PLAIX

Ecosystem White Paper

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Current status

For the PLAIX, we already have developed the MVP version of one of the bots for Discord from the PLAIX Bots product, and it will be available soon after the token launch.

The development of PLAIX has been in progress all 2021 and will be open-sourced for community use under the DAO management.

PLAIX Team is looking to speed up the development, expand the ecosystem and give the products to a broad audience to bring the community-driven world closer for everyone.

1.   Introduction

We live in a fascinating time when everyone notices the rise of communities in all spheres of life. Political systems become more local, and central governments are doing experiments with moving responsibilities on local levels, even though they make it without visibility and disclosure. Huge communities grew up from chat groups, web groups, image boards and had the power to fight with Wall Street and so on. Decentralized communities have become a reality for many projects in different spheres and a pill from the unfair regulation that aims to limit access to innovative tools on the market.

Communities are now everywhere – around brands, items, opinion leaders, local people that have the strength to take a word. Communities build around items, things in real and virtual worlds, events, history, etc. You may not notice, but each of us has built our communities, cycles we speak with, a network where we are interacting - closest people, business/work/career. So, we're moving to the macro/micro-communities that influence different levels and make various things – from a government to just making people happy to do what they like to do.

PLAIX came directly from the understanding that people in the community can get even more value, feel more useful, do more to develop the community, have better engagement, and receive relevant rewards.

1.1. What is PLAIX?

PLAIX is an ecosystem of virtual economy and blockchain-powered products for communities, DAOs, brands, and those who drive them – opinion leaders, creators, influencers, gamers, and so on. PLAIX can add more value to the people, monetize the community, engage, reward, incentivize, give access to digital assets, distributed applications, etc. With PLAIX, any community, group, audience, or brand will be able to create their own digital assets, brand cryptocurrencies, and build automated flows to engage, reward, pay to participants, grant the access, create monetization tools, create custom community smart contracts, games and in-game assets, and more. Communities can enable the work-2-earn concept for acquiring assets being active and valuable members of the group. PLAIX implements the financial layer of the community. Such communities can extend their operations also through adding another external decentralized application through the PLAIX bridges.

External applications from the real and decentralized worlds can integrate the PLAIX engagement products to give a unified experience in interaction with communities and a variety of people.

The PLAIX ecosystem consists of different products covering the major need for community development and growth. It includes automated bots to drive engagements, a community management dashboard, a GameFi product to create in-game community assets, a bridge for integrating external developments, and more that will be described below in the current document.

1.2. Vision

Our vision is based on the current change in the market and society. We believe that communities will be the center of the activity for all aspects of life. Moreover, communities will be the major driver of the development of real and virtual worlds. In the metaverses, communities will be even more important as there will be really infinite ability to connect with each other without the limitations of the physical world.

We see that PLAIX will be an infrastructural part of this new era. With a combination of products that can be easily used by communities to drive the activity and engagement to the technology part that will be integrated into the custom systems.

1.3. History

The history of PLAIX began from the need of the initial development team to drive more engagement into the community and develop the way how to do that seamlessly without involving another business process in place. With the experience of blockchain development naturally born the solution of using smart contracts, blockchain assets as the best way to share the benefits and equally recognize value for the contribution in the community.

Now the Team has five members who are actively working on the development of the Ecosystem.

1.4.   Industry overview. What's wrong with communities?

Community is the king now. And moving forward to the future, only communities will be the only point to make decisions, deliver results, promote products and services, etc.

You can see the power of communities everywhere now. Groups of people chained with shared objectives, things they like or are obsessed with making huge moves on Wall Street, games, blockchain, etc. More advanced communities have already created DAOs and trying to take this path.

But there is a deal for the communities now. All of them have their natural habitat. This means that all communities live somewhere now: Discord, telegram, blogs, specific tools for community management, etc.

On the other hand, communities want to see their value from the contribution. Each person in the community contributes to its development. The contribution happens not only with the completion of some tasks but also with knowledge sharing, brainstorming, promotion of the community.

Value recognition and distribution of incentives for the contribution is key for the community to get strong and mature. And if now the DAO is maybe the final step in the path of transformation of the community to the organization, there is a lack of tools to give the ability to support the growth and development of communities on the pre-DAO stage or have a DAO but with value recognition and proper engagement.

1.5.   Why PLAIX?

PLAYX is a way to engage, rise, incentivize the community. It provides the ecosystem of tools that have straightforward use cases and easy-to-use features to drive the community engagement, move to DAO, create an infrastructure to recognize the effort from community members.

PLAIX absorbs in itself all tools that are present in distributed applications to give to communities. All parts of PLAIX are related to the ability to create the accountable value inside the community using the blockchain and opportunities to utilize this value through DeFi, external integrations, cross-chain solutions, etc.

Leading products in the PLAIX ecosystem that make a difference from what's existing on the market:

- PLAIX Community Central - a tool for communities and DAOs to manage, monetize, develop, engage, incentivize the community, organization, and groups.
- PLAIX Bots - Automated tools that work with major messengers, conversational solutions, communities to provide functionality for community development, and virtual asset management using blockchain technologies.
- PLAIX DeFi - Set of protocols to create community DeFi projects, give an ability to utilize community and organizational tokens as a part of financial processes, get yield on your brand tokens.
- PLAIX GameFi - The extension for gaming with the ability to create in-game assets and share them with the community.

- PLAIX Markets - A place to exchange, trade virtual and physical assets and services, monetize community, organization, brand.
- PLAIX Extensions - Set of web-based solutions that work in a web 2.0, to boost its transition to hybrid and distributed people-driven communities.
- PLAIX Bridger - A middleware for the real-world applications to start using PLAIX.
- PLAIX DAO - a single governance authority for the management of the ecosystem.

The uniqueness of PLAIX also lies in its token. PLAIX token drives transactional, mining, governance, access use cases inside the PLAIX ecosystem. With a cross-chain availability and focus on the user experience PLAIX token drives the activity in the ecosystem gives the power to develop a strong product.

What is the uniqueness of the PLAIX token?
- The cross-chain token that works with blockchains as infrastructure and focuses on bringing the universal solution for communities and organizations.
- Focus on gaming communities in the first place in distributing PLAIX token and tools.
- Use PLAIX token as an access point for using PLAIX ecosystem features.
- Various products that fulfill the needs of exchanging, spending, earning, storing community tokens use PLAIX token as a core piece of their functionality.
- Integration of PLAIX token into the web2 and web3 software, tools that communities use to execute their missions.
- The concept of the DAO lies in the functioning of the whole PLAIX Ecosystem.

PLAIX Ecosystem gives the power to communities to get to the point they have never been before. All participants can get the value from the contributing, receive financial rewards, incentives. Communities will be able to build strong attention to them and concrete fundaments of ambassadors that will drive the development of the community.

2. PLAIX Ecosystem

In PLAIX we plan to build a wide ecosystem of products and tools for the communities, brands, and organizations. The Ecosystem is designed to complete most needs of the people - participants of communities, organizations, and audience of the brands, and become an all-in-one solution for the communities and organizations,

The aim is to cover needs in creating the ability of distribution value to people in the communities and audience. The other side of it is the ability to use created value in exchange, payments, financial operations, integrate into the smart contracts, or launch own applications on the blockchain.

2.1. Value and cases

The value of PLAIX lies in the products and services of the Ecosystem. These parts cover all major needs of communities, brands, organizations, and their participants and audiences.

Together with the user-supplied products, one of the most important values of the PLAIX Ecosystem is the bridge of easy integration of PLAIX products and features into external solutions, adding a decentralized layer and bringing more people to the web3.

Below we described the planned parts of the Ecosystem to develop and lunch to achieve our targets of bringing people organizations on the web3.

PLAIX plans to provide significant value to the people organizations to drive the development of a community-powered economy everywhere. Below there is a list of general value drives of PLAIX. The list is not exceptional as we're at the very beginning of the development, and of course, it does not include the participation of our community that will be one of the core PLAIX assets as well.

PLAIX, in a final resolution, is going to provide such value:

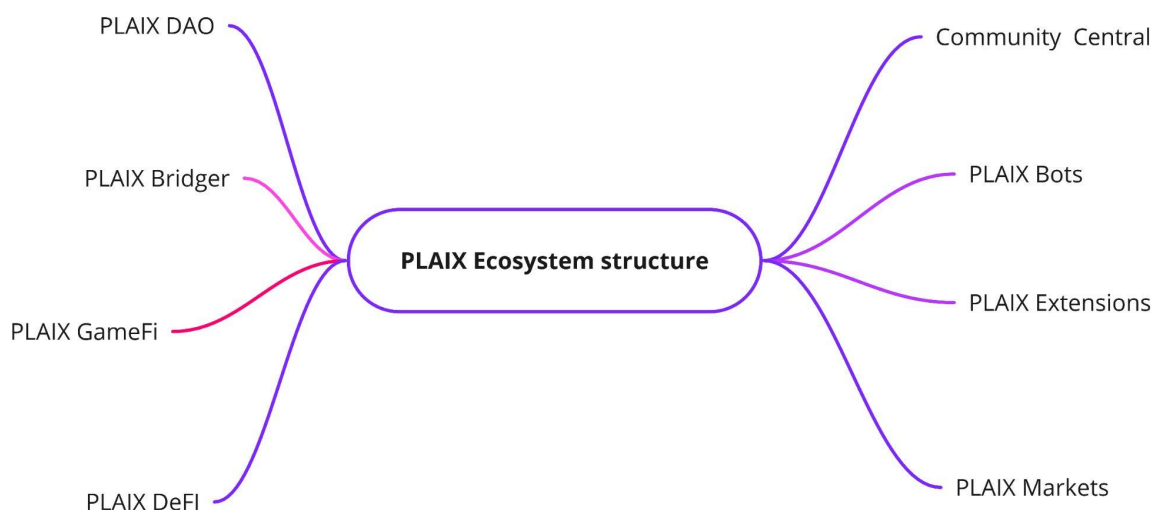**Transactions:** tipping, donations, microtransactions.

Markets: value exchange, commerce, selling products and assets.

Payments: interest-based paid communities, community purchases, subscriptions, memberships.

DeFi: funding, liquidity, farming, borrowing, insurance, pools market.

GameFi: digital goods, assets, personalizations, increase access, receive benefits, etc.

Connection: platform integration, hybrid experience, integration of existing assets from another project.

PLAIX DAO
PLAIX Bridger
PLAIX GameFi
PLAIX DeFI

PLAIX Ecosystem structure

Community Central
PLAIX Bots
PLAIX Extensions
PLAIX Markets

The Ecosystem will operate by accumulating capital in the form of fees and distributing them to communities that transact on the network. Similar fees from PLAIX we are going to allocate from our side to the internal network capital, Ecosystem development, and growth.

2.2.   PLAIX Bots

Communities live in their tools to have the ability to communicate, exchange information, make simple decisions, etc. Each people organization has its own place to run the community: from simple messengers to specific tools to run communities. It would be silly to try to design a new place for the community and try to convince everyone to move there. Community or brand, even an organization is a communication first environment, the exchanging of information as a natural process for it. We rely on the solutions designed to exchange information. It's okay that these solutions are in web2. We see that the transition should not be revolutionary but through evolution and we are the engine of the evolution.

Such an engine to help evolve web2 products into web3 through user-driven push is PLAIX Bots. We designed this service to provide cross-blockchain conversational design to current platforms where communities live. Such platforms are messengers, blogs, social media, forums, open community-building services, etc.

Community owners or brands can simply add PLAIX bot to the service, and issue assets, set up the reward rules for contribution, engagement, decision making, ability to exchange, utilize the value and use the assets across the community and external sources.

At the moment of the creation of the PLAIX White Paper Bots product is in the active development stage with already planned releases for the first platforms, where Discord is one of the first platforms scheduled for the launch.

2.3.   PLAIX Community Central

Communities, organizations, and audience-focused on some point of maturity have different needs on the path of development and growth. It may be defined as corporatization or structuring of business processes. Looking at it in a general way, it basically means that the community receives an ability to structure the processes to different roles and people. The primary needs in mature communities are:

Engagement: communities and people-driven brands and organizations in most cases suffer from a lack of long-term engagement. The participants, the core team should have various tools that drive engagement without allocation a lot of resources to that.

Scaling: scaling and readiness of communities for that is a challenge that everyone should be prepared to.

Reward: one of the main points on all stages, for the most mature organizations, there should be the ability to control inclusivity, equal and fair reward, incentives for the participants.

Value usage: once the social assets exist in the community, the natural desire of people is to use them in any way, from the ability to gain additional rewards to the payment and transactional cases.

Management: from vision and focusing on targets to execution. At this point, a chaotic group of people becomes the structured community that requires

Decision-making: the participants of the community should have the ability to express their vision of development of anything that is related to their interest.

Outreach: community needs to market itself as any people organization to have stable growth across the market.

Payment processing: communities, brands, organizations need to receive, send payments, execute transactions to transfer monetary value and assets.

Resource management: in order to maintain all financials, distribution, different participation volumes, control inflation, speculations there should be accounting, asset, token management established.

The PLAIX Community Central will be the first decentralized autonomous solution for mature communities, audiences, and organizations that provides full-scale management for all aspects of operations. We are focusing on a friendly, easy-to-use user interface for a wide variety of influencers, communities, brands, and organizations.

2.4.   PLAIX DeFi

Communities, organizations, brands that develop the audience, struggle from the access to finance as entities and individuals. The part of the DeFi market went from the development of the product to the community. But many communities exist across different topics and drivers without the availability to use DeFi and add their virtual assets.

We identified these major needs for the community assets to get included in the financial cycle and designed solutions for that that cover the main needs of communities:

- **Funding** - the launchpad for the communities to attract capital for the development of assets, projects, and growth.

- **Liquidity miming** - a feature to drive the liquidity gathering and distribution across the blockchains and communities.
- **Landing/Borrowing** - a protocol, powered with community assets to enable landing/borrowing operations to these assets.
- **Oracles** - specific solutions for communities, based on behavioral and price metrics to provide aggregated and usable data for decentralized protocols inside and outside the Ecosystem.
- **Insurance** - a protocol to cover community risks related to operational activity and finance.
- **Farming pools** - protocol to create pools using the community assets.
- **Staking** - enable the ability to lock community assets for gaining additional income, open new opportunities to the participants of the communities.
- **Transactions** - powered with a cross-blockchain approach, this feature allows tipping, microtransactions are easily integrated into the protocols and software.

We are sure that DeFi protocols that target community assets, brand tokens, and organizational assets will be the future of DeFi. Community assets DeFi is a vast segment that brings decentralized finance to a new level and adds a broad audience to it.

An additional feature for the communities in the scope of DeFi is to make easier the process of loan issuing and operating. It's based on the distributed credit score mechanism that can be applied to communities by the PLAIX as there will be visible more data inside the Ecosystem than it exists now.

2.5.   PLAIX Extensions

As soon as most communities, brands, and organizations are driven with audiences or just those that are just starting to rely on communities live now in web2 we see our mission to streamline the evolving transition of these communities to the web3, where participants of communities can receive more benefits form their contribution,
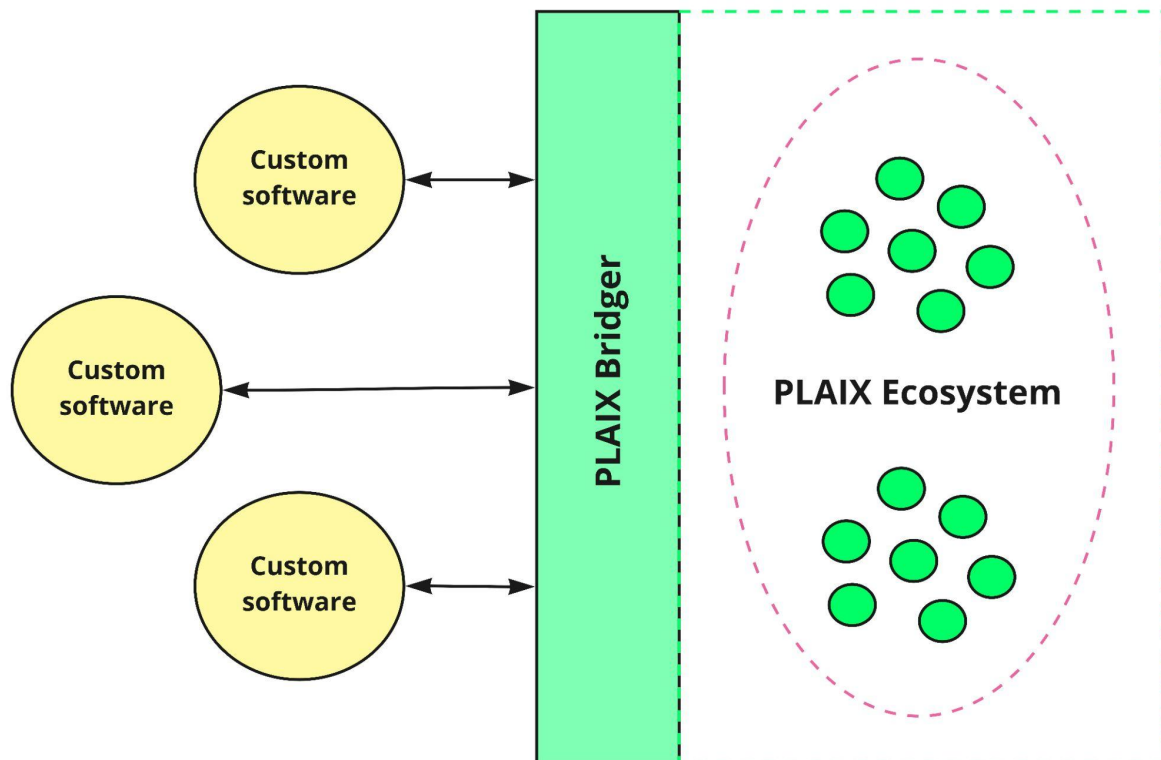
We design PLAIX Extensions as ready-to-go solutions ex: SDKs, extensions, addons with easy setup for usage in a wide range of famous tools on the market. Such tools can be as different CMS engines, bot platforms, SaaS services, and so on,

With the user-friendly interface of installing, setting up, and customization, it is going to become a powerful tool for each piece of the current economy.

2.6.   PLAIX Bridger

As our aim is to target our products in the Ecosystem to a wide audience, the PLAIX Bridger product is specifically designed for developers and technical experts who build custom software, corporate solutions, or any solutions that need specific logging to integrate into it.

PLAIX Bridget is a set of APIs, SDKs that are easy to integrate into custom software using major technologies available on the market.

2.7.   PLAIX GameFi

In-app purchases, play-to-earn mechanics, in-game assets have become increasingly popular ower the world these days. Communities are the same platforms where gaming rules also work. People and customers around games and gaming become the first adopters and the most powerful force in trying new, validating, promoting, developing games and gaming mechanics. That's become evident for the big brands as well. Communities become game developers, adopters, ambassadors, and more.

That's why PLAIX Ecosystem is so focused on gaming communities and has chosen the first product to launch a bot for the Discord.

The PLAIX GameFi product will give powerful decentralized tools to the gaming communities to create, promote, develop, use games and in-game assets. Another critical part of its features is to enable earning, reward mechanics with their native gaming brand virtual assets created with PLAIX.

With the native assets, gaming communities can move to the next level, adding a monetary aspect and making the community a more powerful tool.

In the scope of PLAIX GameFi features, we're targeting a visible direction right now and preparing ready-to-use solutions to make the gaming experience accessible for everyone.

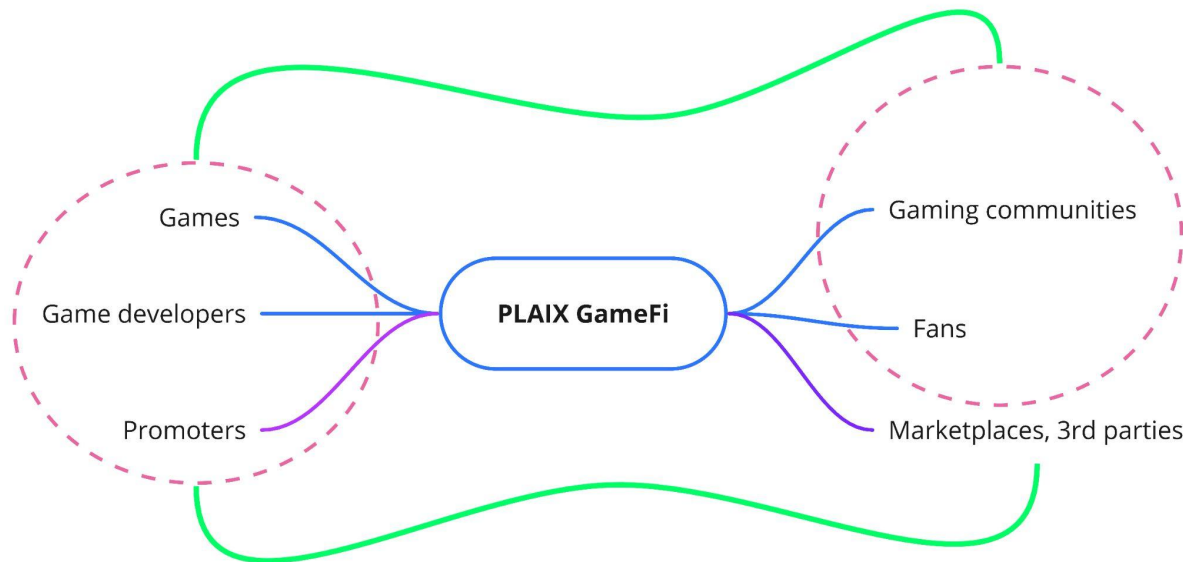**Among the significant things we're focusing on in GameFi now are:**

Ability to **create, integrate, use in-game virtual assets.**

Create easy-to-use tools for **adding blockchain virtual assets to existing games** and making them available to a wide scale of people.

Remove the border between the communities, games, and developers.

PLAIX GameFi adds the ability to work with custom-created digital assets, integrate in-game personalizations, integrate existing game assets into the community, manage access levels, distribute and receive benefits, etc.

In PLAIX GamiFi, there is a cross-integration of the game and community where the community continues the game and vice versa. In a nutshell, we are making the world there is no border between the gaming process and participation in the community, bringing it to the seamless native experience.

We are designing the ability to add PLAIX GameFi features into existing games to engage a wide variety of people that play games now to decentralized assets and bring the gaming experience in current games to the next level. Our vision is that any game that currently exists in the industry will be powered with virtual assets on the blockchain and PLAIX GameFi will become a core of this trend.

2.8.   PLAIX Markets

As we have one of our main focuses to give the ability for communities to use their assets in real-life use cases and grow finances across the community and participants, the PLAIX Markets feature has a very high priority. The main purpose of PLAIX Markets is to give the ability to create, exchange and utilize the value of virtual community assets and even physical goods and services.

We are planning to develop PLAIX Markets as a set of marketplaces with web and mobile applications based on DApps. These applications will be accessible to all users across the markets as well as available for integration to the external protocols.

The main participants of the PLAIX Markets will be communities that work with virtual assets, individuals, and institutional players that want to access the ocean of community assets.

Features of PLAIX Markets will leverage the development of communities as they will bring an additional level of liquidity and monetization to it.

2.9. The implementation overview

We will build PLAIX Ecosystem using a cross-blockchain strategy implemented in steps with rolling out products inside the Ecosystem.

During the development, we plan to build a modular set of DApps that will communicate with each other using blockchain smart contracts.

The first stage of implementation is focused on Solana Network development and integration to focus on the gaming community and gamers. We recognize gaming communities as a strong force with huge growth opportunities. The further effort we're planning to locate on development the solutions for EVM compatible blockchains and focus on giving and expanding the ability to use community assets in DeFi and build DeFi products using community assets.

PLAIX Team will implement all features described in this White Paper. Additionally that we're planning to engage the development community through special incentives to drive the community development of the product and spotlight new use cases.

The logic inside the PLAIX products is going to be highly customizable, and smart contracts are sent for review to the auditors approved by the community.

With the development of the Ecosystem we see and going to encourage the activities to build products, features on top of PLAIX as well as additional enhancements to the core through participating in PLAIX DAO.

3. PLAIX Token

3.1. $PLAIX token introduction

PLAIX token is a core asset of the PLAIX Ecosystem. PLAIX is designed to give the participants of the Ecosystem the ability to transact, stake, govern, reward, pay, and participate.

Supply

PLAIX token has a limited supply of **50 billion tokens** minted on the genesis block. The whole token supply will be locked and has different vesting option that depends on the stage of the development of the Ecosystem.

We see PLAIX token as a cross-chain asset with bridges to every blockchain widely supported in the community and with the ability to execute smart contracts, run DApps.

The Team plans to set an initial portion of PLAIX tokens live by executing the series of sales (public and private) and funding rounds to get capital to build and promote the Ecosystem. All other PLAIX tokens will be distributed to the market through different activities of promotion of the Ecosystem, payments, incentives, rewards, earnings, the activity of the participants inside the ecosystem, etc.

Funds usage

The main destination of funds will probably be the build cost, promotion, service providers to the network, operational costs.

3.2. Use cases

PLAIX use cases at the beginning of the development of the Ecosystem definitely will evolve but the core things the Team design for that will stay consistent across the development of the Ecosystem.

PLAIX token features:
- Cross-chain: support for Ethereum, Binance Smart Chain, Solana, Near, Cardano.
- A key part of the community ecosystem.
- Rewards to communities and projects.
- Staking, Farming, Liquidity Mining.
- Fees from the DeFi (loan issue fees, penalties).
- Fees from the usage of PLAIX Ecosystem products.
- Community transaction fees.
- Governance.
- Work-to-earn approach.

PLAIX token covers utility and governance use cases in order to fulfill the operations inside the Ecosystem.

3.3. Token economics

The allocation of the PLAIX token was designed to achieve the target of platform development and growth with maximum community engagement. One of the main challenges here is to be inclusive and fair in distributing the assets. To beat this challenge, we are engaging DAO to participate in the process, external DAOs, and communities to share the expertise, therefore adding value to PLAIX.

PLAIX token allocation:

Ecosystem reserve (Treasury)	10%
Incentives & innovation pool	30%
Project development	20%
Team allocation	25%
Strategic rounds	15%
Tokensale	5%

Vesting and looks

The token release schedule is quite straightforward and complies with the linear function on the chart, which is relevant for all lines of active allocation.

5% is dedicated to the public sale and will be available right after the token sale happen.

15% tokens allocated to the strategic financing rounds and have two years lock with quarterly unlocks of parts from the supply from strategic rounds.

Team allocation of 25% of the supply has five years vesting.

As we're going to engage communities and developers, therefore most of the supply - 70% of PLAIX tokens will be distributed directly to people through different activities. The other part is allocated to PLAIX treasury for the case of coverage of any black swans and future funding.

At the stage of development, we're planning to distribute 5% of PLAIX on the Tokensale in the form of various token offering activities. The details of the token sales will be published on the official PLAIX website: plaix.tech

The overall planned circulation distribution is targeted to a 5-year release of all community-related tokens.

We designed the PLAIX token as a tool for speculation but as an instrument for building extraordinary communities and strong organizations at first with financials with a minimum reliance on the infrastructure pain points.

Therefore, we're sure that in a 5 year period the PLAIX Team and community will build a robust Ecosystem.

We are structuring PLAIX token initial distribution to certain activities::
- Tokensale: Private Sale

- Tokensale: IDO
- Tokensale: Strategic Round
- Community Incentives
- Project development community incentives

4. PLAIX DAO
4.1. PLAIX DAO overview

By design, PLAIX Ecosystem will be managed by a distributed autonomous organization, aka DAO, where participants of the PLAIX community will be able to make an influence and participate in the development of the PLAIX Ecosystem.

PLAIX DAO is will consist of the community members who will pass the certain threshold of holding PLAIX tokens on their wallets as well as the relevant amount in staking.

4.2. PLAIX DAO governance and development

At the beginning of the development of the ecosystem, we're planning to have a straightforward governance process. After the Core Team completes the development of the main part of the Ecosystem, we start the transition of 100% governance to the community in a form of DAO.

With the transition to DAO, a new model of governance will be applied based on the effective organizational model and appointment relevant people from the community to the specific roles and active engagement of Councils from the community to make decisions on the key questions.

5. PLAIX Road Map
5.1. Tokensale, IDO

As the first stage of the public spreading of PLAIX token and to fund the development of the Ecosystem, we decided to run a public sale in the form of Private sale + IDO.

We allocate 5% of the supply of the tokens for sale in the initial stage.

The token sale price is set at $0,06 for the Public IDO.

A lot of effort our small motivated team has been already put into the development of the Ecosystem with the first release-ready piece of it. The main destination of the funds we're planning to attract is the development and promotion of the platform.

5.2. General PLAIX Road Map

The PlAIX Ecosystem Road Map is dedicated to the filling needs of communities, brands, organizations with audiences and their participants in getting the value from their interactions.

Based on that, we're building the roadmap that consists of such Iterations:

Iteration	Timeline	Scope
I1	Q1 - Q3 22	Launch of PLAIX Bots, PLAIX DeFi. Full ability to create community assets in different environments and use them in a financial market.
I2	Q2 22 - Q4 22	Launch of PLAIX GameFi, Markets. Extending to the gaming assets and the ability to get more value from the community assets.
I3	Q1 23 - Q3 23	Launch of PLAIX Extention, Bridger: coverage of more native platforms and adding scalability for the custom integrations. And finally, all assets moved to PLAIX DAO.
I4	Q2 23 - Q4 23	Launch of the PLAIX Community Central - management solution for the mature communities.

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