



Whitepaper

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PixieLand Whitepaper Contents

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1. Introduction

1.1 Overview

PixieLand is not just another Web3 breeding game. This decentralized game on the TON blockchain, powered by NFTs and smart contracts, offers a unique and engaging experience. In PixieLand, players can breed unique Pixies and trade them in the marketplace, but that's just the beginning.

What sets PixieLand apart is its innovative gameplay mechanics:

- **Unique Economy for Funding Awards:** PixieLand features a new economic model designed to ensure sustainable rewards for players.
- **Strategic Land Management:** Players can own and manage one of the limited and exclusive land NFTs within PixieLand by setting rules for the distribution of their land's income fund. By attracting more Pixies to migrate to their territory, players can maximize their earnings.
- **Charity Activities:** PixieLand provides opportunities to participate in charitable initiatives within the game, allowing players to make a real-world impact.
- **High-Stakes Challenges:** Players can unlock massive rewards by tackling innovative challenges within PixieLand's unique economy.
- **DAO-Controlled Ecosystem:** PixieLand fosters a community-driven ecosystem governed by a Decentralized Autonomous Organization (DAO), giving players a voice in the game's development.



1.2 Goals and Vision

1.2.1 Goals:

- To introduce a broader global audience to the incredible potential of blockchain, cryptocurrencies, smart contracts and Telegram Open Network.
- To revolutionize the gaming experience by combining excitement and entertainment with opportunities to earn money.
- To making a significant impact on Breedable NFTs and web3 games by introducing a unique economic model and innovative gameplay mechanics.
- To making a positive difference through charitable activities.

1.2.2 Vision

- To become one of the most popular decentralized games on the TON blockchain, leading the way in innovation and adoption.
- To extend our game into the metaverse industry and become one of the most recognized communities in the metaverse industry, continuously developing PixieLand with the support of third-party developers.
- To evolve into a self-sustaining, community-driven ecosystem where key decisions are made collaboratively with active audience participation and input.

2. Stack and Technology

2.1 Blockchain and Smart Contracts

Decentralization is the main feature of PixieLand. Through smart contracts, all key components of the PixieLand ecosystem are implemented on the TON blockchain. The code of these contracts is publicly visible, and only changes based only on prior rules and agreements between the creator and users can occur. This arrangement not only enhances transparency but also prevents fraud and reduces the ecosystem's dependence on third parties.



The Choice of TON as the Blockchain Network is based on the following:

- Low transfer fees.
- High transaction confirmation speed.
- High scalability potential due to the unique structure of this network.
- Strong Telegram ecosystem.

2.2 TON and Telegram Ecosystem

Given that PixieLand is built on the TON blockchain and presented as a Telegram Mini App, the game will benefit from the incredible advantages of the Telegram ecosystem, one of the most popular messaging platforms. The advantages for PixieLand include:

- Access to Telegram's large user community (numbering nearly one billion).
- Utilization of the Mini App feature to offer the game without requiring a separate installation.
- Use of the decentralized Telegram wallet (TON Wallet) to facilitate user interactions with the blockchain.
- Ability to use Telegram's internal advertising system to promote the project.

2.3 Centralized Section

The only centralized parts of the PixieLand project are the user interface and the section for tasks and free challenges to earn points. As indicated, neither of these parts is vital to the project's survival. This means that even if the PixieLand development team can no longer support the project for any reason, any individual or group can ensure the game's survival by providing a suitable user interface for interacting with the project's smart contracts.

3. Game Mechanism

3.1 Pixies and Their Unique Genes

In the PixieLand ecosystem, a series of NFTs featuring a cute creature known as a Pixie takes centre stage. Each Pixie NFT contains a unique 256-bit number string, known as the Pixie's gene, which determines the

final image of the Pixie, including body parts, clothing, and colour schemes. With 99 different designs for each body part, the range of combinations is vast (~250,000,000,000).

For each category of Pixie body parts, some items are rarer than others. For example, among the horns, the first model with number 01 is extremely rare, and only 0.01% of Pixies may be born with this type of horn. The same rule applies to other components. However, if at least one parent of the newly born Pixie has a rare component in their genes, the chance of the offspring inheriting it increases.

the GenBuilder smart contract, whose address you will find in the smart contracts section. This smart contract identifies the various components and genes of the newly born Pixie based on the genes of the parents and their rarity coefficients.

The Pixie gene is structured such that the first few digits on the right represent the Pixie's ID or number, and the two or three digits on the left represent the body parts, clothing, and colour scheme. Each Pixie is assigned a numerical ID starting from 1, and for each new Pixie, this number increases by 1, ensuring that no two Pixies have identical genes.



01 02 05 001 035 016 086 011 0...0 01
GENDER BODY HORN CLOTHES EARS EYES SNOUT TAIL PIXIE ID

Pixie ID: 01
 Gender: 02 (01=Male, 02=Female)
 Body: 02
 Horn: 05
 Clothes: 001
 Ears: 035
 Eyes: 016
 Snout: 086
 Tail: 011

02 03 04 072 094 073 044 044 0...0 03
GENDER BODY HORN CLOTHES EARS EYES SNOUT TAIL PIXIE ID

Pixie ID: 03
 Gender: 02 (01=Male, 02=Female)
 Body: 03
 Horn: 04
 Clothes: 072
 Ears: 094
 Eyes: 073
 Snout: 044
 Tail: 044





02 04 01 086 009 016 099 069 0...0 02

GENDER	BODY	HORN	CLOTHES	EARS	EYES	SNOUT	TAIL	PIXIE ID
Pixie ID: 02				Ears: 009				
Gender: 02 (01=Male, 02=Female)				Eyes: 016				
Body: 04				Snout: 099				
Horn: 01				Tail: 069				
Clothes: 086								

3.2 Dynamic Attributes of Pixies

In addition to the fixed features present in the Pixie gene, each Pixie possesses acquired properties that change with various activities. These variable features and properties are stored in the Pixie smart contract on the TON blockchain.

Speed, Power, Technical Skill, Level

Currently the smart contract for each Pixie includes four numerical variables for speed, power, technical skill and level. Except level, other variables for newly born Pixies are equal to the average of each parent, while first-generation Pixies have a fixed value of 100.

3.3 Pixie Merging and Leveling System

All Pixies are born at Level 1, but the level of a Pixie can be increased by merging it with another Pixie. The Pixie used for leveling up another will be removed from the game and ecosystem. For example, if a user has two Level 1 Pixies, they can merge them to obtain a Level 2 Pixie. Additionally, merging a Level 2 Pixie with a Level 3 Pixie will result in a Level 5 Pixie.

The following rules govern the leveling up of Pixies:

- When two Pixies are merged, the one with the lower level is removed from the game, and the level of the second Pixie is increased to the sum of the levels of the two merged Pixies.
- If two Pixies with different levels are merged, the lower-level Pixie will be removed. However, if two Pixies with equal levels are merged, the user can choose which Pixie to level up and which one to remove.
- Only Pixies belonging to the same user (account) can be merged.



- The ownership of the Pixie used to level up another Pixie is transferred to a smart contract called the Pixie Graveyard, and its level is reset to zero. In this way, the Pixie is removed from the PixieLand ecosystem and can no longer be used.
- The level of a Pixie is important for various aspects, including the number of Pixies it can give birth to at each breeding and the share it receives from the prize pool.

3.4 How Pixies Breed

Male and female Pixies can breed and give birth to a new Pixie.

The breeding process follows these rules:

- A male Pixie and a female Pixie, both of which are ready to breed, must submit a request for the breeding and birth of a new Pixie.
- Pixies cannot be bred with their children and Pixies cannot breed with their siblings.
- Pixies are ready to breed one day (24 hours) after birth, but after each breeding, they must wait twice the preceding duration before they are ready again.
- The Pixie's level affects the number of offspring that can be born in each breeding. The number of offspring in each breeding equals the lower level of the two parents. For example, if a female Pixie is Level 1 and a male Pixie is Level 3, they can produce one offspring. If a female Pixie is Level 5 and a male Pixie is Level 3, they can produce three offspring.

3.5 Buying and Selling Pixies

In the PixieLand ecosystem, there is a section called the Pixie Marketplace, where users can list their Pixies for sale or buy them from other users.

The rules and regulations regarding buying and selling Pixies:

- Users can set any price they wish for selling their Pixie, provided it is not lower than the minimum price specified in the smart contract.
- Prices are in PIXIC tokens, and transactions are conducted using this token. Users who wish to purchase a new Pixie can either earn the necessary points through tasks, competitions, and



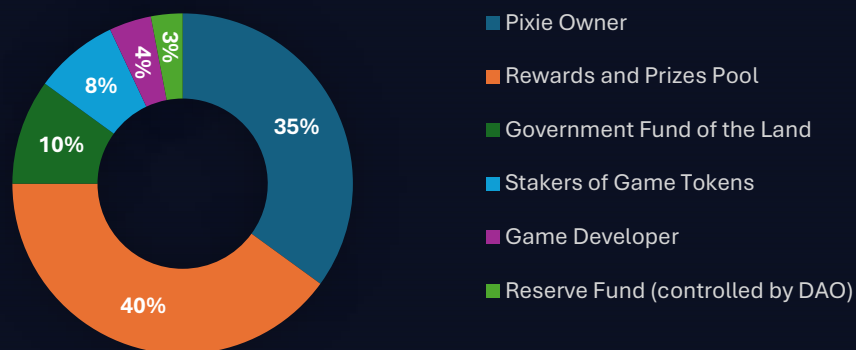
challenges that are completely free or they can buy PIXIC tokens by converting TON and other cryptocurrencies.

- When a user sells a Pixie, the proceeds are distributed as follows:
 - 35% to the Pixie owner
 - 40% to a pool for rewards and prizes distributed among Pixies,
 - 10% to the government fund of the land,
 - 8% to those who have staked game tokens (proportional to the amount staked),
 - 4% to the game developer,
 - 3% to the reserve fund which is controlled by the Decentralized Autonomous Organization (DAO).

Distribution of Proceeds from Pixie Sales

Recipient	Share of Proceeds
Pixie Owner	35%
Rewards and Prizes Pool	40%
Government Fund of the Land	10%
Stakers of Game Tokens	8%
Game Developer	4%
Reserve Fund (controlled by DAO)	3%

Distribution of Proceeds from Pixie Sales



3.6 Contributing to Charity

By purchasing a Pixie and sending it to the Pixie Cemetery, each user can save the life of a real animal in need. This initiative supports charities that care for homeless animals. Note that newly born Pixies cannot be used for this purpose, and buyers must declare their



intention before purchasing a Pixie from the marketplace. The entire profit is directly transferred into a fund without any deductions, which is later distributed among animal welfare charities as decided by the DAO.

3.7 Lands in the PixieLand Ecosystem

PixieLand consists of several interconnected lands, each represented as an NFT. The owner of the NFT can manage the land by setting rules and regulations. To generate income, the landowner should strategize to attract more Pixies to their land.

Rules for lands in the PixieLand ecosystem:

- Each land is issued as an NFT, and the NFT owner is the landowner. Ownership of the land is transferred when the NFT is transferred to another account.
- 10% of all transactions conducted by any Pixie in the marketplace are deposited into the reserve fund of the land where the Pixie is a member.
- The landowner has control over how the reserve fund is used. They can withdraw some or all of the funds for personal benefit or distribute it among the land's members according to pre-established rules. The owner's strategy in managing the reserve fund directly affects the attraction of Pixies and active members.
- The landowner or any other individual can request the distribution of the reserve fund's balance at any time, following pre-established rules. The transaction fee is borne by the individual requesting the distribution.
- The landowner may set an entry fee, allowing only those Pixies who pay the fee to join the land.
- Pixies must choose their land before birth, and after birth, they can migrate to another land at any time.
- Every 10,000 blocks (approximately every 30 days), the landowner is allowed to make changes to the land's rules for 1,000 blocks (approximately 3 days). During this period, the owner can change the conditions and rules once. After this permitted period or once changes are made, the owner cannot alter the rules again for the next 10,000 blocks on the network.
- Anyone can become the owner of a land by paying the last sale price plus 20%. Upon sale, the previous owner receives the last sale price plus 5%, while 5% of the remaining 15% goes to the



game development team and 10% to the prize fund. For example, if Player 1 buys a land for 100 PIXIC, Player 2 can purchase it for 120 PIXIC. In this case, 105 PIXIC goes to the previous owner (Player 1), 5 PIXIC to the development team, and 10 PIXIC to the prize fund. This cycle repeats with each subsequent purchase.

- Initially, there are 10 land NFTs controlled by the game development team, available for purchase by interested parties. Creating new lands is only possible with DAO approval, and if the DAO decides to create a new land, the proceeds from its sale are deposited into a reserve fund managed by the DAO.

3.8 Challenges and Competitions

Every time a Pixie NFT is sold on the marketplace, 40% of the sale price goes directly into a treasury. This treasury is used exclusively to fund prizes for on-chain competitions and challenges. In the initial phases, we will have two challenges: Pixie Album and Level-Up Record. However, as the DAO decides, both the development team and independent developers may add more challenges or competitions. All decentralized challenges and competitions will be executed by smart contracts on the blockchain to ensure transparency and fairness.

3.8.1 Pixie Album Challenge

Challenge Name: Pixie Album

Awards Treasure Allocation: 20% from all Pixie Marketplace transactions

General Description: In this challenge, there are three album levels with different difficulties: easy, medium, and hard. In each album, users are asked to own Pixies with specified characteristics to earn the prize of that album.

Rules of the Challenge:

- There are three album levels with different difficulties as follows:
 - I. **Easy Level:** This album has three slots. The first slot requires a specific type of body from the available Pixies, the second slot requires a specific type of horn, and the third slot requires a specific type of snout. To fill each of these slots, you must

have a Pixie with the specified type of body, horn, or snout.



Body: 04



Horn: 02



Snout: 036

II. Medium Level: Similar to the easy level, however this level has two designated slots and for each slot, two types of body parts of the Pixies are specified.



Body: 03 Eyes: 041



Horn: 01 Ears: 068

III. Hard Level: In this level, as in the previous albums, you must fill the album's empty slot with a Pixie with the specified characteristics. The difference is that there is only one slot and three body parts are specified, you must have a Pixie with the specified characteristics to fill this slot.



Horn: 01 Body: 03
Clothes: 043

- The total share of this competition from the prize pool is divided among the three album levels with a ratio of 40% for the easy level and 30% each for the medium and hard levels.
- Each time a user completes an album, they receive the prize for that album, and the smart contract for this



competition defines a new album for that level, with its prize starting from zero and increasing according to the share of this competition from the total prize pool.

- Until an album is completed by one of the users, the prize for that album will increase based on the share of this competition from the total prize pool.
- Each Pixie can only occupy one slot.
- All Pixies must belong to a single user.

3.8.2 Level-Up Record Competition

Competition Name: Level-Up Record

Awards Treasure Allocation: 20% from all Pixie Marketplace transactions

General Description: A percentage of the prize pool is distributed every month among the 100 Pixies with the highest levels. To win this competition, you must upgrade your Pixie's level and be among the top 100.

Rules of the Competition:

- Prizes are distributed among the top participants every 30 days.
- If two or more Pixies have the same level, the one who reached that level last has priority and will stay higher in the leaderboard.
- The top participants will be displayed in real-time on the leaderboard.
- Prizes will be distributed among the top participants according to the following table:

Rank	Prize Share
1 st place	15%
2 nd place	10%
3 rd place	5%
4 th to 9 th places	3%
10 th place	2%
11 th to 20 th places	1%
21 st to 100 th	0.5%



3.9 Free Tasks, Challenges, and Competitions

In addition to the decentralized (on-chain) competitions, which are exclusive to those who own at least one Pixie NFT, free challenges and competitions are available to users who do not require Pixie ownership. These challenges are centralized (off-chain); they provide new users and those who have not yet purchased a Pixie the opportunity to collect points and convert them into PIXIC tokens through airdrops or other methods.

In the first phase of the project, the free tasks, challenges, and competitions section helps users participate in the project's airdrop by collecting the necessary points, which will take place at the token generation event (TGE). Participants can earn not only PIXIC tokens but also valuable prizes such as a PlayStation 5, iPhone 15, and TON cryptocurrency.

4. Tokenomics and Economic Model

4.1 PIXIC (Pixie Coin) Token

The PIXIC, used for buying and selling Pixies, is the main token of the PixieLand ecosystem (Utility Token), contest prizes, and various in-game activities. Additionally, this token can be used for staking.

After token generation event (TGE), the PIXIC token will be listed on decentralized and centralized exchanges in several stages to enable users to convert it to other cryptocurrencies. Additionally, by implementing a peer-to-peer (P2P) trading section within the PixieLand ecosystem, users be able to exchange PIXIC tokens for other cryptocurrencies and vice versa without intermediaries. A total of 500,000,000 PIXIC tokens will be minted, and the number of tokens will remain constant, without any new tokens being added over time.

4.2 Token and NFT Pre-Sale

We will have several pre-sale stages for PIXIC tokens and the first generation of Pixies (NFTs).

4.2.1 Private Token Pre-Sale



15% of PIXIC tokens will be offered to approved investors, including angel investors and venture capitalists, at a 10-15% discount, released at TGE. Participation requires a pre-approved application and a minimum investment of 5000 USDT.

4.2.2 Public Token Pre-Sale

10% of PIXIC tokens will be available to the general public at a 5% discount, released at TGE, with a minimum investment of 100 USDT.

4.2.3 First-Generation Pixies (NFTs) Sale

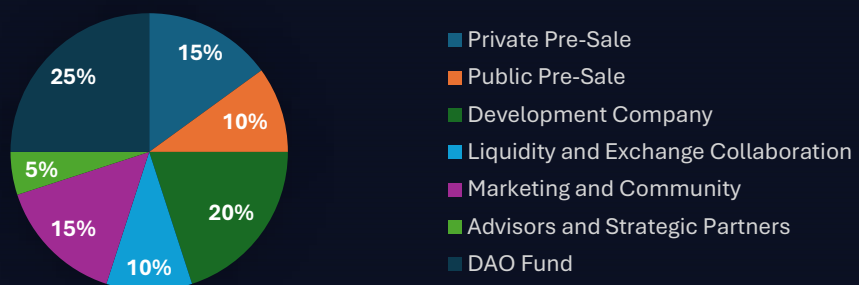
The PixieLand development team can create up to 100,000 first-generation Pixies by the Genesis smart contract and sell them through pre-sale or the Pixie Marketplace over a six-month period. All pre-sale revenue will be allocated to ecosystem development, as detailed in the Fund Utilization table.

4.3 Token Distribution

Below is a table showing the distribution of PIXIC tokens:

Subject	%	Vesting Schedule
Private Pre-Sale (10% to 15% Discount)	15%	Released at TGE
Public Pre-Sale (5% discount)	10%	Released at TGE
Development Company	20%	30% at TGE - Over one Y
Liquidity and Exchange Collaboration	10%	30% at TGE – Over 6 M
Marketing and Community	15%	30% at TGE – Over one Y
Advisors and Strategic Partners	5%	Over one Y
DAO Fund	25%	Over one Y

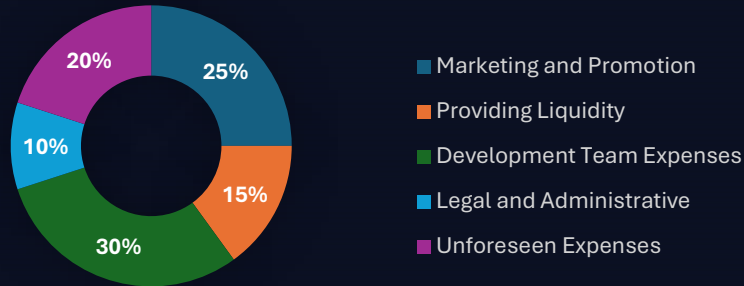
Distribution of PIXIC Tokens



4.4 Fund Utilization

- 25% for marketing and promotion.
- 15% for providing liquidity.
- 30% for development team expenses (salaries, office rent, etc.).
- 10% for brand registration and legal and administrative matters, establishing the company, and representation in other countries.
- 20% reserved for unforeseen expenses.

Fund Utilization



4.5 PIXIP Token and Staking Mechanism

4.5.1 PIXIP Token

When users stake PIXIC tokens, they receive an equivalent amount of PIXIP tokens, which are used for participating in DAO surveys and decision-making, determining each user's voting weight in the PixieLand ecosystem. The smart contract mints one PIXIP per staked PIXIC and burns PIXIP when un-staking, returning the original PIXIC tokens.

4.5.2 Staking

PIXIC token holders can stake their tokens to earn income and gain voting power in the PixieLand DAO, thereby participating in important project decisions. The more tokens a user stakes, the greater their voting weight in the DAO.

Currently, 10% of all transactions occurring in PixieLand are distributed as rewards among users who have staked their PIXIC tokens. The staking rewards are divided among users according to the number of tokens they have staked. In the future, the DAO



may change the percentage of staking rewards based on the majority opinion.

4.6 Airdrop

The Pixie project is launching with an airdrop, allowing users to join its ecosystem and earn PIXIC tokens at no cost. During this initial phase, participants can engage in various activities to earn points, which will determine their share of the airdrop.

The distribution of PIXIC tokens will be proportional to the points earned by each user relative to the total points accumulated by all participants. With an estimated value between \$10,000 and \$50,000, the airdrop is scheduled for December 2024, before the project's second phase begins. The exact date will be announced later.

5. Decentralized Autonomous Organization (DAO)

In the PixieLand ecosystem, the DAO plays a key role in managing and developing the project. This structure allows users to participate actively in important project decisions.

5.1 Decision-Making Areas

The DAO makes decisions on various matters, including:

- How to allocate the DAO reserve fund, which is currently funded by 25% of the total PIXIC tokens, a percentage of land re-sales and 4% of all marketplace sales.
- Making significant changes in game mechanics.
- Determining all important economic parameters, such as staking reward rates or the minimum price of a Pixie NFT in the initial smart contract.
- Approving side projects and collaborating with independent developers.
- Approving the creation of new lands

5.2 Voting Mechanism

The rules and regulations regarding voting are as follows:



- All proposals and votes are conducted through smart contracts, and the results, along with executive actions, are publicly visible and can be reviewed on the blockchain.
- The weight and voting power of each user are determined by the number of PIXIP tokens they hold.
- All individuals holding PIXIP tokens can submit proposals for various changes or participate in DAO voting.
- For a proposal to be put to a final vote, it must first receive at least 10% positive feedback from the DAO.
- Members who hold at least 10% of the total voting weight in the DAO will have veto power as core members of the ecosystem. This means they cannot unilaterally approve a matter but can prevent the implementation of a decision that has received positive votes.
- Implementation of Decisions: In most cases, after a proposal is approved, its execution is automated through smart contracts. In cases requiring manual changes, the development team will implement them after receiving permission from the DAO.
- The DAO structure itself can be subject to improvement and development.

6. Technical Development and Scalability

In this section, we will review the various phases of the project, outline ways to participate in the development, and introduce the technical team.

6.1 Various Phases of the Project and Road Map

We will develop the PixieLand project in the following four main phases.

I. Phase 1: Genesis (June 2024–Sept. 2024)

- ✓ Launch of official website and social media.
- ✓ Release of the initial white paper.
- ✓ Launch of the initial version as a Telegram Mini App.
- ✓ Implementation of various centralized sections, including challenges, free games, tasks, friend invitations, and an internal wallet.
- ✓ Design and implementation of the main smart contracts, including the main Pixie NFT contract, the Genesis contract, and the GenBuilder contract.



- ✓ Design of the various components comprising the Pixie NFT images in SVG format.
 - Minting of the initial set of Pixie NFTs and establishment of their foundational attributes.
 - Private and public pre-sale of PIXIC tokens.
 - Pre-sale of initial Pixies.

II. Phase 2: Flourishing (Oct. 2024–Jan. 2025)

- Airdrop of PIXIC tokens.
- Launch of the decentralized gaming platform and interaction with Pixies.
- Implementation of the main game mechanics, including Pixie breeding.
- Launch of the marketplace for buying and selling Pixies.
- Implementation of the first decentralized challenges and competitions (Pixie Album and Level Up).
- Implementation of the staking system and rewards for PIXIC holders.

III. Phase 3: Expansion (Feb. 2025–May 2025)

- Add new features to gameplay, including virtual lands, in-game items, and battles.
- Launch of the DAO and gradual transfer of ownership and management to the community.
- Launch of the P2P section for buying and selling PIXIC tokens on the platform.

IV. Phase 4: Evolution (June 2025–Sept. 2025)

- Development of tools needed for independent developers to participate.
- Expand the PixieLand ecosystem in collaboration with other projects in the metaverse and NFT spaces.
- Implement new features to enhance the gaming experience.

6.2 Participation in Development

The development team will provide APIs and SDKs for developing tools, plug-ins, and new games on the PixieLand platform, allowing interested



developers to expand the PixieLand ecosystem by offering mini-games, competitions, and various challenges and to earn a percentage of transactions. Each Pixie NFT can act as an entry ticket to participate in various competitions and challenges provided by independent developers.

6.3 Introduction of the Technical Team

The PixieLand technical team operates under ZeroBin Company in Canada, with its main office located in Toronto. Although the company was established in 2021, its technical team has been working together for years, successfully launching multiple projects.

7. Security and Compliance

7.1 Technical Security of the Project and Smart

Contracts

In PixieLand, technical security is one of our top priorities. Therefore, we utilize experienced consultants to review the security of our code, especially smart contracts. By publishing the smart contract codes as open source, we continuously seek expert opinions and strive for ongoing improvement.

In addition, through regular security assessments to protect user assets and information, we will launch a bug bounty program starting from the beginning of Phase 2, with more information to be published on the project's official website.

7.2 Compliance with Laws and Regulations

Although Web3 projects such as PixieLand are globally accessible and primarily managed through smart contracts in a decentralized manner, we still respond to any requests from countries or governments to review laws or change service delivery methods.

We have also allocated a substantial budget for continuous cooperation with legal consultants to ensure compliance with laws and regulations. Furthermore, we are considering opening a new office in Dubai (UAE) and other locations as needed to better address regional legal requirements and expand our global presence



Website: <https://pixieland.io>

Mini-App: https://t.me/PixieLand_io_bot/app

Telegram: https://t.me/PixieLand_io

Instagram: https://instagram.com/PixieLand_io

Twitter: https://twitter.com/PixieLand_io

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