AvaxPixel Comprehensive Conceptual

White Paper

APIX Development Team

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1 Executive Summary

APIX is a utility token that fuels a public, blockchain-powered pixel canvas where anyone can paint, compete, and express themselves. Each painted pixel on the canvas costs APIX tokens, and anyone in the world can overwrite previously painted pixels, turning the act of creation into a dynamic, competitive game of expression, territory, and attention.

At its core, APIX empowers users to turn global events, social movements, fandoms, dreams, and digital protests into pixel art. From pop culture and sports to activism and visionary art, the canvas becomes a living, ever-evolving cultural mirror.

What makes APIX disruptive is its self-sustaining competitive economy: users must spend APIX to paint or repaint, and through our Personal Paint Score (PPS) system, loyal and active contributors are rewarded with visibility, perks, and regular token airdrops. The more users engage with the canvas — defending art, reacting to world events, or supporting their communities — the more vibrant and valuable the ecosystem becomes.

APIX runs on the Avalanche (AVAX) network, chosen for its cost-efficiency and alignment with younger, art-forward crypto communities. The token is already trading, and the application is in its final testing phase — ready to onboard the next wave of creators, meme lords, and pixel warriors.

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2 Introduction & Vision

In a world flooded with noise, APIX introduces a new medium of expression — one where pixel-art becomes a universal language, cutting through division, conflict, and censorship with charm, color, and creativity. Words can be twisted or weaponized, but a pixelated expression of emotion or protest carries a purity that's hard to corrupt. Pixel art, by its very nature, is soft-edged and emotionally disarming — a hate-proof medium for ideas.

This is the essence behind APIX: to create a global, decentralized pixel canvas where people express their thoughts, feelings, and reactions to world events in a way that's both playful and profound. Whether it's a tribute to a celebrity, commentary on political turmoil, a glimpse into the future, or a rallying cry for peace, each pixel carries meaning — and each costs APIX tokens.

But this is more than just art. APIX is also a competitive playground, a social movement, and a game of influence. Since anyone can overwrite a painted pixel, art becomes a battlefield. Users compete for space, defend their creations, and collaborate in visual campaigns. A Personal Paint Score (PPS) measures impact and consistency, and perks like airdrops, badges, and visibility reward true engagement.

2.1 Our Long-Term Vision

We imagine APIX becoming the go-to voice for digital expression — a pixel-based reflection of our collective consciousness. Over the next 2–3 years, we aim to grow this canvas into a living global artifact: constantly evolving, forever recorded on-chain, and full of creative battles, trending movements, and artistic triumphs.

With competitions, public voting, badge systems, and team-based pixel tournaments, APIX will become more than just a canvas — it will be a Web3-native culture engine, backed by a token with real utility and deep emotional resonance.

3 Problem Statement

Despite the abundance of digital platforms for communication and creativity, there are critical gaps in how people express themselves online today — especially when it comes to truth, emotion, and collective experience.

3.1 Text-Based Expression Is Broken

Traditional platforms like Twitter or blogs depend heavily on words — but words are easily manipulated, misinterpreted, or weaponized. Tweets lacking context can go viral with false or harmful narratives, while deeply thoughtful blogs often go unread due to their length and complexity. Worse yet, content with misinformation can persist indefinitely if left unchallenged by the platform or its users.

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In contrast, a pixel-based, collaborative canvas creates a visual truth — a public space where messages must be crafted creatively and are open to reinterpretation by the community. Art that's misleading, hateful, or irrelevant can be painted over — not reported or blocked — allowing truth and relevance to naturally emerge.

3.2 NFT and Token Projects Are Hollow

The majority of crypto projects focus narrowly on speculation: "buy the token now, sell it later." These projects often lack utility, story, or sustainable community engagement. Many promise games, apps, or ecosystems that never fully materialize — and even when they do, they lack depth or long-term maintenance.

APIX flips that model. Instead of chasing token price as the goal, we aim to build a meaningful application first, where the token is deeply embedded in user action and value exchange. The painting canvas is not just decoration — it's the heartbeat of the ecosystem.

3.3 Collaborative Creativity Is Fragile

Previous attempts at collaborative canvases have fallen short. They're either too simplistic, too vulnerable to abuse, or lack incentives for genuine contribution. Artists spend hours creating intricate designs, only to see them defaced in seconds by bad actors. Without a fair economy or protective mechanisms, meaningful collaboration cannot survive.

APIX addresses this with:

- A token-gated painting economy, where every pixel has cost and consequence.
- PPS mechanics to reward thoughtful, lasting contributions.
- A competitive edge that turns trolls into players, and players into curators of shared culture.

4 The APIX Solution

APIX delivers a real-time, competitive, and expressive pixel-art canvas powered by cryptocurrency — a Web3-native platform where every pixel painted is public, permanent, and meaningful.

In contrast to traditional social platforms and hollow NFT projects, APIX offers a living, interactive canvas that reflects global culture, emotion, and community dynamics through pixel art. It's an open digital space where users don't just post content — they battle, collaborate, and co-create a visual history of our time.

4.1 Key Mechanics

- **Pixel-Based Expression**: Every action on the canvas — painting, repainting, defending — requires spending APIX tokens. This creates an economy where attention, creativity, and effort are real investments.

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- **Dynamic Pixel Pricing**: Pixel costs are not static. A custom algorithm (explained in a separate technical whitepaper) recalculates pixel prices dynamically, based on user interactions, competition, painting history, and possibly time decay — creating constant strategic decision-making.
- **Overwrite Competition**: No pixel is safe. Users can overwrite any pixel, making the act of creation competitive. This turns every illustration into a battleground, and every canvas update into an event.
- **Personal Paint Score (PPS)**: A core engagement metric that reflects a user's impact, consistency, and value to the ecosystem. PPS influences airdrops, visibility, perks, and future tournament access.
- **Moderation & Safety**: While the platform is mostly self-regulating through cost and competition, basic content guidelines are enforced to prevent harmful content. System and admin moderation, along with user reports, help maintain a healthy environment.

4.2 Public by Default, Eternal by Design

Nearly all paintings on the APIX canvas are public and permanently recorded. Every pixel action is logged and stored on-chain, enabling features like timelapse playback of past artworks and global visual history. Select events or tournaments may offer private access or restricted group visibility, but the default ethos is radical openness and transparency.

4.3 Simplicity First, Depth Later

While the APIX ecosystem will eventually evolve into group battles, team-based zones, and multiplayer art tournaments, the initial release emphasizes individual pixel ownership and solo expression. This ensures quick onboarding and intuitive gameplay, while laying a foundation for deeper social dynamics in future updates.

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5 Tokenomics

APIX is a fixed-supply utility token that fuels every interaction on the collaborative pixel canvas. With a total supply of 10 billion tokens, APIX is designed to support both the application's internal economy and long-term ecosystem growth.

Every painted pixel, every strategic overwrite, and every defended artwork depends on APIX — creating an economic loop where creativity, visibility, and expression are bought and earned.

5.1 Token Allocation

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Category	Allocation	Details
Team	10%	Team tokens are earmarked for long-term release over 3 years, with plans to implement time-based locking mechanisms via trusted third-party platforms, ensuring transparency and discouraging premature sell-offs. While not currently locked due to the limitations of the initial launch platform, the team is committed to external locking as part of our ongoing trust and transparency roadmap.
Public Sale	27%	Available for users and early believers — no VC allocation ensures token health is driven by the community
Airdrops	30%	Distributed monthly based on users' Personal Paint Scores (PPS), encouraging active and meaningful participation
Development & Marketing	33%	Used for app growth, new features, partnerships, campaigns, and platform improvements

Real-Time Lock Details: All locked asset information, including team tokens and liquidity, can be verified at Team Finance Lock Page.

5.2 Transaction Flow & Burn Strategy

When users spend APIX to paint or repaint pixels, the tokens are collected in the platform's treasury wallet. From there, they are used for: - Covering operational costs - Funding airdrops and user rewards - Sustaining long-term liquidity

A burn mechanism is under consideration — potentially removing 5% of tokens per transaction from circulation. However, this mechanism is not guaranteed at launch. The decision will be based on real-world usage data and community feedback, ensuring it aligns with long-term sustainability and user interests.

> "We believe in data-driven economics, not promises made too early. All burn-related mechanics will be transparently announced and community-backed."

5.3 Dead Wallet Burning Mechanism

APIX implements an automatic deflationary mechanism through the use of the globally recognized dead wallet address `0x000000000000000000000000000000000000dEaD`. This is a well-known address with no private key, making any tokens sent there permanently inaccessible and effectively

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removed from circulation.

The system automatically allocates 5% of all APIX tokens spent on pixel painting operations to be transferred to this dead wallet address. To optimize transaction efficiency and minimize gas fees, tokens accumulate to a predetermined threshold before being transferred in batches rather than individual transactions.

This automatic burning mechanism creates deflationary pressure on the token supply through actual platform usage, ensuring that increased activity directly correlates with reduced circulating supply and potential value appreciation for remaining token holders.

5.4 Airdrop Mechanics

At the end of each airdrop period

- A snapshot of user activity and PPS scores is taken.
- The airdrop pool size is announced.
- APIX is distributed proportionally to PPS — rewarding not just token holders, but those who actively engage with the canvas.

This model ensures ecosystem value flows back to the most creative and strategic users, keeping the platform vibrant and active.

6 Game Theory & Incentive Design

At the heart of APIX lies a powerful economic game — one that turns digital expression into a battle for territory, influence, and recognition.

While it may look like a simple pixel painting platform, APIX is a strategic arena where users must carefully weigh when, where, and how to paint. Behind every pixel is a cost, a motive, and a potential reward.

6.1 Incentivized Engagement

Users are incentivized to:

- Paint frequently to grow their Personal Paint Score (PPS)
- Protect their art by strategically repainting and defending their zones
- Increase overall APIX utility through action — pushing up demand and driving market dynamics

Higher PPS scores translate into:

- Greater share of airdrops
- Increased online fame and visibility via leaderboards and badges
- Status titles like “Top Painter”, “Pixel Master”, or “Art Defender”

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- Influence in future platform governance or events

"In short: those who shape the canvas shape the value."

6.2 Pixel Price as a Game Mechanic

APIX uses a sophisticated pixel cost algorithm that dynamically adjusts the price to paint or repaint any pixel. The system: - Increases cost for highly contested or repeatedly painted zones - Detects abuse attempts (e.g. spam painting or exploit behavior) and automatically increases the cost for the offending user

6.2.1 Overview

This section defines the complete pricing formula used in the AvaxPixel decentralized pixel painting application. The goal is to ensure a fair, scalable, and defensible economic system that rewards loyal users, deters griefing, and enables new users to compete via smart strategies.

The pixel price is dynamically calculated at the moment of painting and considers pixel history, user behavior, and global system metrics.

6.2.2 Formula Structure

6.2.2.1 Final Pixel Price The core formula for calculating the pixel price is:

$$\text{price} = (\text{base} + a \cdot p + b \cdot p^2 + d \cdot s - n \cdot c) \cdot (1 - \text{total discount})$$

6.2.2.2 Parameter Definitions

Symbol	Description	Type
`base`	Minimum cost to paint a pixel (e.g., 100 APIX)	Constant
`p`	Number of times the pixel has been painted	Integer
`a`	Linear growth factor	Float
`b`	Quadratic growth factor	Float
`s`	Spread distance from user's last painted pixel	Integer
`d`	Spread penalty multiplier	Float
`n`	Number of same-user adjacent pixels	Integer
`c`	Neighbor discount per adjacent pixel	Float

Default values:

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```
base = 100;
a = 2.0;
b = 0.5;
d = 3.0;
c = 1.0;
```

6.2.3 Discount Components

The total discount is computed from user loyalty, pixel ownership, inactivity, and Personal Paint Score (PPS).

6.2.3.1 Total Discount

$$\text{total discount} = \min(\text{loyalty discount} + \text{pps discount} + \text{inactivity discount} + \text{ownership bonus}, 0.75)$$

6.2.3.2 Component Breakdown

6.2.3.2.1 Loyalty Discount

$$\text{loyalty discount} = \min\left(\frac{\text{user paint count}}{\text{total paints}} \cdot 0.4, 0.4\right)$$

This represents how frequently the current user has painted this pixel. The more dominant they are in painting history, the more discount they receive.

6.2.3.2.2 PPS Discount

$$\text{pps discount} = \min\left(\frac{\text{PPS}}{100} \cdot 0.15, 0.15\right)$$

The Personal Paint Score (PPS) is a normalized measure of user activity over the past 60 days.

6.2.3.2.3 Inactivity Discount

$$\text{inactivity discount} = \min\left(\frac{\text{inactivity days}}{180} \cdot 0.15, 0.15\right)$$

This rewards users for refreshing old pixels that haven't been painted in a while.

6.2.3.2.4 Ownership Bonus

$$\text{ownership bonus} = \min\left(\frac{\text{user paint count}}{\text{total paints}} \cdot 0.3, 0.3\right)$$

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This boosts long-term owners, giving them a discount to reclaim or defend their territories.

6.2.4 Personal Paint Score (PPS)

The PPS is a weighted score (scaled from 0 to 100) that reflects the user's engagement in the last 90 days. Activities prior to 90 days will still be included however they will have less impact on the PPS calculation ensuring the continuous participation.

$$\text{PPS} = \left(\frac{\sum_{i=1}^{6} w_i \cdot v_i}{\sum_{i=1}^{6} w_i} \right) \cdot 100$$

Where:

- $v_1 = \frac{\text{login count over 60 days}}{\text{max login count}}$
- $v_2 = \frac{\text{login streak max}}{\text{max login streak}}$
- $v_3 = \frac{\text{apix spent over 60 days}}{\text{max apix spent}}$
- $v_4 = \frac{\text{qualified referral count}}{\text{max referrals}}$
- $v_5 = \frac{\text{referral earned over 60 days}}{\text{max referral earned}}$
- $v_6 = \frac{1/\text{days since registration}}{1/\text{max registration age}}$

All values are normalized using recent platform maxima, ensuring fairness and comparability across all users.

6.2.5 Conclusion

This pricing engine provides a sustainable token economy for AvaxPixel by:

- Encouraging loyalty and fairness
- Scaling with competition
- Discouraging spam and griefing
- Offering incentives for meaningful engagement

The modular nature of the model allows for future upgrades such as decay mechanics, zone inflation, and user-driven governance.

Rewards meaningful, strategic contributions with economic efficiency

This creates a naturally self-regulating economy that discourages griefing and incentivizes thoughtful play.

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6.3 Cooperation & Unofficial Alliances

While the platform initially launches with solo painting mechanics, users are free to form informal alliances — teaming up to protect shared artworks or large-scale designs. This is encouraged as long as it aligns with the platform's core values of creativity, respect, and competition without hate.

Future versions of APIX may introduce team zones, shared PPS pools, or tournament brackets, allowing deeper collaborative strategy.

7 Community & Ecosystem Growth

APIX isn't just a platform — it's a movement. A digital space where art, competition, and culture collide to create something that's alive and community-driven. From global leaderboards to social referrals and themed tournaments, every mechanism is designed to grow the ecosystem organically — by rewarding active, creative, and connected users.

7.1 Referral System: Growth Through Community

Every user receives a unique referral link they can share with others. When someone registers through this link: - The original referrer starts earning referral points based on the APIX tokens spent by the invitee - These points are integrated into the referrer's Personal Paint Score (PPS) - PPS then determines how much APIX the referrer earns during the next airdrop period

Direct APIX Commission Structure: The referral system operates as a legitimate income stream, paying referrers direct APIX tokens instead of in-application points based on their network's activity. Referrers receive a percentage of every APIX token spent by their referred users, with commission rates determined by the total number of active referred users in their network. The system features four progressive tiers: Starter Level (up to 10 users) offers 5% commission on all spending by referred users, Growth Level (up to 30 users) increases to 6% commission, Pro Level (up to 50 users) provides 8% commission, and Elite Level (50+ users) reaches the maximum 10% commission rate. This structure creates powerful incentives for community builders to not only attract new users but also to support their success and continued engagement, as active referred users directly translate into ongoing APIX earnings for the referrer.

This model encourages users to: - Onboard friends, followers, and fanbases - Grow the user base naturally - Stay active to maintain a high PPS and maximize rewards

> "The more you contribute to the ecosystem — through painting or people — the more the ecosystem gives back."

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7.2 Leaderboards and Recognition

To encourage both competition and creativity, APIX offers a multi-layered leaderboard system: - **Main Leaderboard**: Tracks total impact across painting, referrals, and PPS

Thematic Leaderboards: - Most Active Painter - Largest Pixel Holder - Most Creative Artist (based on community voting)

Top-ranking users gain: - Public visibility and social status - Special badges and profile perks - Early access to limited features or events

These leaderboards are updated live, turning the canvas into a real-time arena of fame and rivalry.

7.3 Events, Tournaments & Themed Challenges

The roadmap includes:

- Monthly painting tournaments with prize pools
- Theme-based contests (e.g., Peace Week, Meme Month, Retro Art Challenge)
- Potential collaborations with real-world causes or cultural events

While not yet finalized, these events aim to:

- Boost creative participation
- Highlight timely or meaningful themes
- Create social momentum and viral moments

Participation in events may grant bonus PPS, airdrop multipliers, or exclusive cosmetic perks within the platform.

8 Roadmap

APIX development began in June 2025, driven by a vision to blend art, expression, and competition into a single, pixel-based economy. Since then, the project has moved rapidly from concept to execution — with a working MVP, token deployment, and community onboarding all set in motion.

The public launch is scheduled for late July 2025, marking the beginning of APIX's real-time, decentralized painting ecosystem.

8.1 Short-Term Goals (Next 3 Months)

- Launch and stabilize the public application
- Reach 1,000+ wallet interactions
- Achieve $1 million market cap by August 2025
- Monitor real-time canvas dynamics to refine pixel pricing and abuse-prevention logic
- Begin first PPS-based airdrop period

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8.2 Mid-Term Targets (End of 2025)

- Grow to 1,000+ active users
- Launch multiple leaderboard categories
- Establish strong user retention through the PPS + airdrop system
- Reach $5 million market cap by November 2025
- Begin early private tournaments and themed events

Note: A more detailed internal roadmap exists for feature rollouts, infrastructure upgrades, and ecosystem expansions. For security and strategic reasons, this roadmap is held confidential and will be revealed incrementally based on milestone completion.

9 Token Launch Plan

APIX has already been launched and is actively traded on the Avalanche C-Chain, establishing a fair and open entry point for the community. There was no pre-sale or private allocation — allowing early believers to purchase directly from the open market at initial prices.

You can track live trading and transaction history at: Snowtrace Token Explorer

9.1 Fair Price Discovery

APIX's launch strategy is simple: let real usage drive real value. There are no artificial pumps or pre-launch investor dumps. Instead, the token's price is shaped by:

- App adoption and pixel activity
- Regular airdrops (creating a flywheel effect)
- Community engagement and retention
- Long-term application quality and team commitment

> "We believe in price through purpose — not promises."

Early adopters who begin painting, referring, and holding APIX benefit from low entry pricing and gain exposure to a token that is organically tied to a growing on-chain culture economy.

9.2 Liquidity Commitment & Supply Control

The APIX team holds 73% of the token supply, which serves two critical purposes:

- Price stability in early stages of volatility
- A strategic reserve for future partnerships, platform expansion, and ecosystem scaling

While there's no public liquidity lock at this stage, the team is committed to long-term holding and transparent burn mechanisms (see Tokenomics section), and reserves the right to introduce additional supply control mechanisms based on usage trends and market maturity.

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10 Security & Abuse Prevention

Security and integrity are critical pillars of the APIX ecosystem. To ensure fair use, meaningful engagement, and long-term sustainability, several layers of protection are built into both the algorithmic and administrative systems.

10.1 Algorithmic Protection

The pixel cost algorithm dynamically detects and penalizes abuse patterns, such as spam painting, rapid overwrites, or non-strategic flooding.

When such behavior is detected, the cost of painting pixels increases dramatically for the offending user — discouraging attacks through economic friction.

10.2 Platform Moderation

The system enforces strict guidelines around content:

- No explicit images, hate speech, promotion of violence, or drug-related content
- Admins reserve the right to ban users who violate community standards or platform terms
- A user reporting system is in place to assist with real-time community moderation

The combination of economic self-regulation and human moderation ensures the canvas remains safe, competitive, and expressive for all.

11 Legal & Compliance Disclaimer

The APIX team stands behind this project and takes full responsibility for the features, mechanisms, and systems outlined in this whitepaper. Unless explicitly stated otherwise, everything described herein is a deliberate and guaranteed commitment by the team to the users, artists, and builders of the APIX ecosystem.

We are not here to speculate or overpromise — we are here to deliver. Every function, system, and algorithm in this paper is either already implemented or in active development, and the team is fully dedicated to executing on this roadmap with transparency and integrity.

However, while the token utility and platform mechanics are under our direct control, external outcomes such as token valuation, adoption rate, and user behavior may be affected by factors beyond our control — including market trends, geopolitical conditions, or macroeconomic shifts.

We do not provide financial advice or speculative assurances about profitability. The APIX token's value is entirely based on its usage, community adoption, and market demand, all of which are subject to real-world dynamics.

By participating in the APIX ecosystem, you acknowledge:

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- The platform and token are delivered as promised unless otherwise stated
- Profit outcomes are not guaranteed and depend on your use, the actions of others, and global conditions
- The team is committed to long-term development, security, and value creation

We encourage users to approach the platform as a utility-first, expression-driven application — and to make decisions accordingly.

12 The Team

The APIX project is developed by a passionate, multidisciplinary team of engineers, product designers, economists, and crypto-native creators. We believe in open-source principles, decentralized expression, and algorithm-driven fairness.

To maintain the safety and neutrality of the platform, we have chosen to remain pseudonymous during the early stages of development. Our commitment to transparency is demonstrated through:

- Public token launch with no VC influence
- On-chain activity and airdrop transparency
- Community-first roadmap and real-time engagement

As the project matures and adoption grows, further disclosures may be made to support partnerships, audits, or regulatory needs.

> "We're not here to be famous — we're here to build something meaningful, together."

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