 2022

2

Jan 2023 - Launching three projects

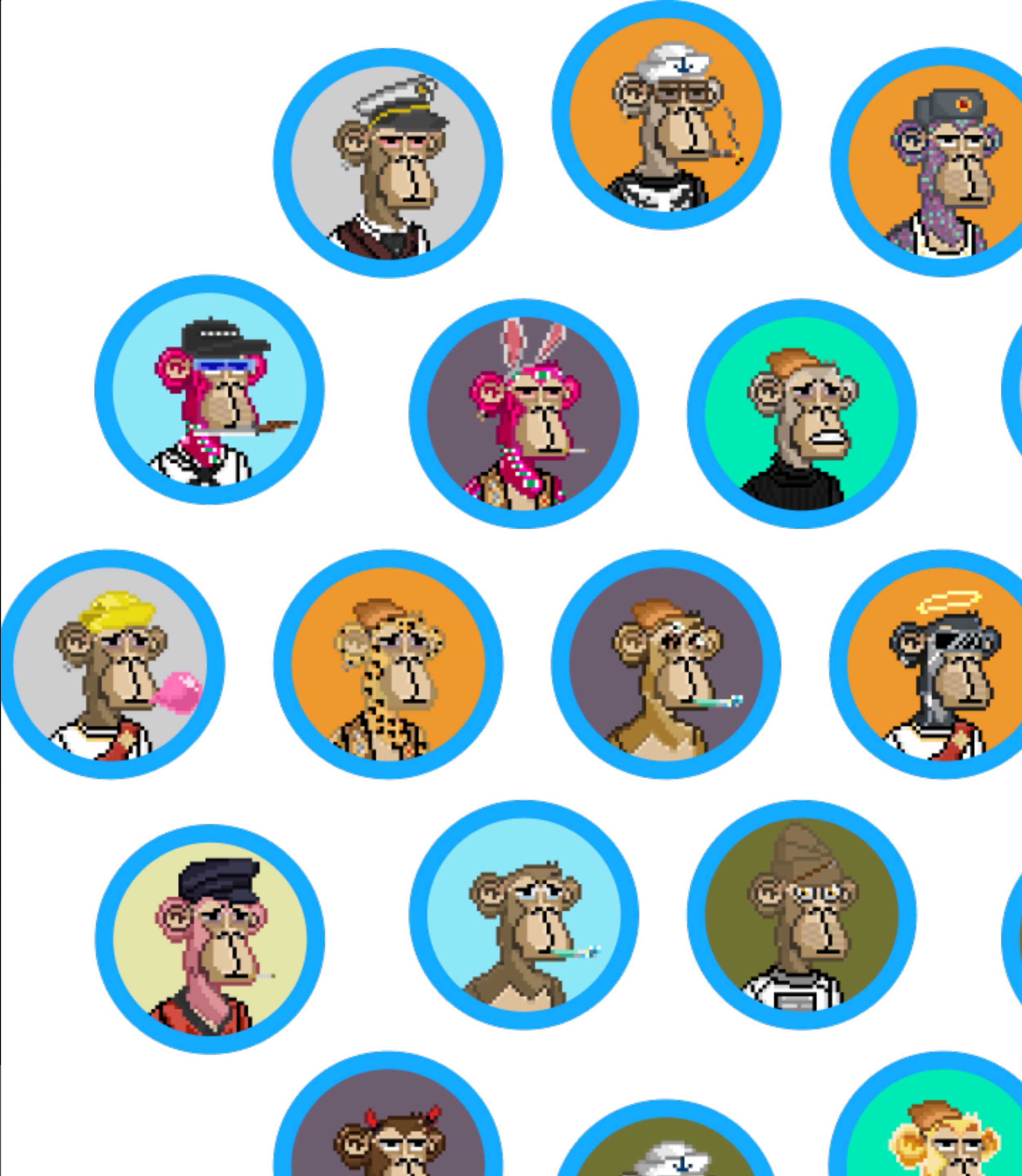
Jan 2023 - Launching NFT staking
process season two

Feb 2023 - On-boarding 10 projects

Step 3

Q1 2023

3



Get in Touch

Have more questions? We'll help you find answers.

info@pixelatedapes.xyz
www.pixelatedapes.xyz
+972-54-345-1996 (Daniel)
+971-56-539-7808 (Moe)

PIXELABS