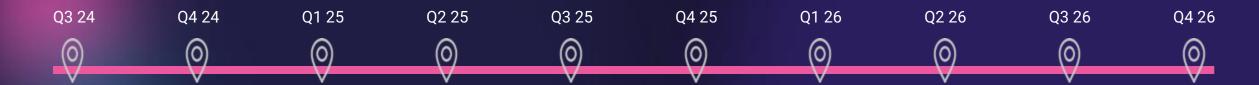
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PiXL Token Roadmap



Preparation and ICO Launch

- Objective: Execute a compliant and successful ICO to fund the platform
- o Key Actions:
 - Finalize tokenomics, including supply, allocation, and rewards structure
 - o Develop and test the token's smart contract
 - Launch a marketing campaign targeting crypto investors and real estate enthusiasts
 - Conduct the ICO through a secure, compliant platform
- Milestone: Raise liquidity in ICO funding and allocate tokens to early adopters.

Initial Utility and Platform Integration

Objective: Establish token functionality within the platform

Key Actions:

- Enable token-based rewards such as reduced transaction fees and staking benefits
- Launch staking pools for token holders to earn rewards
- Allow token holders to participate in governance decisions
- Start liquidity efforts by listing the token on decentralized exchanges (DEXs)
- Milestone: Achieve 5,000 active token holders engaging with the platform

Utility and Market Validation

- Objective: Expand token adoption and validate the token's role in the ecosystem
- Key Actions:
 - Enhance token utility by introducing premium services and exclusive features
 - Partner with external DeFi platforms to extend token use cases beyond the platform
 - Sell out the first tokenized real estate offering to demonstrate token functionality and market acceptance
- Milestone: Establish the token as a core operational element with 10,000 active holders and \$10 million market cap

PiXL Token Go To Market Execution Plan



Ideation

Objectives: Define strategy and foundational elements

Key Activities:

- Finalize tokenomics, branding, and core messaging
- Draft the whitepaper and create social media channels
- Engage early partners and advisors
- Begin website design and content creation

Milestone: Tokenomics finalized, branding, and website framework ready

Planning

- o **Objectives:** Build awareness and credibility
- Key Activities:
 - Publish whitepaper and launch teaser campaigns
 - Engage influencers in crypto and real estate
 - Test the smart contract
 - Secure partnerships with KYC/AML providers
 - Grow community on Telegram and Discord
- Milestone: Whitepaper live, teaser campaign launched, community growth initiated

Community & Tech Readiness

- Objectives: Strengthen engagement and finalize infrastructure
- Key Activities:
 - Launch targeted ads and host webinars/AMAs
 - Finalize and deploy audited smart contracts.
 - Launch platform beta with core features
 - o Introduce staking rewards mechanics
- Milestone: Smart contract deployed, community reaches 5,000 members

Pre-Launch

- o **Objectives:** Build ICO hype and ensure readiness
- Key Activities:
 - Open ICO registration and conduct KYC/AML
 - Launch a referral program to drive growth
 - Publish platform demo content and secure media coverage
 - Finalize partnerships for DeFi integrations
 - Conduct final stress testing of systems
- Milestone: 10k registered users & referral program live

Token Launch

Objectives: Execute ICO and activate platform

Register

- Key Activities:
 - Conduct ICO in phases (private/public sale)
 - Launch token utility (reduced fees, staking rewards)
 - Run post-launch marketing to sustain engagement
- Milestone: ICO completed, token launched with platform, utility operational

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PiXL Platform Roadmap



Foundational Development

Objective: Launch the core platform and establish operational readiness

o Key Actions:

- Complete tokenization process for first real estate asset - publish it on platform This ensures the platform is live and operational
- Deploy the primary marketplace for tokenized real estate offerings
- Implement robust KYC/AML processes using Sumsub to ensure compliance
- Build a seamless user dashboard with wallet integration (e.g., MetaMask)
- Launch the secondary marketplace for trading tokenized assets

o Milestone: 500 Monthly Active Users (MAU)

Expansion and Feature Growth

 Objective: Scale the platform with new features and market reach

Key Actions:

- Successfully sell out the first tokenized real estate offering, proving the platform's model and market validation
- Integrate DeFi tools such as staking, yield tokenization, and collateralized loans
- Expand to two additional regions with localized marketing campaigns
- Enhance cross-chain compatibility by integrating with different blockchains, enabling broader liquidity and user access
- Milestone: 1,000 Weekly Active Users (WAU) and 100 Daily Active Wallets (DAW)

Global Scale and Ecosystem Optimization

 Objective: Drive global adoption and optimize the user experience

Key Actions:

- Onboard institutional partners to tokenize highvalue commercial real estate
- Introduce Al-powered property selection tools for personalized investment strategies
- Implement governance mechanisms for token holders to influence platform decisions
- Milestone: Achieve 10,000 MAU and secure partnerships with 10+ property developers