An introduction to PIXL Coin

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PIXL was created from the ashes of a rugpull. Members of the community decided to come together and create a project that would be a safe haven for investors with the knowledge that every effort would be taken to ensure the legitimacy of the project.

Over time, the core and peripheral team have changed through additions and departures of members to bring us to the team we have today, which covers a broad set of skills needed to ensure the quality of the project.

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The Problem

Advertising within the Crypto space is heavily manipulated and very much a case of "money talks."

It is saturated with different types of paid content. Retail investors are becoming tired of watching their favourite YouTuber or Twitter influencer shill yet another Shitcoin just because they are paid to do so, and not because they have done any form of due diligence or scope into their investments and the merits they may bring for the long or short term.

The Crypto space suffers from a severe lack of trust and transparency, which affects legitimate projects trying to market themselves. Projects must be careful about associating with advertising channels that promote scams and pump & dumps. This is becoming a bigger and bigger problem every day thanks to the massive budgets these projects have.

Value proposition /Solution

PIXL bridges the gap between projects and investors by providing a platform of products based on trust that allow investors to be a part of the PIXL community.

Members of the community will be exposed to handpicked (See Decentralisation vs. Centralisation on page 5) advertisements of other projects that the team feel share its values of transparency, honesty, and integrity.

By forging partnerships with other like-minded projects and allowing them to advertise across the PIXL platform we can be sure that members of the PIXL community are being advertised to in a non-manipulated manner and that funds received from such advertisements/endorsements are reinvested back into PIXL to further increase the value and content of the project itself.

PIXL Arcade
A fun place where investors can play retro 8bit type games and in the future other projects will be able to advertise with games.

1Million PIXL Advertising Page
A webpage consisting of a million pixels where advertisers/projects can buy pixel space to recreate their logos above a hyperlink. Coins featured in our Coin of The Week (see below) will receive free ad space automatically, with the option to upgrade their advertisement.

PIXL Mobile Games
A range of mobile iOS/Android Games to be released purely for mobile. These games will in future allow advertising and in app purchases (all profits reinvested in PIXL)

PIXL Coin of The Week 'COTW'
Hand picked and vetted projects brought to you by the PIXL Coin team. These projects will bring us partnerships and mutual exposure to additional investors and a lot of traffic to our COTW Telegram group. Eventually, we will host AMA's and advertise select projects. (note: not every week will feature a COTW)

The PIXL Native App
Due for release early in 2022, this will be the HUB for all things PIXL allowing push notifications and bespoke tracking/statistics of your PIXL investment, along with links to all our other releases and platforms, app user competitions to win crypto, including PIXL as well as smaller banner ads and bespoke advertisement campaigns.

Block chain

PIXL is a project on the BNB Smart Chain, which hosts the project's native BEP 20 token, called PIXL.

BNB Smart Chain is a blockchain powered by a combination of Proof of Stake and Proof of Authority consensus algorithms. There is no way to stake or mine PIXL, as the full supply has already been released. There are currently no plans for the coin to move to its own mainnet, as the team is primarily focused on creating the PIXL platform.

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The Token/omics

PIXL has a max supply of 1,000,000,000 (1 billion) coins and has no mint function.

This means that all tokens which can exist already do, and the supply can only be changed by burning tokens. This is hard coded into the protocol and cannot be changed.

PIXL was launched on PancakeSwap (DEX) at an initial rate of 1BNB per 0.1% supply. The protocol was audited by blockchain auditor CertiK.

We have the following tokenomics available to us:

All the above taxes are fully changeable by the core team and will be used as a tool to ensure the best dynamics and balance of the price of the project. All funds in the marketing/buyback and operations wallets are held in GNOSIS SECURE MULTISIG contracts and can only be moved by way of 2 out of 3 signatures being present.

Marketing Tax per transaction
These funds will be used for the sole purpose of marketing and improving the PIXL project.

Buyback Tax per transaction
Buybacks are conducted manually, initially coins bought on PancakeSwap with buyback funds will be held and then paired with BNB and added to the LP until we have at least 20% of the MCAP supported by LP. After we will either burn tokens or save for future exchange listings.

Operations Tax per transaction
This small tax will be used to pay the core team for the commitment and hard work in running the project and to ensure longevity.

Burn Tax per transaction
Initially set to 0% but we have the flexibility to change this as we see fit, usually after consulting the community.

Redistribution Tax per transaction
Initially set to 1%, this tax is redistributed proportionately amongst PIXL holders as a loyalty bonus.

Sell Penalty Tax per transaction
This is a tax only applied to those selling PIXL. We reserve the right to increase/decrease this tax as we see fit. All monies from this tax will go to the marketing wallet.
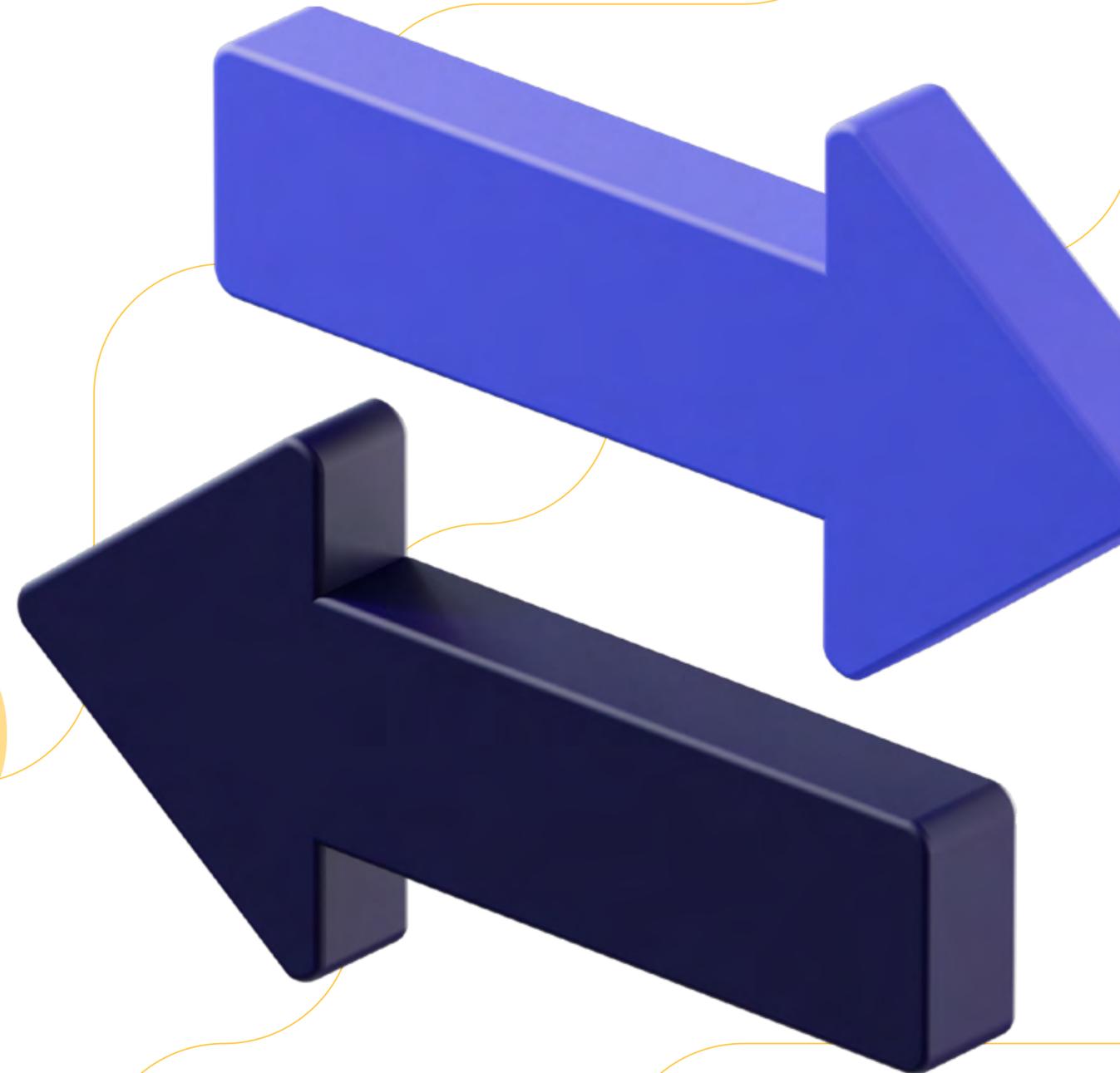
Team, Vision, Roadmap

The PIXL team is the result of months of changes to obtain the perfect balance. We believe in transparency.

As such every member of the main team is doxxed on our website and can be seen here

Our vision is to be the leading platform in the crypto space for introducing investors to exciting trustworthy projects and vice versa.

In accordance with PIXL's values, team members did not receive any amount of PIXL before the launch of the project. Any amount of PIXL owned by team members was purchased in a public sale. There is no official team wallet. The project's marketing wallet receives inputs from the transaction tax mentioned above. This amount of PIXL is automatically converted into BNB on PancakeSwap.

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Decentrali-sation vs. Centralisation

PIXL is a decentralised protocol. However, like many other forms of DeFi, it is only decentralised in terms of the technology used, not governance.

This is because a human element needs to be present in the advertising process, to preserve the quality and standards that PIXL stands for. DeFi at its core is a noble idea, but in the specific case of PIXL, true decentralisation would risk the quality that we guarantee to provide as an advertising service with the project.

The PIXL Roadmap can be found here

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Website and contact details here

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