

PiXL Token Roadmap



Preparation and ICO Launch

- **Objective:** Execute a compliant and successful ICO to fund the platform
- **Key Actions:**
 - Finalize tokenomics, including supply, allocation, and rewards structure
 - 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

Nov 24

Dec 24

Jan 25

Feb 25

Mar 25

Apr 26



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

○ **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
- Introduce staking rewards mechanics

○ **Milestone:** Smart contract deployed, community reaches 5,000 members

Pre-Launch

○ **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

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

PiXL Platform Roadmap

Q4 24

Q1 25

Q2 25

Q3 25

Q4 25

Q1 26

Q2 26

Q3 26

Q4 26



Foundational Development

Objective: Launch the core platform and establish operational readiness

○ **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

○ **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 high-value commercial real estate
- Introduce AI-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