

Executive Summary

01. Project Goal and vision

Staika project offers a fun and easy to use reward-based X2E platform for consumers and traditional businesses. Consumers will have various experiences with their rewards including purchasing physical and NFT goods and showing support for nature conservation projects by NGOs and impact businesses. The project also provides a way of effortless adaptation into our services such as the ESG supporting services to traditional businesses, forming a highly sustainable and easily expandable new business environment.

02. Project business model

The business model of this project has multiple profit models to implement Offline to Blockchain business strategy. It is structured with various service layers to fulfill the needs of targeted businesses and users, and specialized profit channels are planned for each service to increase the value of the governance token and activate the economic activities of participating bodies within the platform.

03. Technical development plan

To follow the business model defined above, the project team has developed a Solana-based mobile crypto wallet and a mountain trekking specialized mobile M2E app with an in-app point store. Currently, we are taking the alpha testing on a mobile P2E game and planning to develop core technologies such as a cross-swap enabled multi-blockchain, an HSM key management system for custody service provided by a contracted securities company, a consortium blockchain for Staika pay service, as well as additional services including ESG service for Outdoor/Leisure brands and a cryptocurrency transaction tax filling service for users and local governments.

04. Token Ecosystem/economy

Staika ecosystem has an economic system formed by three layers of tokens such as a reward point type utility token TAIKA that is mainly used for product purchase in each service, AIKA which is a fixed value token for online/offline pay service, and a governance token named as STAIKA. Each token can be swapped for another by given exchange rates, and the ecosystem is planned to be used liberally by user's need for purchasing gift coupons and Physical/Virtual goods, selling/buying items in the NFT marketplace, investing in our coin in a DEX and so on.

05. Token distribution

Staika token will be supplied in limited numbers of two hundred fifty million tokens for eight years and will be distributed in the following ratio.

20% for private sales, 40% for the ecosystem, 15% for research and development, 12% for partners, 8% for marketing/event, and 5% for project team and advisor.

06. The project team and partners

The team has members from various business backgrounds such as blockchain, Robo-advisor, online games, hyper-personalized advertising systems, and B2B2C platforms. Also, we have a strong bond with our business partners including two influencers with nine hundred thousand followers, a major securities company in Korea.

07. The project roadmap

Starting from token listing in Gate.io, the team is going to launch various services continuously such as the global launching of a P2E game, a smartwatch widget/app for M2E service, NFT marketplace, ESG services for businesses and users, Stiaka Pay service and so on.