

OX

oxygen.com

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# PERSONAL UTILITY ECONOMY

*Putting crypto into Gen Z's wallets, Driving their self-sovereignty in Web3*



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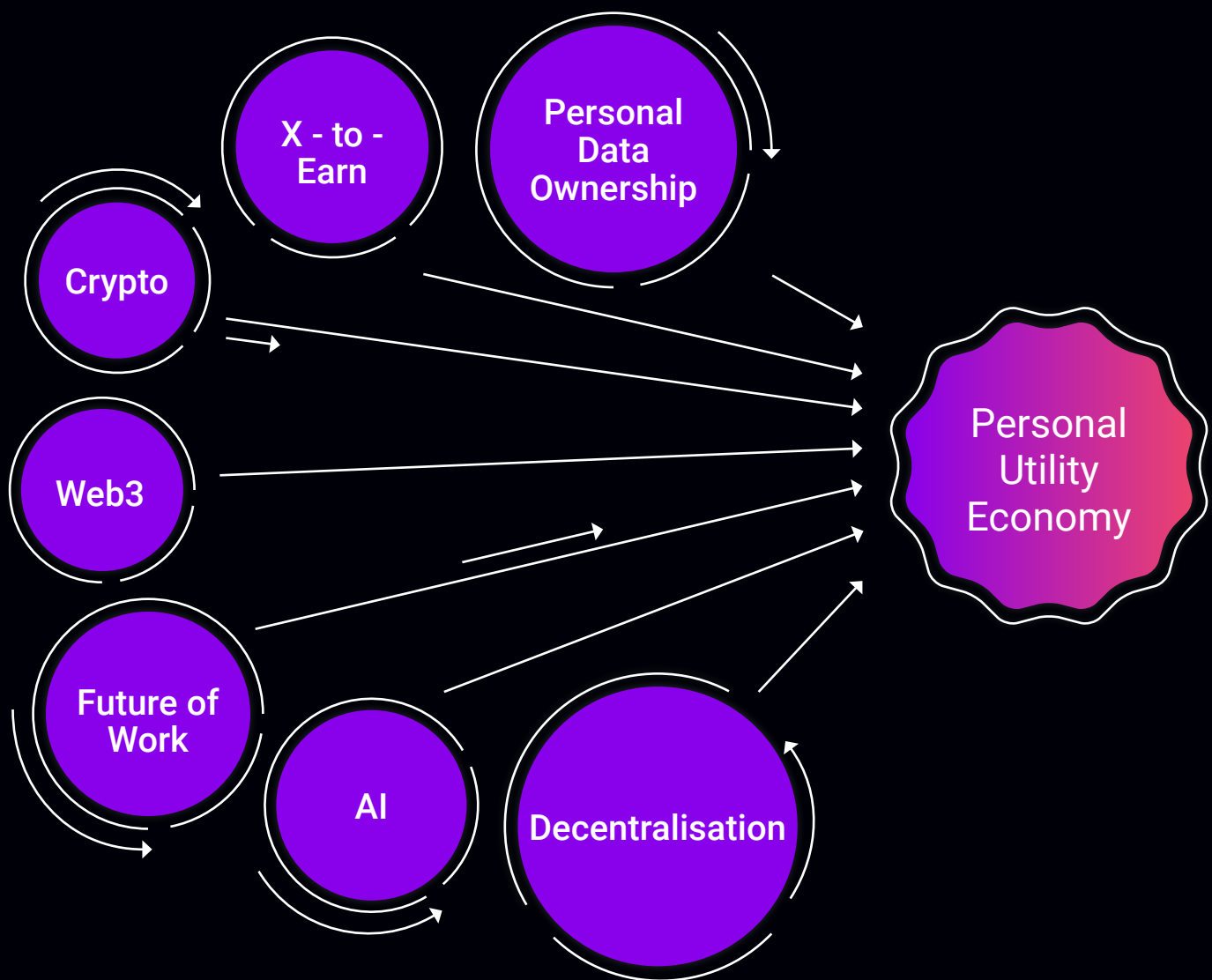
- \* Available on request

# PART 1 - INTRODUCTION

## 1.1 Introduction to Personal Utility Economy

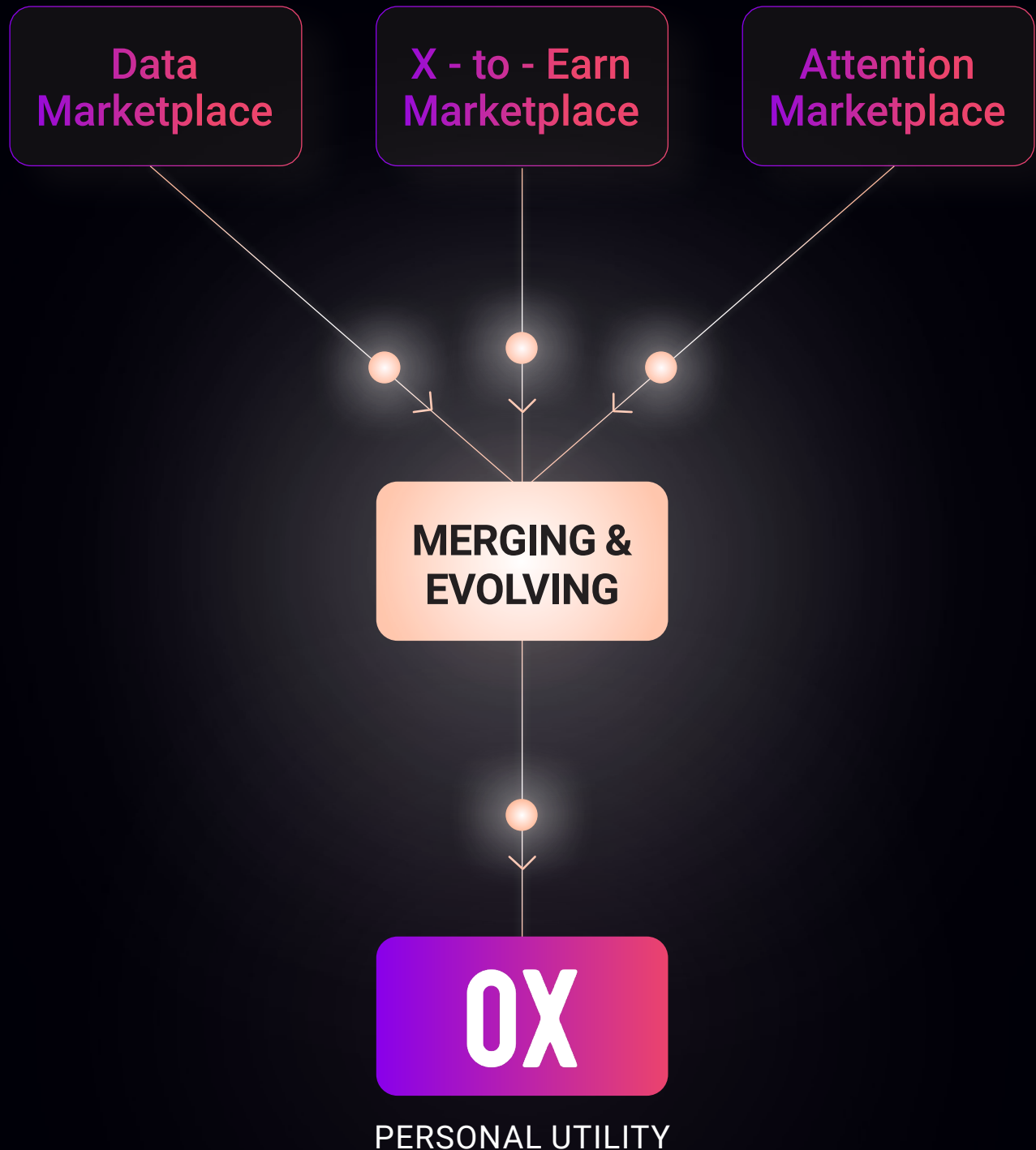
OX - the Personal Utility Economy (THE OX MARKETPLACE) where individuals monetize their digital selves.

An inclusive and sustainable economy designed with Gen Z's earning power as the core principle so they can fully partake financially in the Web3 economy. The following diagram shows the key macro trends pushing the evolution of the personal utility economy.



The OX marketplace is poised for exponential growth as the world shifts from Web2 to Web3, transforming the user from a product to a value creator.

Existing markets are undergoing rapid evolution, and consolidation, placing the user at the heart of value creation.



## 1.2 Executive Outline

OX is a platform that empowers and rewards users by enabling them to capture their unique digital attributes, referred to as digital assets, through a mining process. These assets are encrypted and stored exclusively on users' devices, ensuring **privacy and control**. The ownership and value of these assets are represented by the OXIT token, which holds increasing value and generates income similar to other assets.

*The value of OXIT grows exponentially as more users participate in the platform. OXIT tokens have a fixed supply and can only be obtained through users mining their own digital assets. These tokens can be freely traded in an open market.*

The value of OXIT is further enhanced by the implementation of the OX **"1-Minute Action Protocol"**. This protocol facilitates decentralized querying and matching of digital assets and individuals to meet specific business requirements, offering financial rewards in return. Businesses make payments in dollars, while users receive compensation in OXIT tokens, creating demand for user engagement. OX algorithms match and determine the price to be paid per user in each transaction, establishing a unique OX cycle.

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*By combining the unique digital assets captured by users with their contributions, OX creates a dynamic platform that **rewards user engagement**, provides **financial opportunities**, and drives **growth within its ecosystem**.*

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## 1.3 KEY FEATURES

- 1. EMPOWERMENT:** OX enables users to capture and own their digital assets, empowering them in the digital space.
- 2. SECURE STORAGE:** Users' digital assets are automatically encrypted and stored exclusively on their devices, ensuring security.
- 3. PRIVACY AND CONTROL:** Users have full control over their digital assets, maintaining privacy and control over their personal data.
- 4. INCREASING VALUE:** OXIT tokens hold increasing value and can generate income, similar to traditional assets.
- 5. USER CONSENT IN TRADING:** Users have full consent and control over the trading of their digital assets.
- 6. OXIT TOKEN:** The OXIT token serves as a store of digital value, representing ownership and value of digital assets.
- 7. USER DEMAND:** The platform creates demand for user engagement, attracting businesses to fulfill specific requirements.
- 8. SYSTEM AND NETWORK GROWTH:** The value of OXIT and the platform grows as the number of participating users increases.
- 9. FIXED SUPPLY:** OXIT tokens have a fixed supply, ensuring scarcity and value.
- 10. OXIT REFERRAL REWARD:** Users can earn rewards by referring others to the OX platform.
- 11. OPEN MARKET:** OXIT tokens can be freely traded in an open market.
- 12. OXIT REWARD - 1-MINUTE ACTIONS:** Users receive OXIT tokens as rewards for engaging in 1-Minute Actions.

- 13. BUY BACK:** OX drives internal demand by repurchasing OXIT tokens from users to fulfill payment obligations to 1-Minute Action Participants.
- 14. OXIT MINING REWARD:** Users are rewarded with OXIT tokens for mining their own digital assets.
- 15. ONE MINUTE ACTIONS:** The 1-Minute Action Protocol enables users to contribute to fulfilling business requirements and earn rewards.
- 16. INTERNAL DEMAND:** The OX platform generates inherent internal demand for OXIT tokens through its ecosystem

## 1.4 Executive Summary

OXIT token captures the **VALUE OF THE DIGITAL SELF AND THE VALUE OF THE CONNECTED DIGITAL SELVES** in a decentralised autonomous system.

OXIT tokens only come into existence by users mining their digital self and anybody wanting OXIT's must either mine them or buy them from others.

The decentralised system can be queried and matched via OX's 1-min action protocol to 3rd party needs, where users consent to engage their data, time & attention for OXIT's.

The OXIT's used by the 1-minute action marketplace must be purchased from users who have mined their digital self, hence creating a demand for OXIT's.



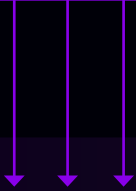
## Part 2 - PERSONAL UTILITY ECONOMY

### 2.1 Supply & Demand

The OX marketplace facilitates a consensual two-way relationship between individuals and entities seeking engagement.



**Users/Earners:** Empowered to collect and trade their digital assets – “data, attention, participation, engagement, time, skills, and creativity”



### PERSONAL UTILITY ECONOMY

\$1 Trillion Marketplace



**Buyers:** Facilitating direct connectivity, collaboration, creativity, engagement, and participation with users/earners.



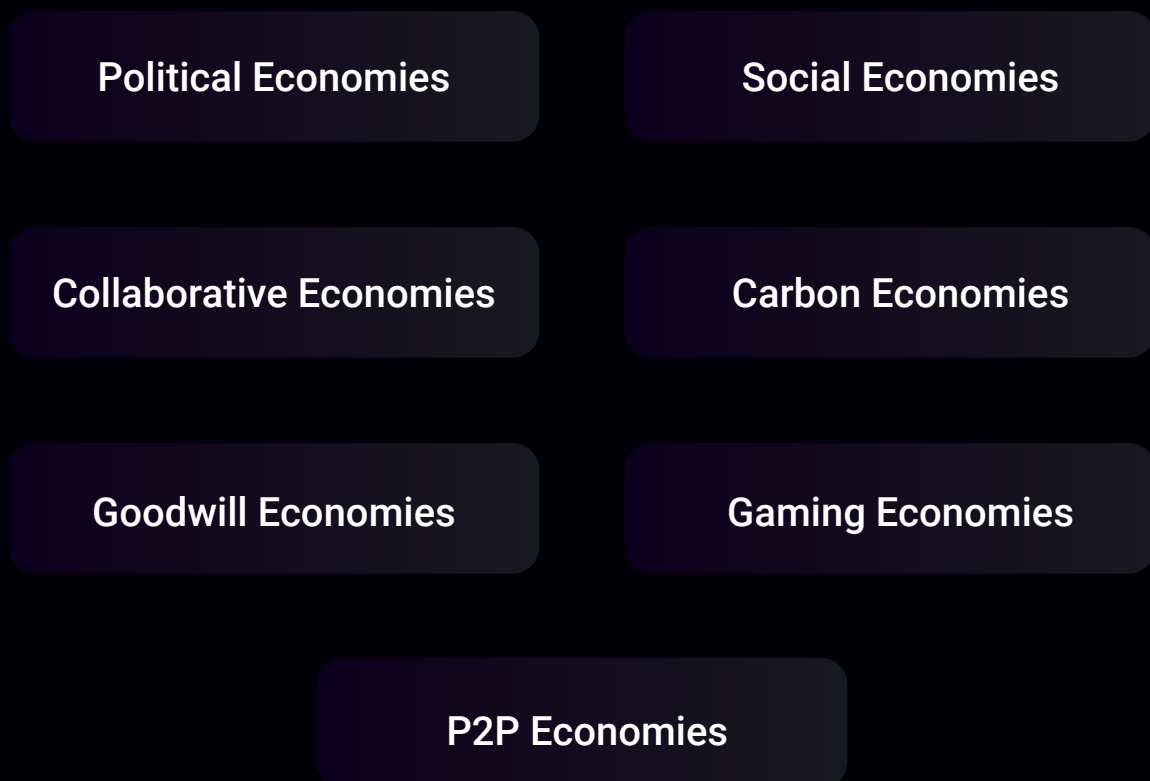
The first buyers engaging with the OX marketplace are businesses using the **I-2-B Model (individual to business)**, where commercial entities trade directly with individuals on the OX platform, using the **OX 1-Minute Action Protocol**.

This new model drives growth through new forms of consumer connection and value creation.

Enabling businesses to aggressively strip out cost and waste, while increase profits.

## 2.2 Extending the network

Third parties can extend OX to connect new data sources, build applications, build services, use its infrastructure where it's in the interest of OXIT holders.



## 2.3 THE OXIT TOKEN

### The economy runs on the OXIT token

OXIT is designed on first principles and represents “€ value creation” potential of the individual’s digital assets.

- Bitcoin - digital gold
- Ethereum - programmable money
- Pepe - commercialized community

### OXIT – Individual’s digital value

OXIT is the currency of the connected individual – “the individual’s digital assets value”.



## 2.4 Mission

OX's mission is to empower individuals to control and monetize their digital self in a way that is safe, secure, and equitable.

We aim to create a more inclusive and sustainable digital economy, where both Individuals (users) and Entities (buyers) can thrive.

**2 BILLION**  
global borderless  
citizens (**GEN Z**)  
as OX earners



**ON-DEMAND** human digital asset  
that transforms how commercial  
entities **THINK, DO, and EVOLVE**

## 2.5 Core Proprietary Technologies

OX has exclusive licenses to the use of three proprietary technologies from its holding company, Ellorem Ireland Ltd.



### **1-MINUTE ACTION PROTOCOL™**

Drives the I-2-B (supply & demand) economy in 1-minute actions through direct matching of individuals to commerce.

Enables individuals' digital assets to be matched with complete anonymity while guaranteeing full consent, privacy, and control.



### **DECENTRALIZED ASSET VAULT™**

Holds individuals' encrypted digital assets on their mobile devices in a fully decentralized system.

Allows for query and match with access to digital assets only after the individual has agreed and given consent for the use, the entity buying the data, and the reward for the transaction.



### **HUMANKIND™ BEHAVIORAL SCIENCE**

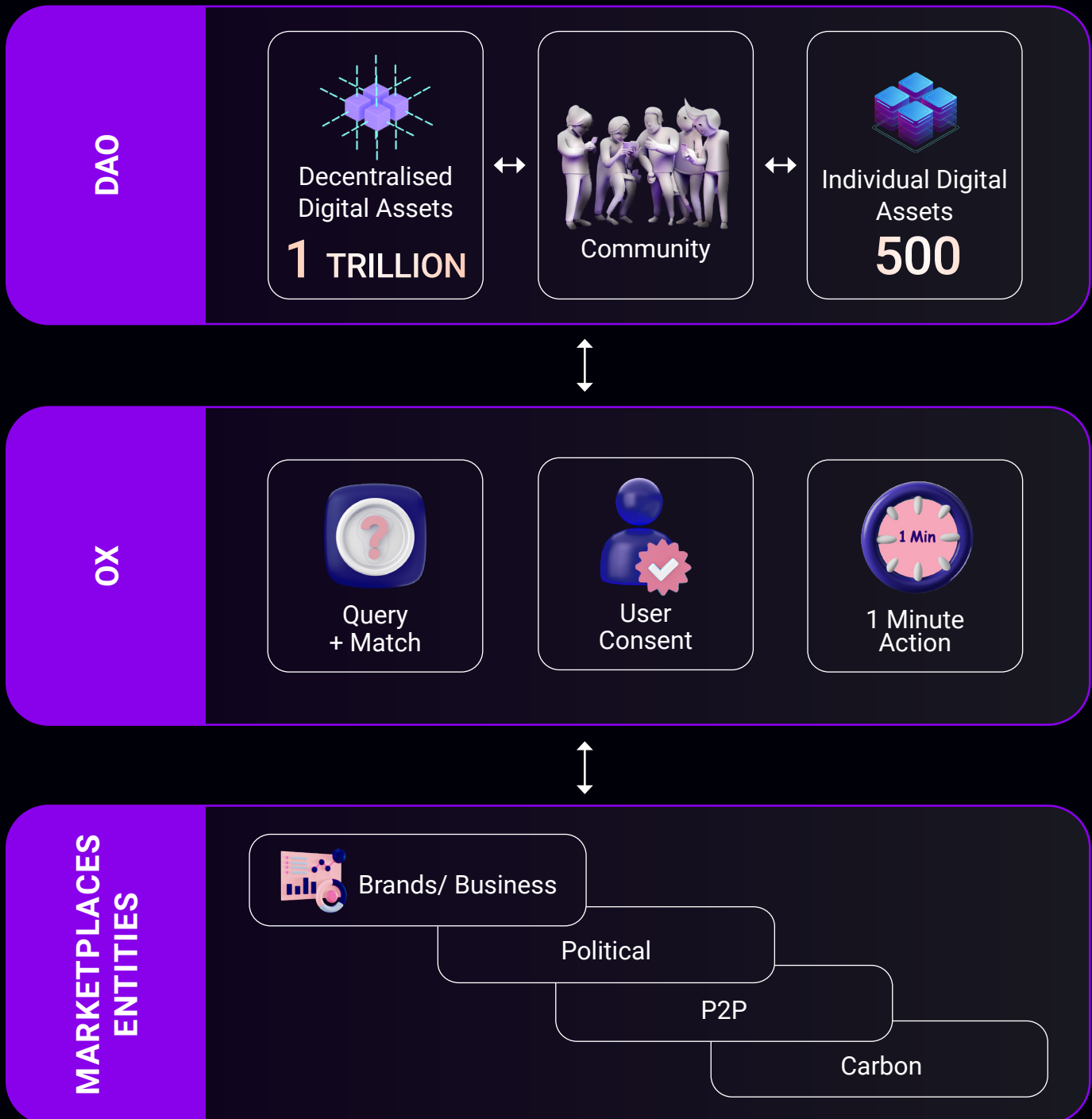
Enables the demand market to understand the behavioral traits of an individual with their consent.

Breaks each individual into a unique set of behavioral traits, giving buyers greater insight over the seller's propensity to act.

## 2.6 System Architecture Overview

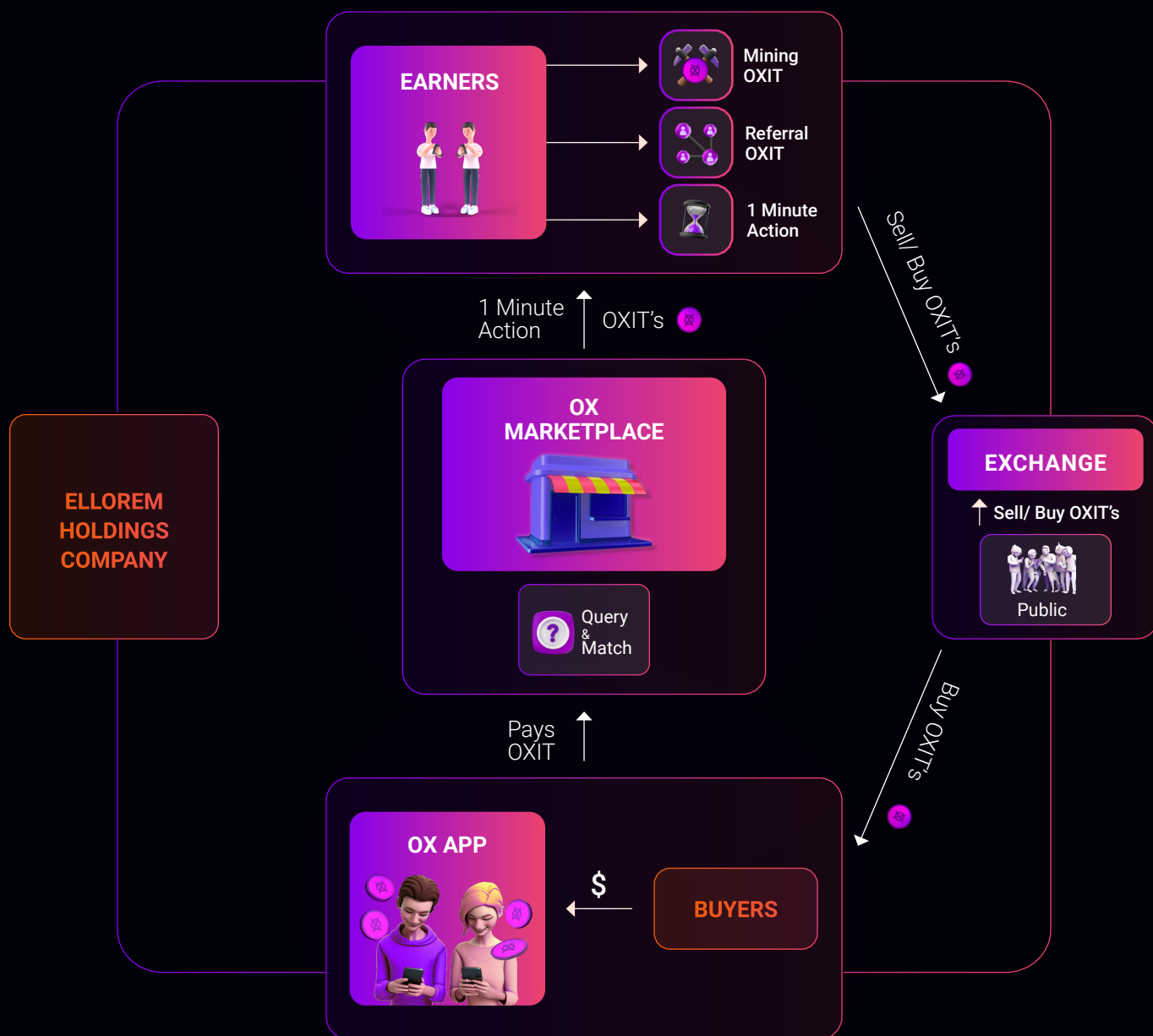
The OX system architecture has 3 main distinct divisions:

- Decentralized Digital Assets – Supply
- OX Connection Interface
- Marketplaces Buyers - Demand



## BUSINESS MODEL FLOW

OX has licensed the 3 proprietary technologies from its holding company Ellorem. Ellorem's allocation of tokens(10% of total supply) is released in direct portion to the release of tokens to miners. Ellorem contract also includes 10% of revenues. This agreement gives OX a perpetual, royalty-free license to commercialize the proprietary technologies, further strengthening their position in the Web 3.0 marketplace



### EARNERS

OXIT's for mining and for Actions



### BUSINESS

FIAT for 1-minute Actions



### ELLOREM

10% of revenue & 10% of tokens minted

## USER/ EARNER ONBOARDING

The key component to user/earner onboarding is the OX referral program. The OXIT token supply has built in 5% allocation for the referral program.

There are seven phases to our user/earner build

PHASE I	TRAILBLAZERS	Adventurous Explorers
PHASE II	VANGUARD	Momentum Builders
PHASE III	CATALYSTS	Growth Hackers
PHASE IV	SYNERGISTS	Collaborative Achievement
PHASE V	VISIONARIES	Forward-Thinking Pioneers
PHASE VI	AMBASSADORS	Passionate Advocates
PHASE VII	LEGACY BUILDERS	Lasting Impact

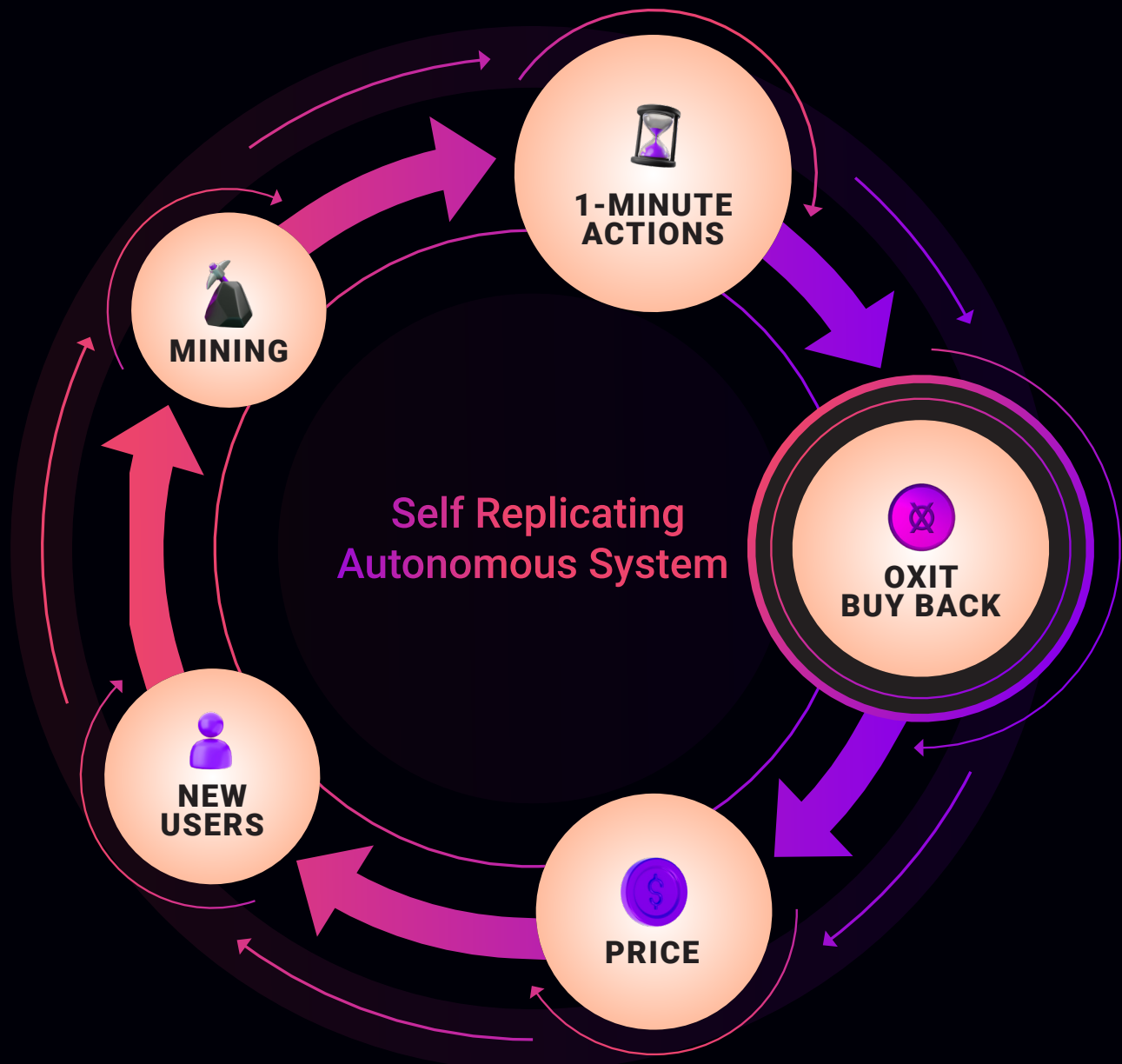
*“ OX drives new users by putting to work its existing users and their personal networks to onboard new users. Every user in effect becomes an nano influencer in their own network driven by the OXIT reward ”*



## Part 3 –OXIT Economy DYNAMICS

### 3.1 Design principles

Mining activities generate digital value which in turn generates demand from buyers which drives the 1-minute actions. **1-MINUTE ACTIONS** are paid for with OXITs that OX buy in the marketplace. This OXIT buying drives the token price. The rising token price attracts new users, who contribute to the mining process. This influx of new users sustains the cycle, leading to the replication and expansion of the autonomous system. In summary, the continuous loop of mining, business demand, token purchasing, price appreciation, and user acquisition enables the system to **SELF-REPLICATE**.



## 3.2 OXIT TOKENOMICS

- OXIT tokens have an initial designed **MARKET CAP OF \$0**.
- The system is designed to find it **TRUE VALUE SIMILAR TO THAT OF BITCOIN**.
- OXITs can only come into existence by a user mining, referring new users or 1-minute actions.
- The **TOKEN SUPPLY** is capped at **1.19T**.
- The system is designed to incorporate **1T DIGITAL ASSETS** and can go beyond this point through fractionalisation, remembering that an OXIT can only come into existence when a new digital asset is added into the system.

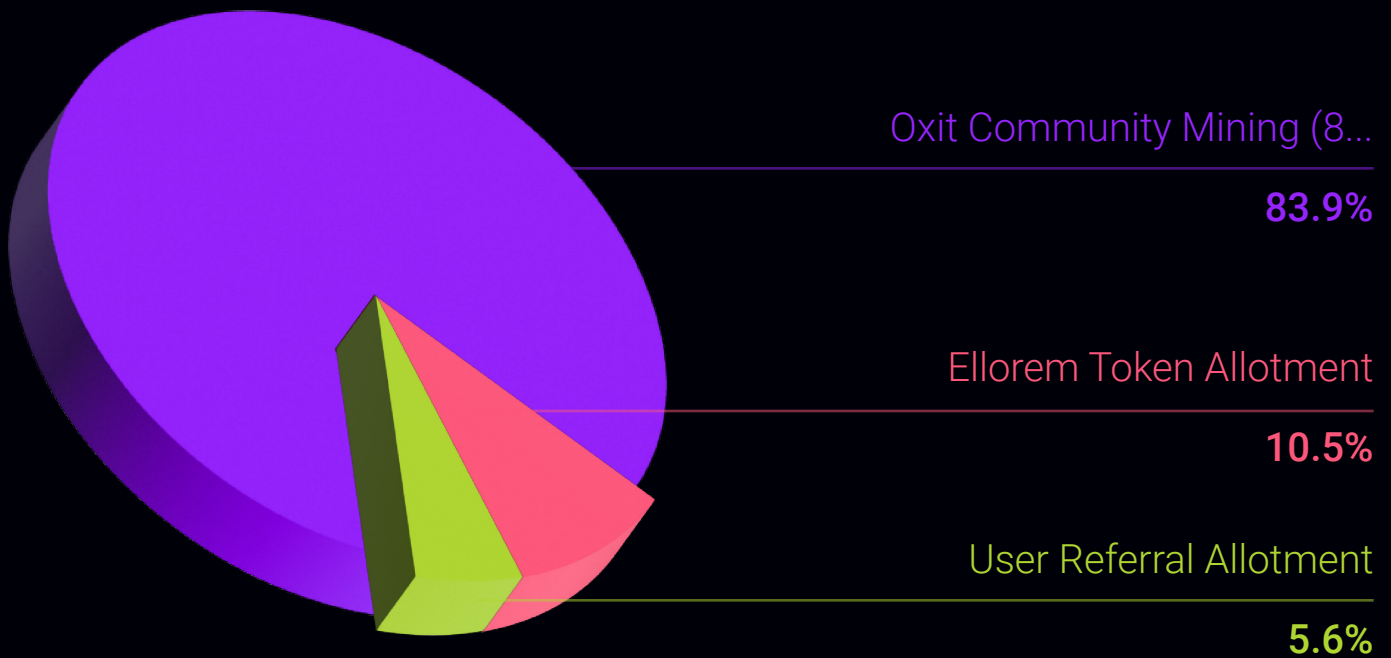
OX token model is based on Bitcoin core principles alongside deep analysis of social media applications. Reverse engineering existing social networks using Metcalfe law and Metcalfe log. Understanding a network's value at various stages and the relating APRU at each stage. We believe that OX decentralized system can **5, 10, 20X APRU** of existing centralised.

	Oxygean Token
1. Company	Oxit
2. Token	
3. Total Token Supply	1.19T
4. Ellorem Token Allotment	125.00B
5. % Token Allotment	10.48%
6. Initial Circulating Supply	0
7. Initial Circulating Supply%	0%
8. Initial Market Cap (USD)	0
9. Oxygean Token	0

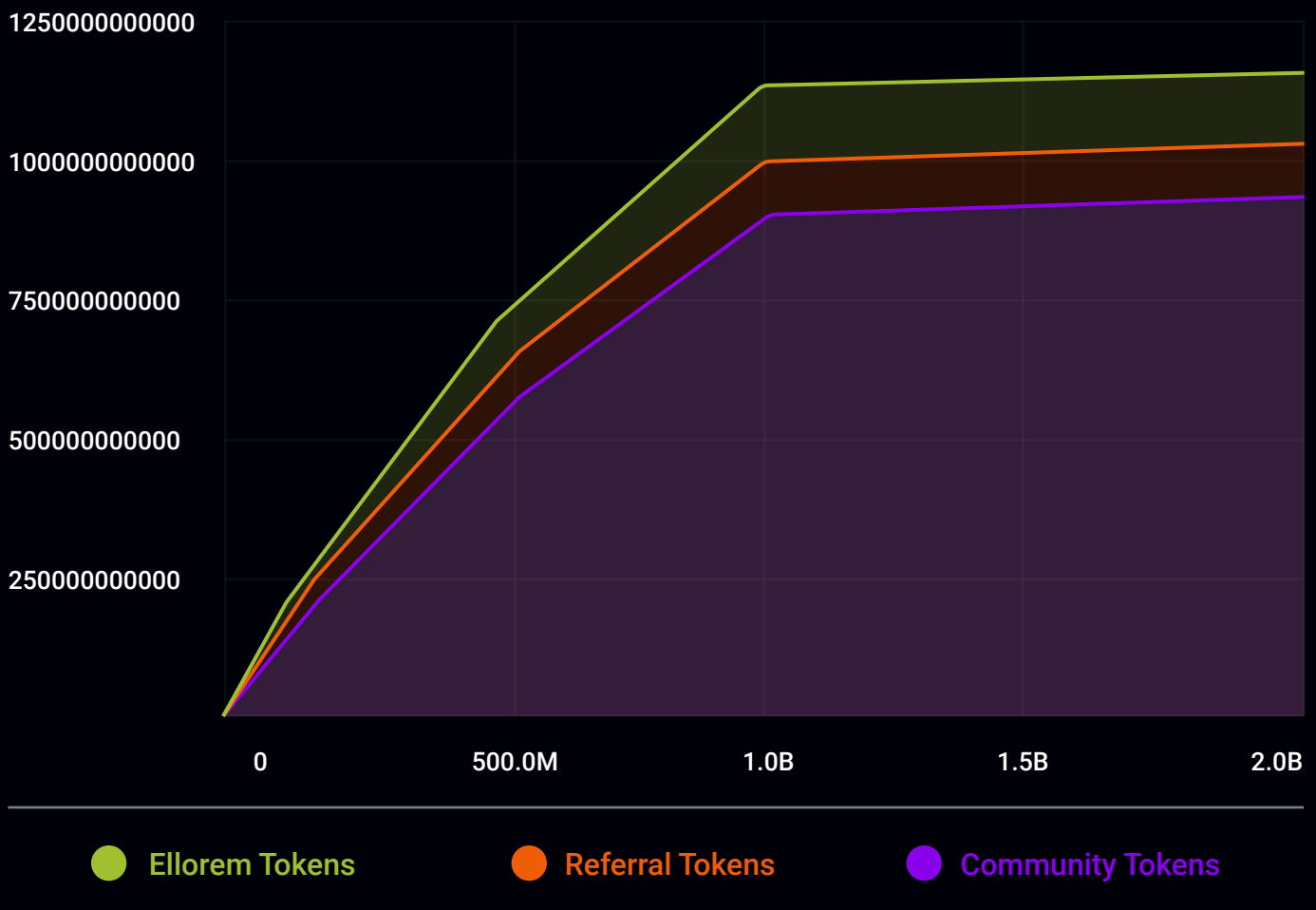
## TOTAL TOKEN ALLOCATIONS

Token Allocation	Total Tokens (%)	Token Amount
Ellorem Token Allotment	10.48%	125.0000B
User Referral Allotment	5.64%	67.2000B
Community Mining Allotment	83.88%	1.0000T
All Tokens	100.00%	1.1922T

## OXIT TOKEN DISTRIBUTION



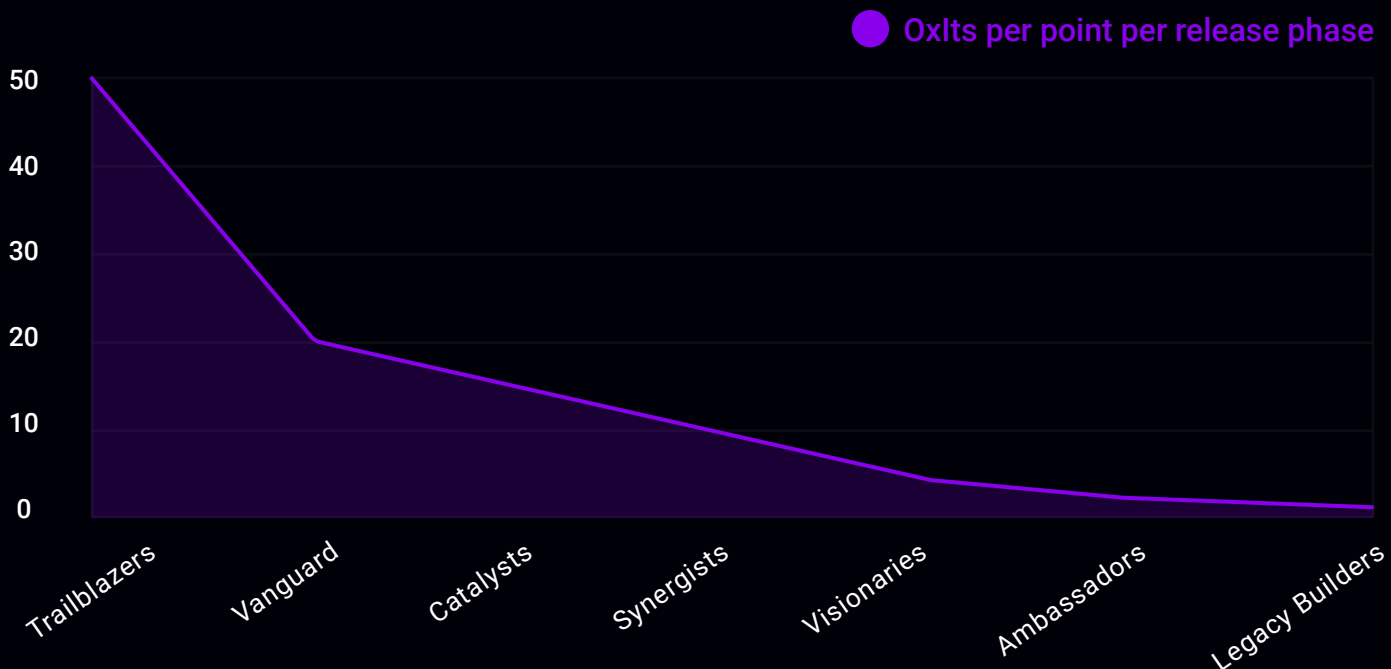
## OXYGEAN TOKEN (OXIT) CIRCULATING SUPPLY



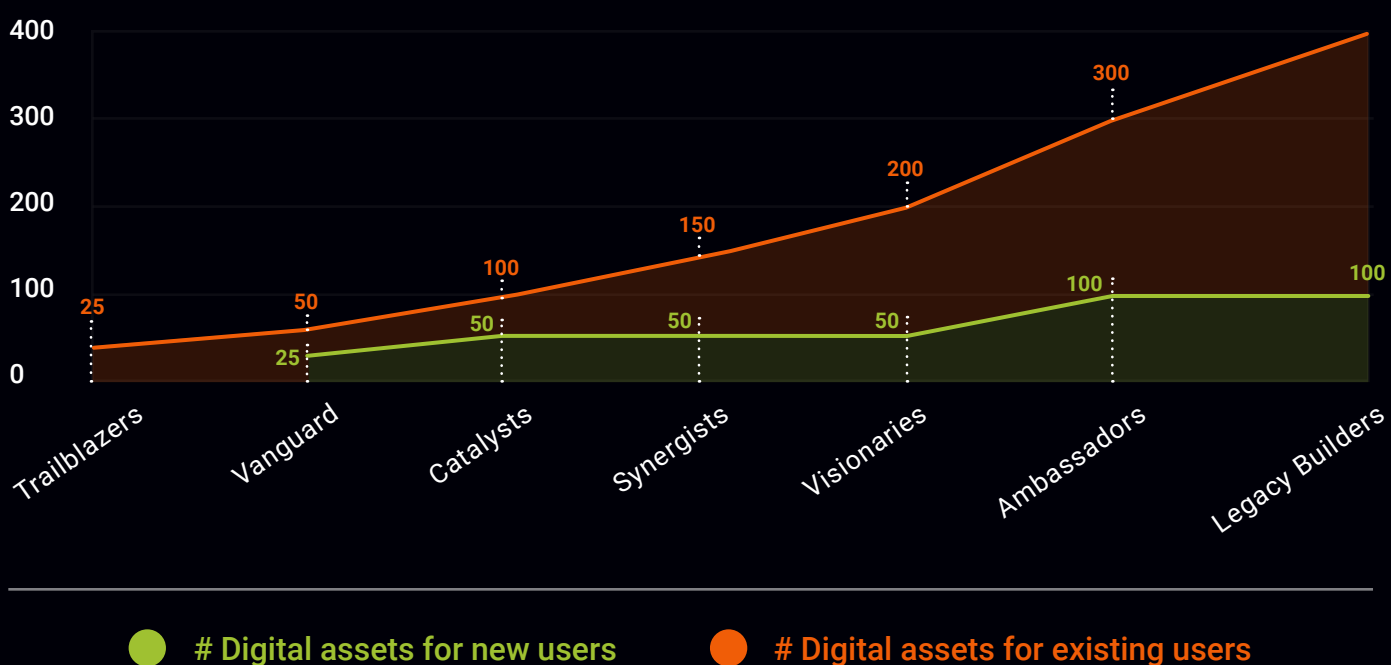
### 3.3 Mining

1. **85% OF THE OXIT SUPPLY OR 1T OXIT** are used for the mining process of digital assets.
2. Digital assets can be static, semi-static and dynamic.
3. The distribution of tokens powering the mining model works like Bitcoin halving.
4. There are **7 PHASES TO MINING GROWTH**.
5. Each phase has a different **MINING REWARD** as per below.

## OXITS DISTRIBUTED BY PHASE



## DIGITAL ASSETS BY PHASE



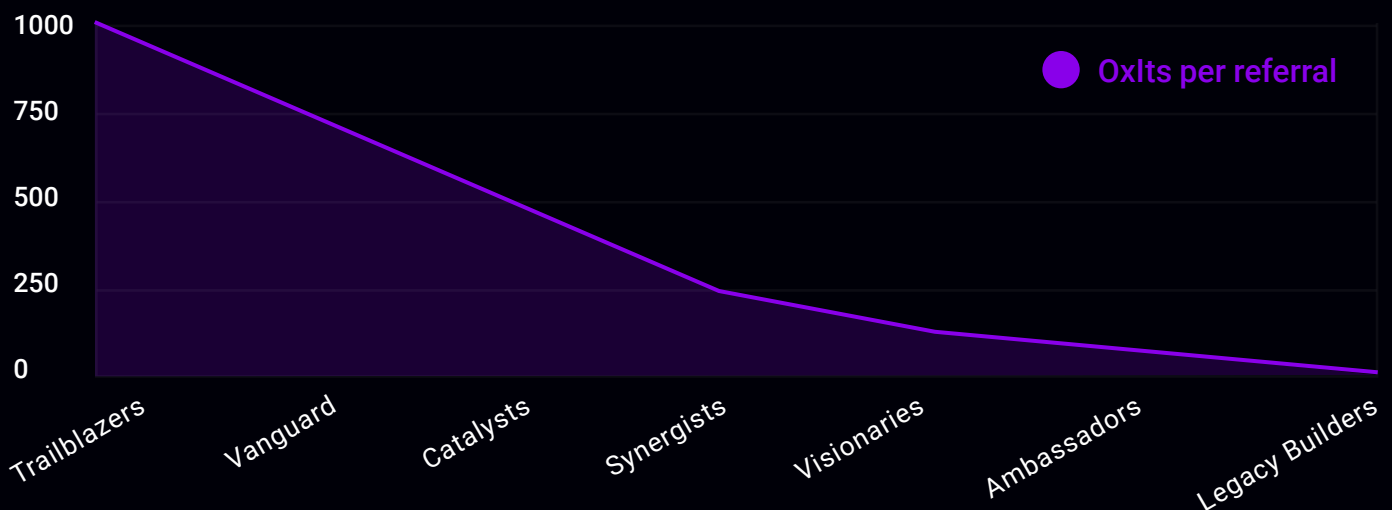
The cumulative distribution covers the amount of OXITs per digital assets and the total number of digital assets. We keep the distribution curve balanced logarithmically to make sure all users are incentivised up to and beyond the first 2B where action Oxits become the sole source of incentive to participate.

### 3.4 Referral Incentive

5% of the OXIT supply or 67B OXIT are used to incentivise users to refer new users to the network. User generated referrals are the primary incentive that the OX marketplace uses to drive user growth. The distribution of tokens powering the referral model works like the mining above through the 7 different phases.

Release phases	# Users	OxIts per referral
Trailblazers	0.1 M	1000.00
Vanguard	1.0 M	750.00
Catalysts	10.0 M	500.00
Synergists	100.0 M	250.00
Visionaries	250.0 M	125.00
Ambassadors	500.0 M	60.00
Legacy Builders	1.0 B	25.00
Earners	2.0 B	0.00

#### OXITS REFERRAL TOKENS DISTRIBUTED BY PHASE (TRILLIONS)



**Note:** The highest number of OXIT's per referral are distributed when the marketplace has less than 10M users.

## 3.5 Token Scarcity

OXITs are generated through two primary processes. Firstly, individuals obtain them by mining their digital assets and referrals. If you have not engaged in mining or referring, your only option to acquire OXITs is by purchasing them from another miner, who are referred to as OX users. This mechanism contributes to the value of the system, as the rewards for mining and referrals decrease as the system expands.

### **NO DUMPING ON RETAIL**

OXIT Tokenomics are built purely in the benefit of the users where

- **85% OF TOKENS MINTED ARE OF THE MINING PROCESS,**
- **5% ARE FOR REFERRAL MINING AND**
- **10% ARE ALLOTTED TOKENS FOR THE HOLDING COMPANY**

Whilst all the tokens are minted at the start the only way they can come into circulation is through the mining process.



## 1-MINUTE ACTION™ - OXIT BUY BACK


The OX 1-Minute Action marketplace uses OXIT tokens to **REWARD USERS** (earners) for their participation. OX must buy these OXIT tokens from the marketplace which **DRIVES THE TOKEN PRICE UP** in the interest of the token holders (users/earners).

### TOKEN IMPLEMENTATION



OX

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