

PHASERSTAKING.COM THE PHASER PROTOCOL

PHASE I: A YIELD
GENERATING ENDOGENOUS ICO
FOR AN NFT ROBO-ADVISOR

introduction

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This past so-called 'Defi-summer' has unravelled the potential and promise of Vitalik Buterin's 'Ethereum' blockchain and has further validated it as legitimate and impactful fintech. Indeed, in the face of daunting avalanches of volumes such as the \$1.2 billion AAVE protocol market size, \$3 billion MakerDAO TVL (total value locked) and Uniswap's billion-dollar liquidity pools as well its hundred million dollar daily volumes surpassing VC backed centralized exchanges such as Coinbase, blockchain-skeptics can no longer dismiss Ethereum as nerds' fledgling toy. But the growth of a particular Defi (decentralized-finance) sub-niche has remained understated. Namely, the explosion of the NFT (non-fungible token) market, from an ultra-thin and obscure market with 5-figure daily volumes at best, to a promising, innovative and increasingly liquid market currently attracting millions of dollars of daily volumes.

The NFT market emerged after somewhat of a shower-thought which entailed the recognition of the increased plausibility and practicality of digitizing art permitted by the quantifiable uniqueness and finality permitted by Ethereum's pioneering blockchain technology. That is, the ability to digitize a work of art on a permanent ledger, in turn rendering counterfeiting redundant, and the facility of

trading naturally illiquid assets. This novelty was most notably recognized first by 'CryptoKitties' in late 2017, a million-dollar platform permitting the breeding of digital cats, which was the first NFT concept that achieved international recognition. NFTs have now established themselves as an integral and inseparable part of Ethereum's Defi ecosystem – as shown by Uniswap's 'Unisocks' collectible – but there remains one issue: the nebulous and esoteric nature of the NFT-world.

NFT-trading is largely dominated by blockchain-fanatics, as side investments on top of their vaster general Defi trading strategies to squeeze alpha. However, for the NFTs to evolve it is imperative to broaden access to those markets. And so, after long deliberation, tweaking and testing the Phaser team has come up with a solution. A yearn-style vault (yearn.finance) with automated optimized NFT investments, providing passive income to stakers in the vault.

The viability of this NFT-vault becomes clear when you consider that most NFT dApps (decentralized-apps) are structured in a CryptoKitty-like fashion, whereby essentially a user deposits ETH in the platform (e.g. to purchase cats) then the platform disburses a yield (e.g. you breed cats which can be sold for ETH on NFT markets), which is fundamentally how yield-farming functions, therefore we can tweak the yearn.finance platform to render it suitable for NFTs. This project will permit unsophisticated users to gain greater exposure to the profits pervasive in the NFT underworld, and in turn provide increased liquidity to NFT markets, increasing the adoption of NFTs and general engagement in the space.

However, funding is required to realize and to best execute this ambitious project. In deciding the best approach regarding financing this project, the Phaser team sought to ensure fundamental principles of democracy and decentralization were preserved. Ultimately, the Phaser team elected for a year-long yield-generating endogenous ICO as the favoured approach to bring our project to life while ensuring a fair distribution to investors both big and small.

To provide context, in 2016-17 Ethereum's 'ICO' (initial coin offering) emerged as a new way of funding digital projects, opening investment opportunities to everyone with an internet connection versus the conventional unfair cabal of elite venture capitalists. Consequently, people previously excluded from high-yielding investment opportunities were now able to have access to them, and with greater transparency than previously available.

The Phaser team will simulate this fundraising mechanism, but control it and further incentivize investment throughout each fundraising cycle in order to maximize returns for our investors and to ensure a fair distribution for all participants in general. This will enable us to most efficiently finance our NFT robo-advisor and to bootstrap the wider Phaser ecosystem. At the crux of this lies the 'PHX' token.

UPDATE: The Phaser team has elected to operate our endogenous ICO on Binance Smart Chain due to soaring ETH gas prices. In a year's time, with more stabilized gas prices we will consider a swap to Ethereum, or a duplicate of the project on Ethereum.

utility of PHX

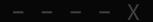
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The PHX token is a 'floating-rate perpetual pseudo-bond' represented as a BEP-20 compliant token issued by the Phaser team during its ICO rounds.

To provide context, HEX is a 'certificate-of-deposit' and WISE describes itself as a 'bond-like' token. The former implies a lower risk and a consequent lower return paying out interest solely at the juncture where the financial instrument matures, the latter implying a higher risk and a higher return according to a schedule but implying a cut-off date for interest disbursed to bondholders.

However, our 'perpetual pseudo-bond' pays to its holders dividends for the duration of the existence of the Phaser platform, that is forever, the interest being disbursed sustainably from profits generated from our innovative 'NFT robo-advisor'. Moreover, as in WISE, our stakers are not locked in a contract, they are afforded complete flexibility to withdraw at any moment, immediately. And this non-custodial approach eliminates custodial-risk inherent in conventional bonds, rendering our 'pseudo-bond' safer. In conclusion, PHX can most aptly be described as a high-interest, low-risk perpetually yielding financial instrument. Further building upon, improving and refining HEX and WISE's implementations. Moreover, the PHX token will have a hard coded 2.5% burn on transfers acting as an economic sink to control inflation and thus generally promoting the sustainability of our platform.

the phaser yield-generating endogenous ICO



Our ICO simulator will occur over a year-long epoch split into 12 'Phases', represented by 30.5 day periods. This is designed in concurrency with phases of the moon, so that the ICO will actually last for 366 days. Each Phase will have a daily issuance rate of PHX tokens decreasing daily by a constant amount of 1000 tokens per day. The issuance rate thus follows the summations formula $(12000 - 1000n) \times 30.5$, n being a member of the set of integers ranging from zero to twelve.

This provides a regular incentive to earlier investors, as PHX tokens become more scarce over time and thus gradually more expensive to acquire, yet at a slow enough pace as to not disincentivize participation by later investors altogether. PHX will be distributed according to an auction, that any BSC user can participate in and receive a certain amount of PHX tokens determined at the end of the auction, proportional to their personal investment versus the aggregate investment on that particular day.

On the basis that all tokens are bought each day, the total supply is as follows:

Phase 1

 $12000 \times 30.5 \text{ days} = 366,000$

Phase 2

 $11000 \times 30.5 \text{ days} = 335,500$

Phase 3

 $10000 \times 30.5 \text{ days} = 305,000$

Phase 4

 $9000 \times 30.5 \text{ days} = 274,500$

Phase 5

 $8000 \times 30.5 \text{ days} = 244,000$

Phase 6

 $7000 \times 30.5 \text{ days} = 213,500$

Phase 7

 $6000 \times 30.5 \text{ days} = 183.000$

Phase 8

5000 x 30.5 days = 152500

Phase 9

 $4000 \times 30.5 \text{ days} = 122000$

Phase 10

3000 x 30.5 days = 91500

Phase 11

2000 x 30.5 days = 61000

Phase 12

 $1000 \times 30.5 \text{ days} = 30500$

Totalling 2.379M PHX tokens issued in our 'endogenous ICO'.

Regarding the 'yield-generating' aspect, all of the BNB accrued during our phaser auctions will be allocated to a staking contract, distributed proportionally to PHX-BNB LP stakers. The mechanics of the Phaser staking platform will be expounded upon below.

To reiterate, the novelty of integrating a yield generation dynamic with our ICO acts as an investor protection mechanism by giving our protocol token PHX **immediate** value beyond projected value deriving from expected commissions generated by our 'NFT ROBO ADVISOR', hence promoting and sustaining positive price appreciation.

Moreover, this provides a solid incentive for speculators as well as long-term investors to purchase the token encouraging general liquidity in Pancakeswap and the wider ecosystem - that is, it will naturally increase participation with our core auction contract generating greater dividends for our PHX stakers.

To conclude, this mere tweak on the ICO concept operates through an almost recursive mechanism to encourage greater and greater activity within our ecosystem throughout the duration of **Phase I.**

phx staking

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Phaser staking will disburse dividends to PHX-BNB LP stakers in a separate smart contract, disbursed directly from BNB accrued in ICO auctions. The smart contract will permit a completely unrestricted staking experience. This entails the permission of the withdrawal of the interest accrued on LP tokens without forcing the withdrawal of the base amount staked.

In addition, the smart contract will permit dynamic entry and exit of the staking contract – no time-locks. Moreover, the Phaser platform will charge a fixed 5% staking fee and 15% unstaking fee upon the PHX-BNB LP amount being withdrawn to incentivize long-term staking, by penalizing exploitative in-and-out contract interaction.

The Phaser team will also reserve 5% of the interest being withdrawn to sustain the project and to fund development and community incentives.

Phaser Staking will also integrate a one-layer referral system. Any user will be able to create a referral-link by burning 100 PHX through a contract function which will entitle the referrer to 10% perpetual commission charged upon the PHX amount purchased by her referee. This commission will be distributed directly to the referrer's wallet.

More technically, our staking logic works by aggregating snapshots of staker proportions at each distribution cycle (i.e. at each instance that BNB from the auction is transferred to the staking contract). Consider this particular example:

500 BNB is being transferred to the staking contract from the ICO auction. The staking contract updates the dividend pool and adjusts internal values to record a snapshot of current staker proportions. At that point the staking contract has three users: Jane with 100 PHX-BNB LPs, John with 500 LPs and Steven with 200 LPs. Mary enters the staking contract with 800 LPs, after the distribution cycle. Jane receives 1/8th of the pool (62.5 BNB), John receives 5/8ths of the pool (312.5 BNB) and Steven receives ¼ of the pool (125 BNB). Mary receives nothing until the following distribution cycle wherein the additional BNB transferred to the staking contract will be split proportionally among all stakers including Mary (assuming no-one unstakes she receives 100 BNB).

The auction contract directly transfers its BNB to the staking contract upon receipt, so the distribution system is fluid and dynamic. This staking design rewards longer stakers (Mary arrived later so was not entitled to earlier dividends), without clunky logic or overengineering in general and also conferring upon users the ability to judge the profitability of staking before entering the contract.

community incentives

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The Phaser team will host weekly competitions including content production and games such as quizzes, to build a tight-nit, warm and inviting community. These competitions will occur on a weekly basis and players will receive BNB directly from the official team marketing wallet. The Phaser team will also integrate a friendly Tip-bot called Luna, which anyone can use to tip other community members. We will reward outstanding service to the Phaser community by putting names up for vote on 'mega-tips', with funds sourced from our official and transparent marketing wallets. An invite competition will be run on our chat platforms, rewarding the top 3 community members with the most invitations (which will be manually verified to avoid cheating) each month with 'mega-tips'. Our chat platforms will also host a friendly robot-moderator called MEE6 who will automatically ban bad users in the community and will grade good users according to engagement. This grading will permit notable contributors and participants in our community to gain access to special channels, to bonus competitions and private games.

automated ownership

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An innumerable amount of Defi projects have collapsed due to internal conflicts within teams arising from inclarities regarding project shares.

To avoid such chaos which could have a negative effect on our Phaser ecosystem, and to protect our investors to the greatest extent possible, all team allocations will be aggregated in a single contract, with a single withdrawal function, which any of the official team member addresses can call, which disburses team allocations proportionally to each registered team member. This will prevent conflicts and ensure the sustainability and longevity of our Phaser ecosystem. Other allocations for marketing, liquidity provision etcetera will be determined by a multisignature smart contract.

In the near future, we may liberalize all governance decisions to the community, in which case we will create and release a smart contract which facilitates governance through a proportional voting system and we will also create an intuitive dashboard, easy to interact with in order to facilitate participation.

public sale and general tokenomics

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Before platform launch the Phaser team will conduct a public sale to facilitate the launch of our platform by funding premature development and marketing operations, and to provide early believers in our platform access to discounted tokens.

A total of 3 million PHX tokens will be available for purchase through our public sale, trustlessly through an automated smart contract which solely requires its participants to send BNB to the contract to receive PHX in exchange immediately. The sale of PHX tokens will be fixed at a rate of 1 PHX:0.001 BNB, thus the contract will have a hardcoded BNB cap of 3000 BNB.

Of the total amount of BNB raised, 30% of funds will go towards locked Pancakeswap liquidity together with tokens minted at a rate of 1 PHX:0.0015 BNB to give PHX immediate value. The BNB raised in the presale will also be used for progressive and sustainable PHX buybacks over time, to prevent price falling below an unfavourable threshold. Pancakeswap liquidity will also be gradually increased rather than lumping the entire reserve immediately, as excessive liquidity dampens the price somewhat by hindering price appreciation (essentially it becomes harder to pump PHX).

The remaining 70% of BNB will be reserved for intensive and widespread marketing operations, audits and software development of both the core staking platform and the 'NFT robo-advisor' which will be launched in Phase II (the date will be confirmed as development nears completion).