OX

PERSONAL UTILITY ECONOMY

Putting crypto into Gen Z's wallets, Driving their self-sovereignty in Web 3.0

CONTENTS

# PART 1 - INTRODUCTION

1.1 The 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.

Key macro trends pushing the evolution of the personal utility economy :
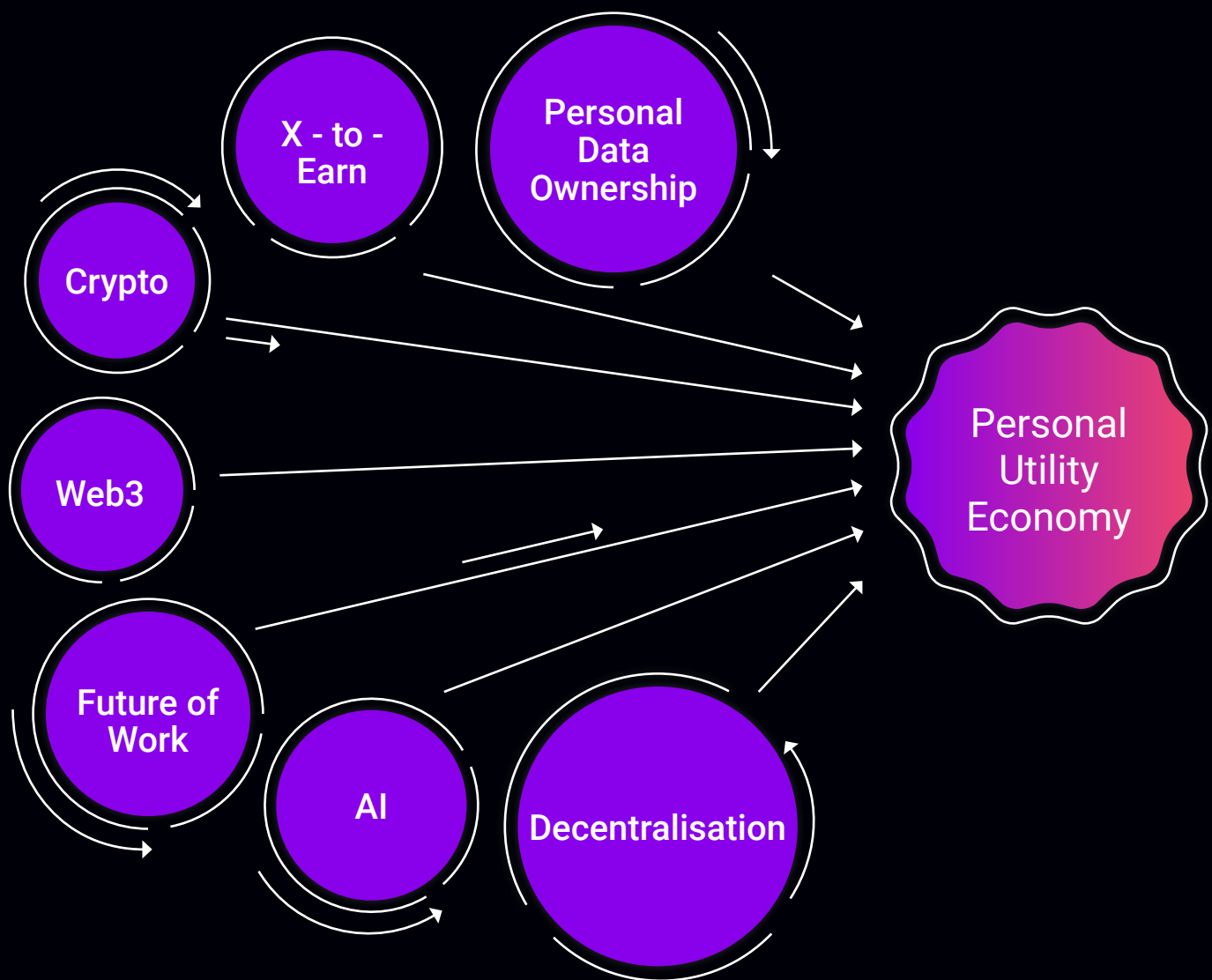
The OX marketplace is poised for exponential growth as the world shifts from Web2 to Web3, transforming the user from a product to a value creator.

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

Data Marketplace	X - to - Earn Marketplace	Attention Marketplace

MERGING & EVOLVING

OX

PERSONAL UTILITY
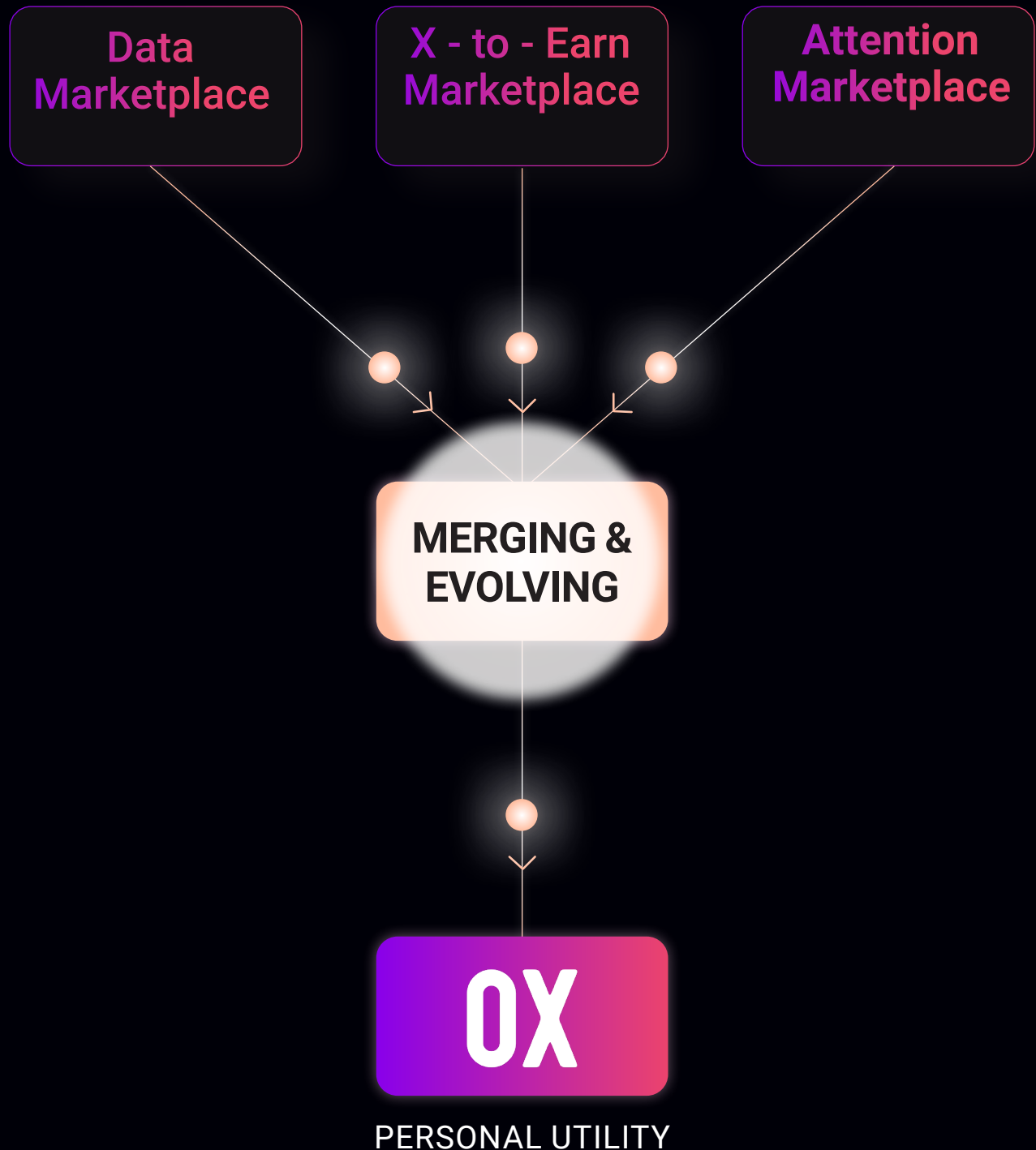
1.2 Executive Outline

OX is a platform that empowers and rewards users by enabling them to capture their unique digital attributes, referred to as digital assets (e.g. personal data, personal profile, information on preferences and habits), referred to as digital assets, through a mining process.
These assets are encrypted and stored exclusively on users' devices, ensuring privacy and control. The OXIT token plays a key role in incentivizing the adoption and growth of these encrypted digital assets associated with users' unique digital attributes.

The market influence 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 utility 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 for user participation. Businesses make payments in dollars, while users receive compensation in the platform currency OXIT tokens, thus 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.

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

1.3 KEY FEATURES

1. EMPOWERMENT: Users 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.

3. PRIVACY AND CONTROL: Users have full control over their digital assets, maintaining privacy and control over their personal data.

4. USER CONSENT IN TRADING: Users have full consent and control over the trading of their digital assets.

5. OXIT TOKEN: The OXIT token serves as a store of digital value, acting as the native platform currency for platform activities.

6. USER DEMAND: The platform creates demand for user engagement, attracting businesses to fulfil specific requirements.

7. SYSTEM AND NETWORK GROWTH: The utility value and influence of the platform grows as the number of participating users increases.

8. FIXED SUPPLY: OXIT tokens have a fixed supply, and are generated based on strict rules.

9. OXIT REFERRAL REWARD: Users can earn OXIT tokens by referring others to the OX platform.

10. OPEN MARKET: OXIT tokens can be freely traded in an open market.

11. OXIT REWARD - 1-MINUTE ACTIONS: Users receive OXIT tokens as rewards for engaging in 1-Minute Actions.

12. **OXIT ECONOMY SUSTAINABILITY:** Third-party businesses looking to engage through the OX Platform (for their marketing/advertising purposes) with matched individuals would require the native platform currency OXIT. These OXITs initially can only be bought from miners and thereafter other OXIT holders in a free market dynamic. For convenience, the platform would have facilities allowing such third-party businesses to acquire OXIT for these purposes by paying fiat currency and allowing such businesses to distribute tokens to incentivise matched individuals in exchange for user data, time & attention.

13. **OXIT MINING REWARD:** Users are rewarded with OXIT tokens for mining their own digital assets with unique digital attributes (e.g. personal data, personal profile, information on preferences and habits).

14. **ONE MINUTE ACTIONS:** The 1-Minute Action Protocol enables users to contribute to business needs and earn rewards.

15. **INTERNAL DEMAND:** The OX platform generates inherent internal demand for OXIT tokens through its ecosystem

1.4 Executive Summary

OXIT captures and creates an ecosytem allowing the **VALUE OF THE DIGITAL SELF AND THE VALUE OF THE CONNECTED DIGITAL SELVES** to be expressed in a self-sustainable decentralised autonomous system.

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

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

The OXITs used by the 1-minute action marketplace must be purchased from users who have mined their digital self, hence creating a demand for OXITs.
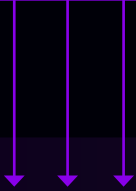
Part 2 - PERSONAL UTILITY ECONOMY
2.1 Supply & Demand

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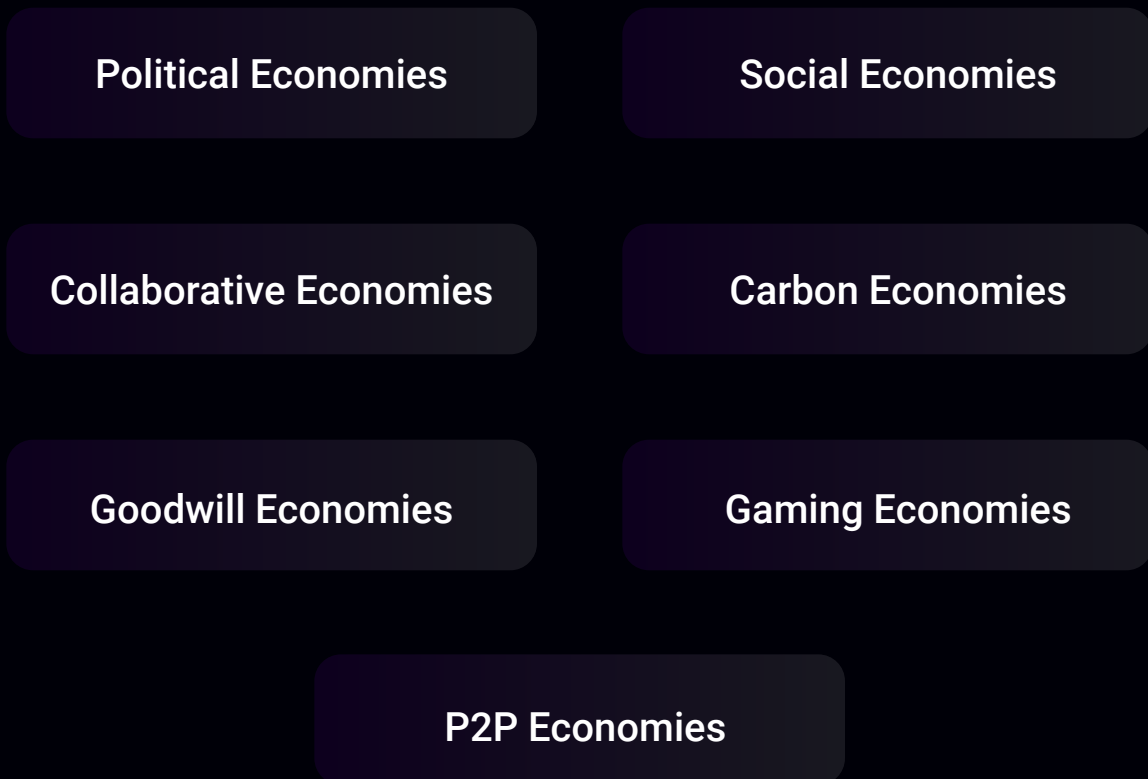
The first buyers engaging with the OX marketplace are businesses using the I-2-B Model (individual to business). Commercial entities trade directly with individuals on the OX platform, using the OX 1-Minute Action Protocol.

Growth is driven through new forms of consumer connection and value creation.

Enabling businesses to aggressively strip out cost and waste, while increasing profits which increases efficiency.

2.2 Extending the network

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

Political Economies	Social Economies
Collaborative Economies	Carbon Economies
Goodwill Economies	Gaming Economies

P2P Economies

2.3 THE OXIT TOKEN

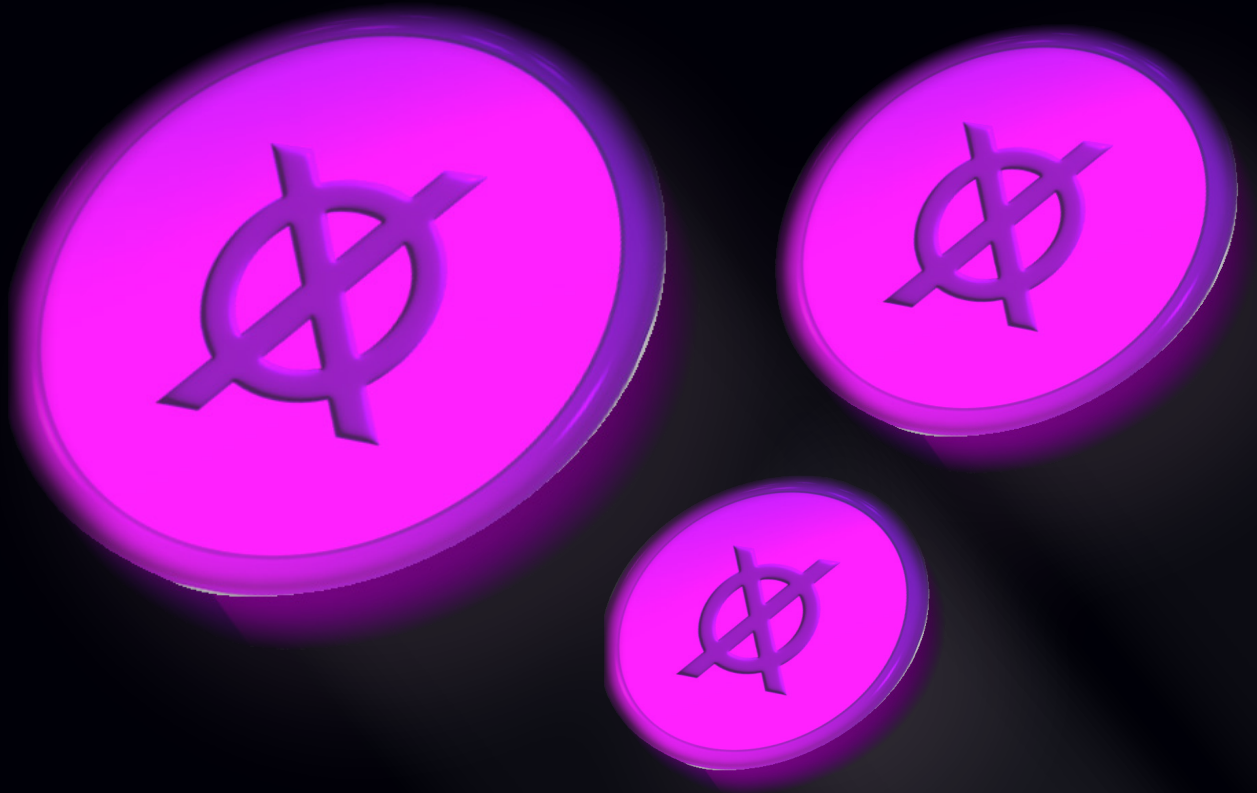## The economy runs on the OXIT token

OXIT is designed on first principles and represents utility of the individual's digital assets.

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

OXIT – Platform Currency

OXIT is the platform currency of the connected individual - represents "the value of an individual's digital assets and data".

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 assets 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 to the use, the entity buying the data, and the reward for the transaction.
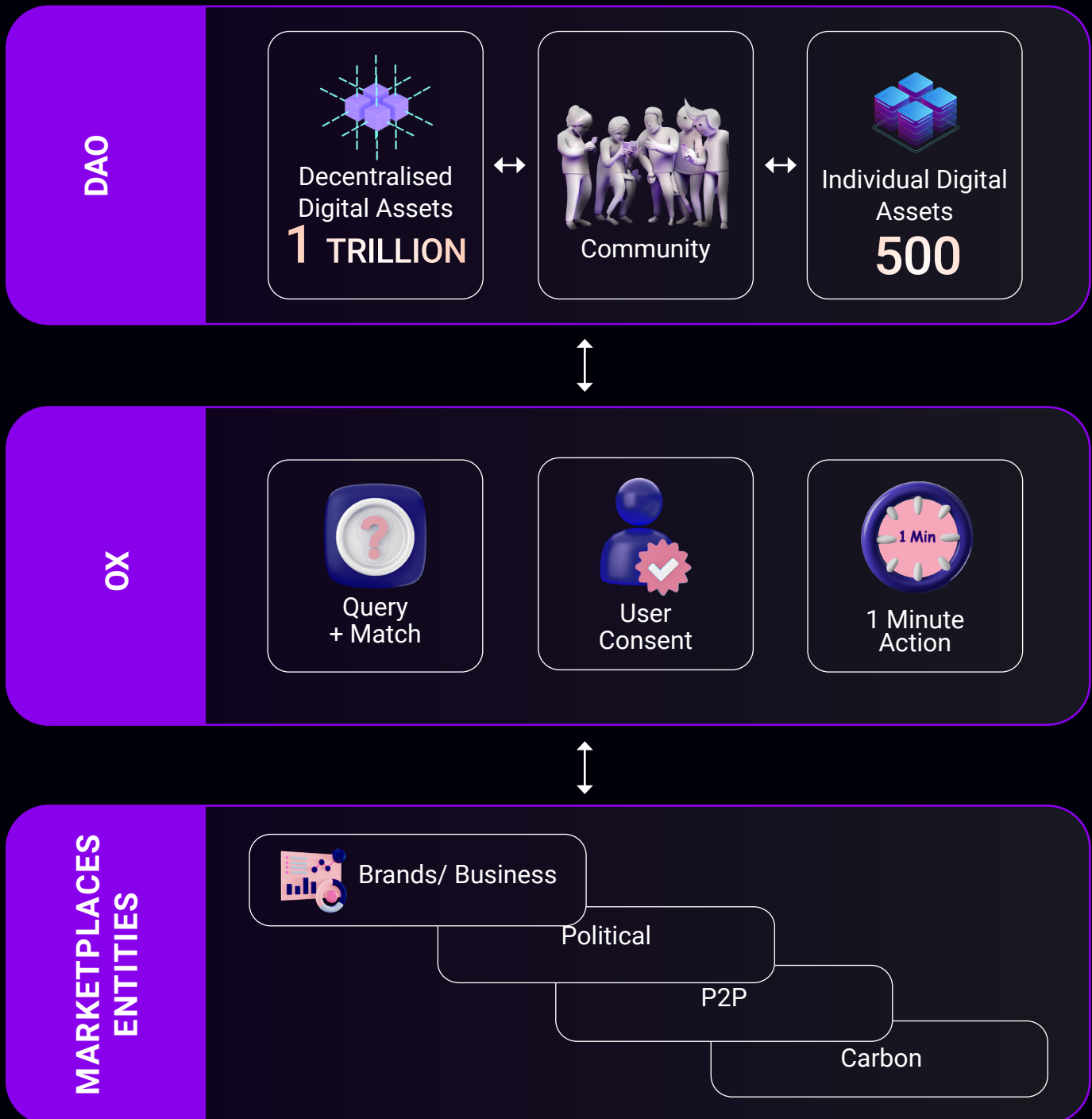
HUMANTHINK™ BEHAVIORAL SCIENCE

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 individual'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

DAO

Decentralised Digital Assets **1** TRILLION ↔ Community ↔ Individual Digital Assets **500**

↕

OX

Query + Match | User Consent | 1 Minute Action

↕

MARKETPLACES ENTITIES

Brands/ Business

Political

P2P

Carbon

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's 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.
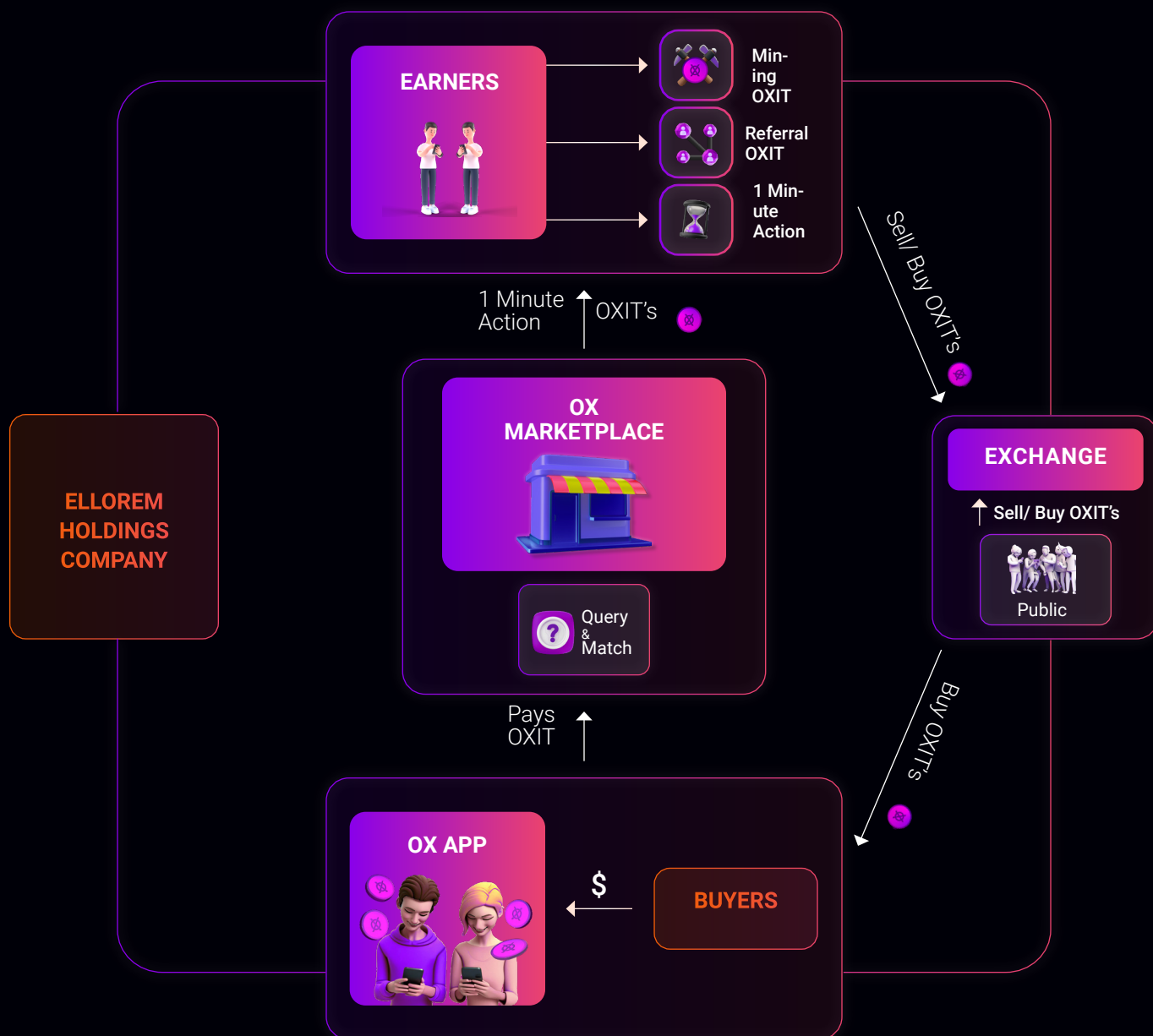
EARNERS	BUSINESS	ELLOREM
OXIT's for mining and for Actions	FIAT for 1-minute Actions	10% of revenue & 10% of tokens minted

USER/EARNER ONBOARDING

The key component for 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 its existing users and their personal networks to work to onboard new users. Every user in effect becomes an nano influencer in their own network driven by the OXIT reward* "

2.7 Digital Twin on the OX Platform

The evolution of personal data management and digital engagement is encapsulated by the "Digital Twin" concept. On the OX platform, users have the ability to construct their personalized digital twin — a continuous virtual presence that identifies and connects with tailor-made opportunities.

CONSTRUCTING YOUR DIGITAL TWIN

FOUNDATIONAL DATA WITH HUMANTHINK:

- In the HUMANTHINK method, users actively mine 500 unique data points, laying the groundwork for their digital twin.
- As users shape this primary version of their digital twin, they're rewarded with OX tokens, emphasizing the intrinsic value of their digital avatar.
- User data privacy is paramount. All data is encrypted and stored solely on the user's device. At no point does OX hold a copy.

BROADENING YOUR DIGITAL PRESENCE:

Once the foundational layer is set, the platform integrates additional data sources to augment the digital twin, encompassing:
1. Shared or self-generated data
2. Open-source data
3. Direct user inputs
4. Machine-derived data
5. Data refined by AI.

UPHOLDING DATA RIGHTS AND SOVEREIGNTY:

- Users, as per data protection regulations, reserve the right to access, review, and if necessary, delete any data associated with them.
- This measure ensures absolute transparency and grants users unparalleled control over their digital identity.

THE POTENTIAL OF THE DIGITAL TWIN IN WEB3

In the realm of Web3, the digital twin revolutionizes user interaction. Instead of merely being data contributors, users, through their digital twins, become active stakeholders. The value generated from one's digital identity is redirected to its original source. The digital twin operates as a dedicated representative, continually safeguarding the individual's digital interests.

2.8 Restricted Jurisdictions

As the cryptocurrency landscape continues to evolve, certain jurisdictions have introduced mandates that restrict or prohibit their residents from participating in the OX crypto ecosystem. OX acknowledges this challenge and believes in the potential of every user, regardless of their jurisdictional limitations.

OX'S PLEDGE TO DEVELOP ALTERNATIVE MARKETPLACES:

In response to these challenges, OX pledges to develop tailored alternative marketplaces for these jurisdictions. These marketplaces will bypass cryptocurrency transactions, focusing instead on the in-app rewards users earn.

KEY FEATURES IN DEVELOPMENT:

Charity Contributions: *Users will have the option to contribute their in-app rewards to selected charitable organizations, furthering OX's mission of community engagement and philanthropy.*

Peer-to-Peer Day: *This initiative will enable users to exchange in-app rewards with peers for various services and goods, fostering deeper community ties.*

Discounts and Coupons: *OX is in the process of partnering with local businesses in these restricted jurisdictions. This collaboration will allow users to convert in-app rewards into exclusive discounts and special deals.*

Community Activities: *OX plans to host regular community events where in-app rewards can be utilized, offering users in these jurisdictions a unique and engaging platform experience.*

Part 3 –OXIT Economy DYNAMICS

3.1 Design principles

Mining activities generate digital value for business, which in turn generates demand from buyers looking to access user data, time and attention for OXIT rewards which drives the 1-minute actions. **1-MINUTE ACTIONS** are paid for with OXITs, thereby creating utility and demand for OXIT. OXIT would be purchased by businesses so that they may utilise the platform currency to trade in the market and/or acquire user data, time and attention (the platform would provide fiat-crypto facilities for these).

As new users join the network, this leads to the replication and expansion of the autonomous system. In summary, the continuous loop of mining, business demand, token purchasing, and user acquisition enables the system to become **SELF-SUSTAINABLE.**
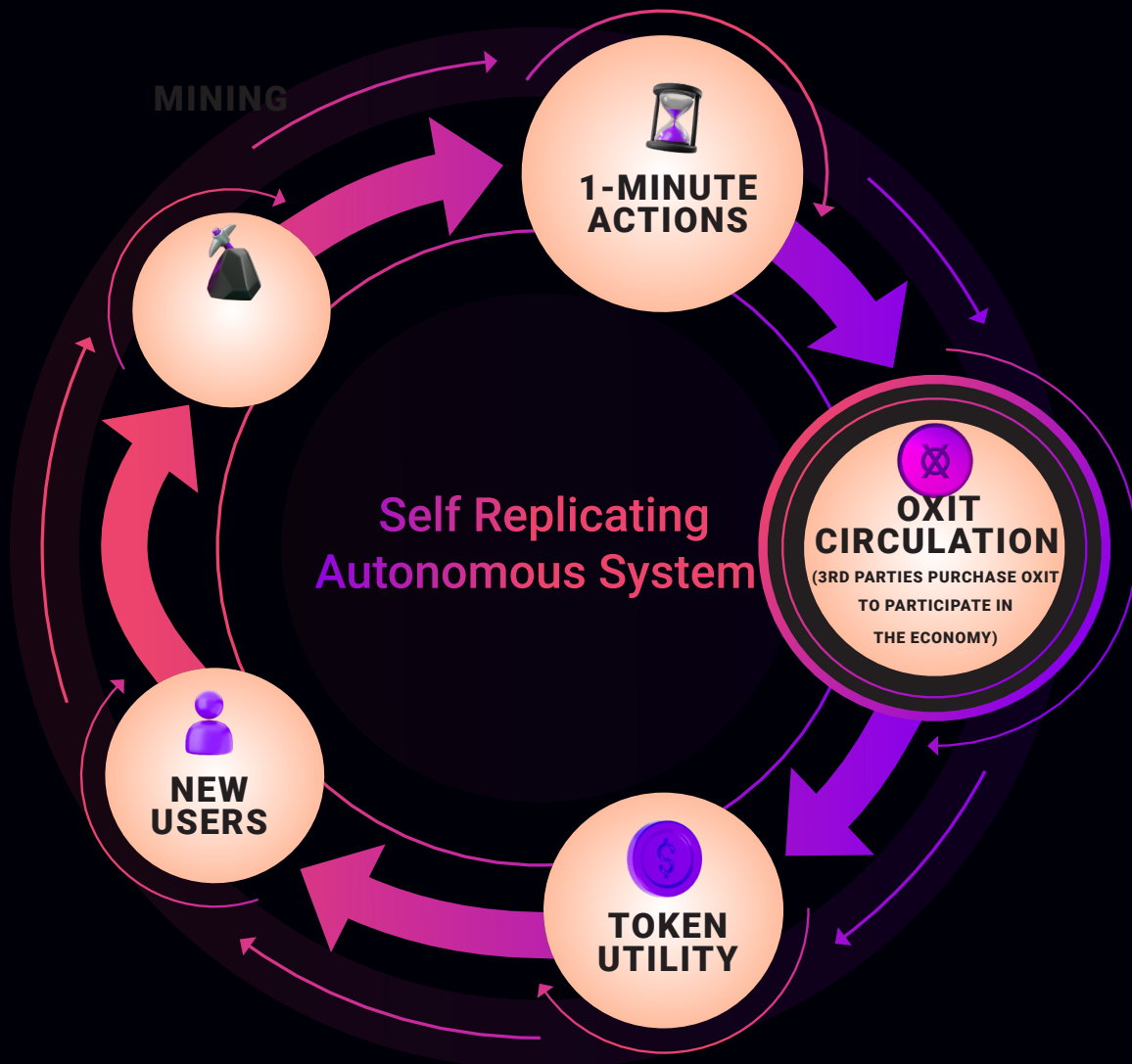
3.2 OXIT TOKENOMICS

- OXIT tokens have an initial designed MARKET CAP OF $0.

- OXIT can only come into existence by user a mining, referring new users or 1-minute actions.

- TOKEN SUPPLY is capped at 1.19T.

- The system is designed to incorporate 1.19T DIGITAL ASSETS, aremembering 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 in 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 ARPU at each stage. We believe that OX decentralized system can 5, 10, 20X ARPU of existing centralised.

|	
1. Company	Oxygean Token
2. Token	OXIT
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 Allotment	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

Oxit Community Mining

83.9%

Ellorem Token Allotment

10.5%

User Referral Allotment

5.6%
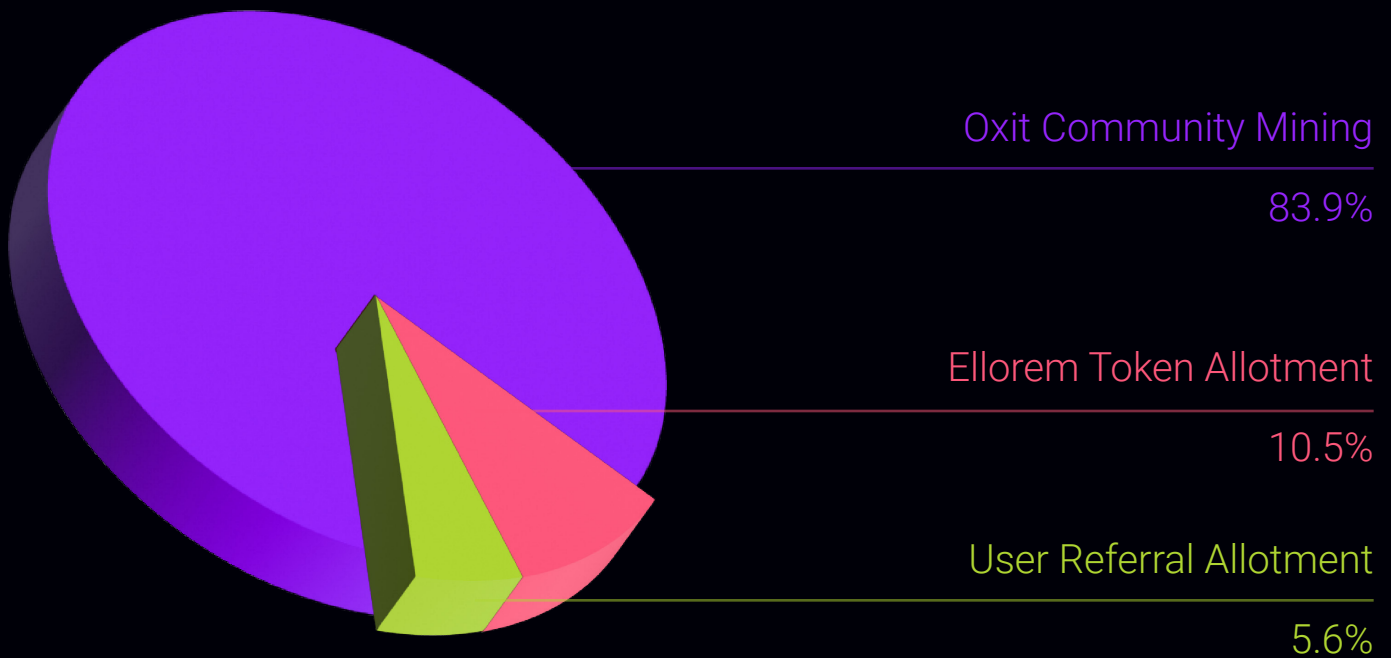
OXYGEAN TOKEN (OXIT) CIRCULATING SUPPLY

Legend: ● Ellorem Tokens ● Referral Tokens ● Community Tokens
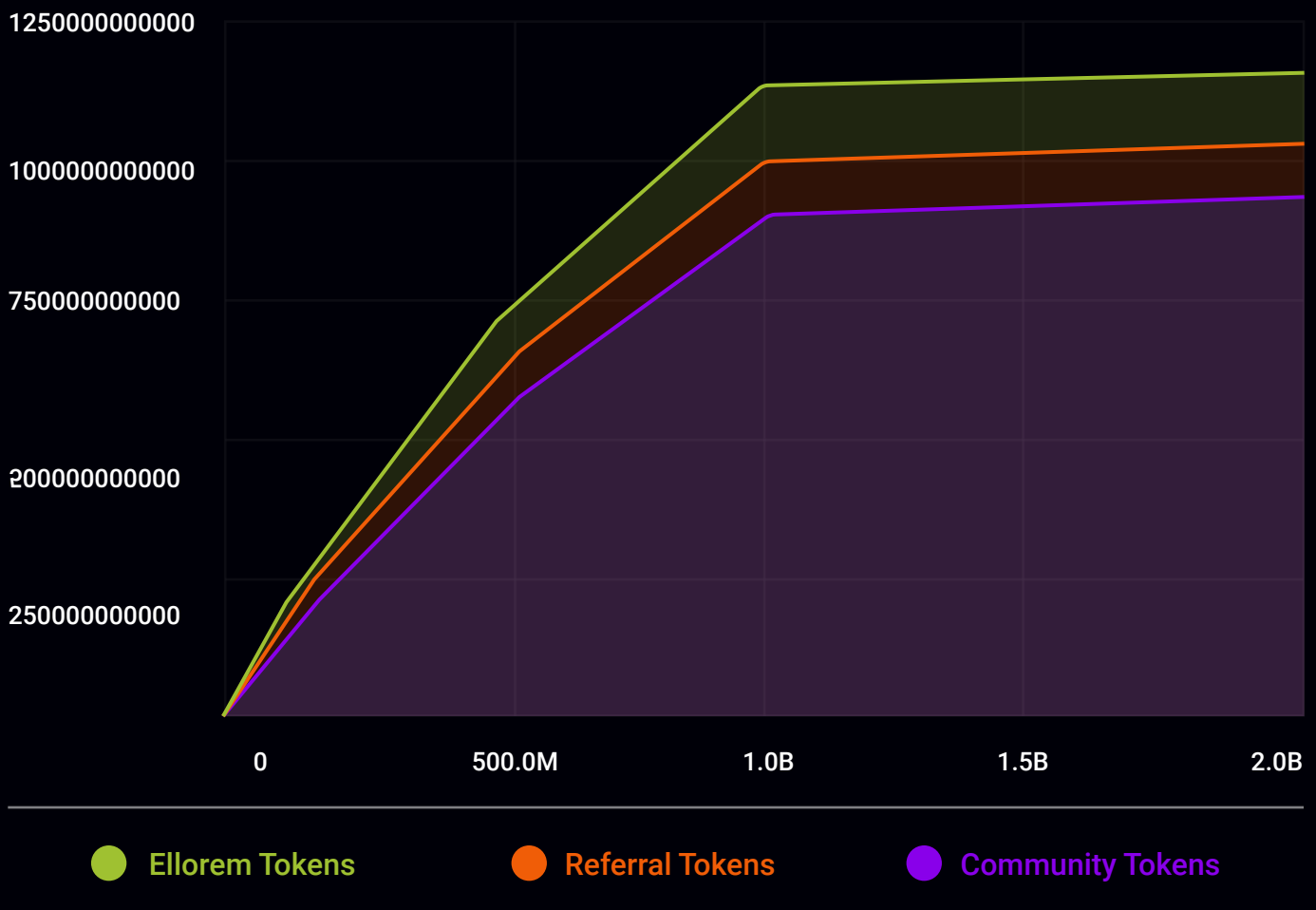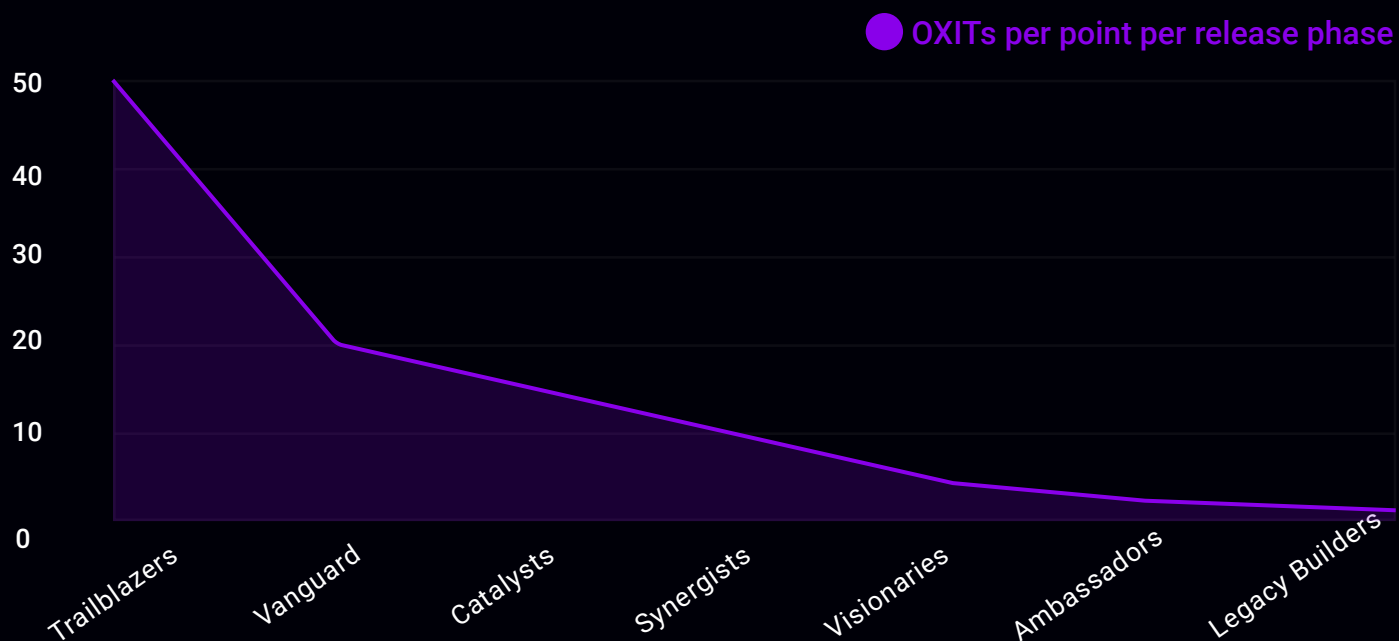
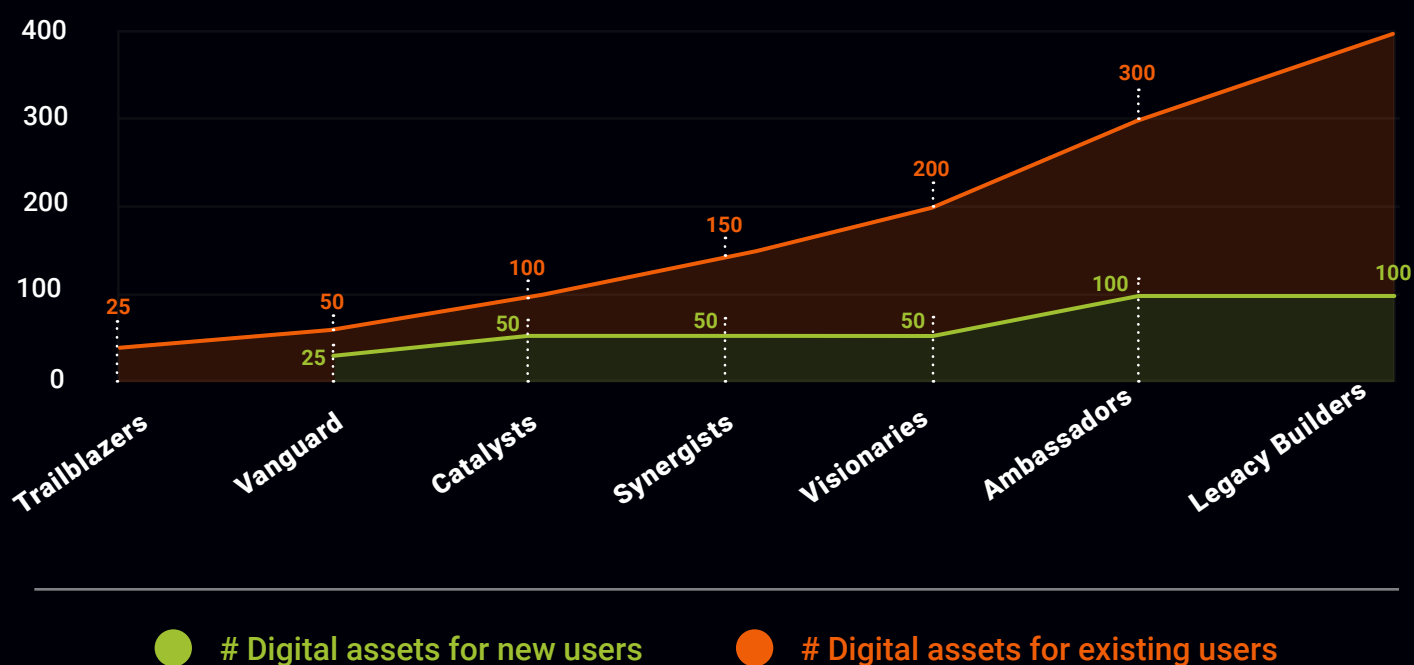# 3.3 Mining

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

● OXITs per point per release phase

Trailblazers | Vanguard | Catalysts | Synergists | Visionaries | Ambassadors | Legacy Builders

DIGITAL ASSETS BY PHASE

Trailblazers | Vanguard | Catalysts | Synergists | Visionaries | Ambassadors | Legacy Builders

● # Digital assets for new users   ● # Digital assets for existing users

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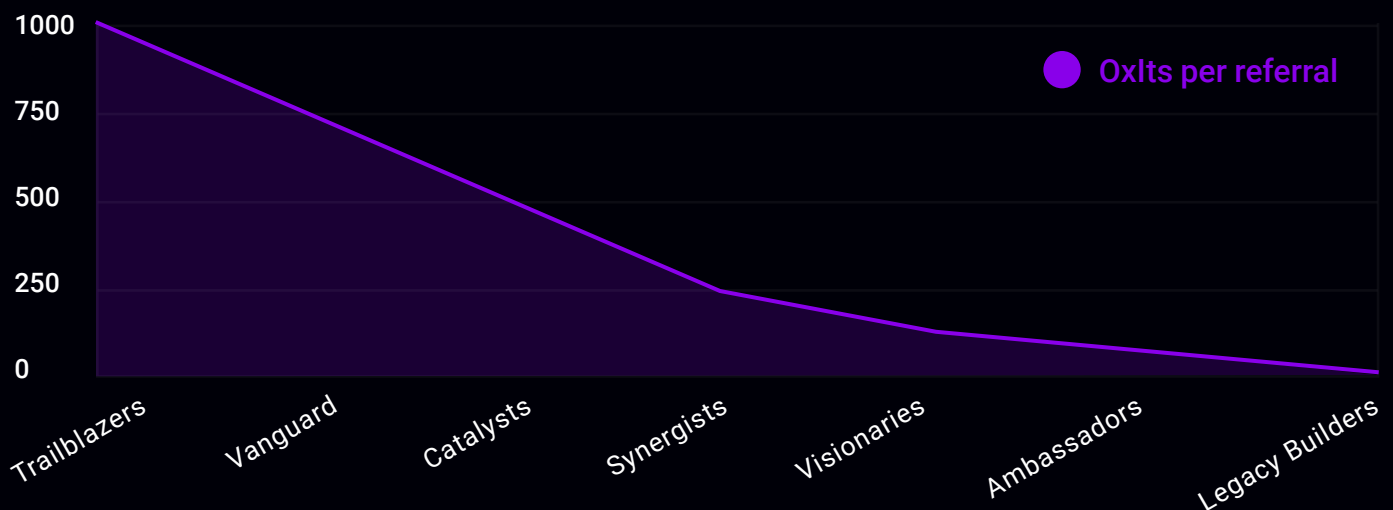
Note: The highest number of OXIT's per referral are distributed when the marketplace has less than 10M users.

3.5 Token Supply/Generation

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

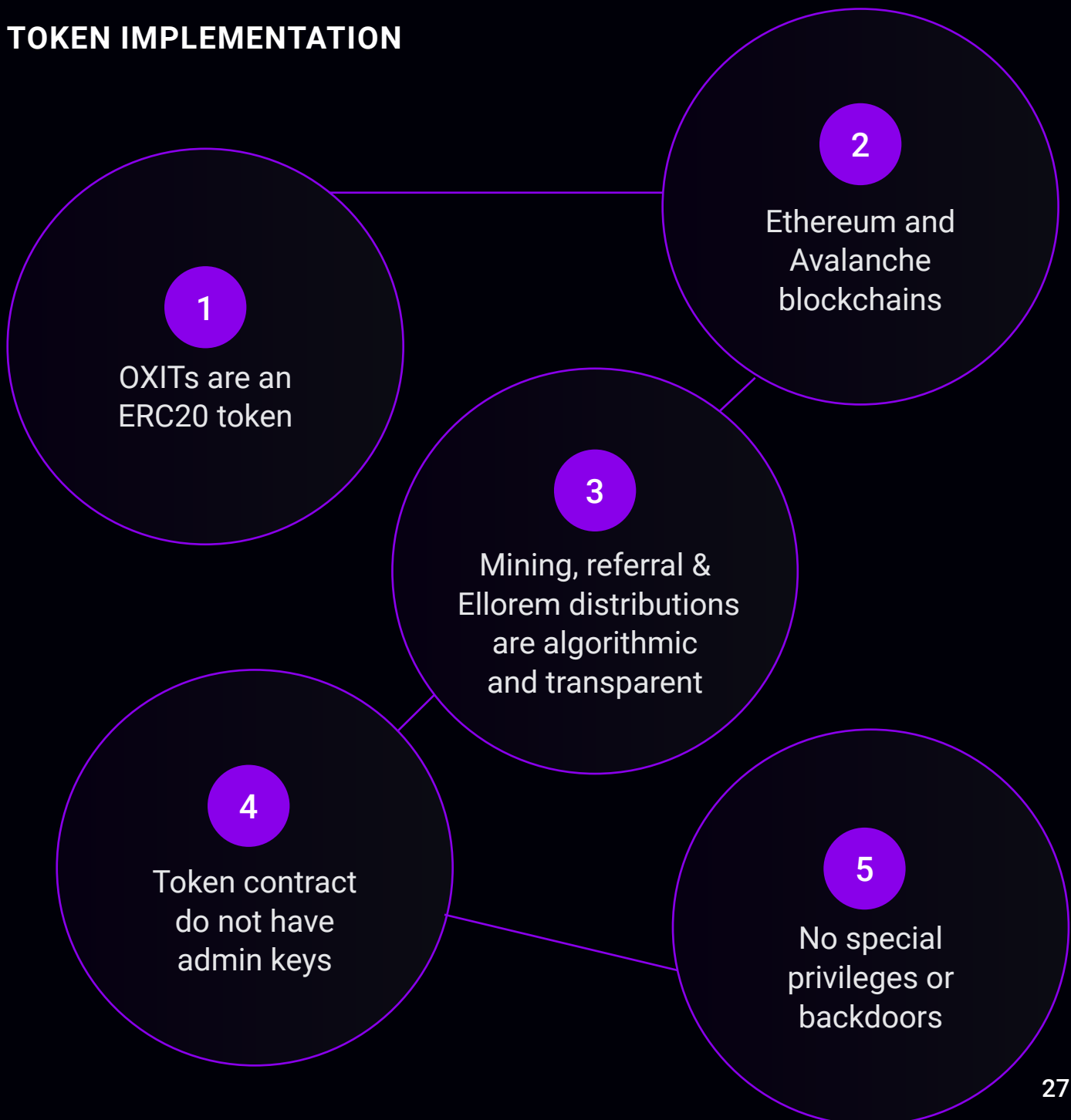OXIT Tokenomics are built purely for the benefit of the users where

- 85% OF TOKENS MINTED ARE OF THE MINING PROCESS,

- 5% ARE FOR REFERRAL MINING AND

- 10% ARE ALLOTED TOKENS FOR THE HOLDING COMPANY

Whilst all the tokens are minted, the only way they 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 would allocate OXIT tokens from the internal reward pool or (if the reserves are low) would need to acquire them from the secondary marketplace. The platform would also facilitate swaps of OXIT to other stablecoins based on demand.

TOKEN IMPLEMENTATION

2

Ethereum and Avalanche blockchains

1

OXITs are an ERC20 token

3

Mining, referral & Ellorem distributions are algorithmic and transparent

4

Token contract do not have admin keys

5

No special privileges or backdoors

OX

CONTACT US

🌐 oxygean.com

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