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# INTRODUCTION

Animatix is a decentralized blockchain platform for freelance animation services. The aim is to provide an easy, fast and low cost transaction to acquire freelance services in the animation world. Animatix will be the primary transaction currency between the buyer and content producer. Every content producer on the platform is entitled to 90% of the generated revenue from each sale created while the remaining percentage will be used to keep the platform in active development.

# ROADMAP

The project roadmap entails the steps that will be carried out to ensure the success of the Animatix platform.



# ANIMATIX PLATFORM

The Animatix platform gives animation creators a decentralized platform to sell their services to a wide range of people without the interference of a third party but P2P trading instead. The platform will run on smart contract created on the Ethereum blockchain and is fully decentralized, not having any central authority.

- **REQUIREMENTS:** We will carry out a simple KYC verification for content producers and sellers on the platform which will help in resolving dispute among users.
- **REWARD SYSTEM:** Based on performance, the content producer with the highest number of sales will be rewarded with loyalty points at the end of every month to encourage their hard work.
- **ANIM TOKEN:** The primary currency that will be used to carry out transactions, resolve dispute, reward content producers, buy or sell animation services is the ANIM token. The token can be acquired during the airdrop or purchased on an exchange when the airdrop is over. Another way the token can be acquired is through bounty like promoting Animatix on Social media.

## SOLUTION

- **OVERVIEW**

The growing market in the Animation industry gave us a reason to come up with the idea of ANIMATIX platform. The size of the global animation industry was about USD 244 billion in 2015. The major animation markets include the United States, Canada, Japan, China, France, Britain, Korea and Germany. The rapid advancement of technology has made computer animation available to the masses and the animation industry is one of the fastest growing industries. The demand for animation is rapidly growing and thus using blockchain technology to create a platform where the content producers and buyers come together to carry out transactions on a decentralized platform will be a game changer.

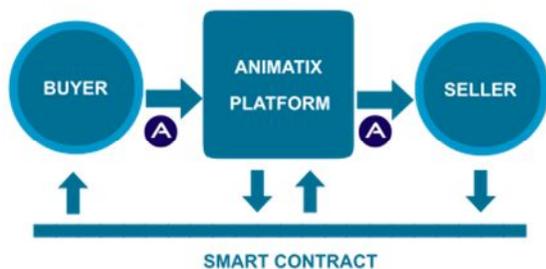
- **FEATURES**

We've got clear advantages for users on the platform, every seller benefits from the low fees features for example because they get to keep up to 90% of their profit from each sale made on the platform.

- **P2P TRADE:** We encourage transparency and that is why content producers will be allowed to trade directly with the buyers and vice versa.
- **LOW FEES:** Having the best interest of our users in mind, the platform will only charge 10% fee from each trade made on the platform allowing content producers maximize their revenue.
- **FAST TRANSACTION:** As soon as a trade is confirmed to be successful, the funds will immediately be transferred to the content producer.
- **EASY WITHDRAWAL:** Unlike other platforms, the revenue earned by a content producer can immediately be withdrawn into his or her external wallet for instant use.
- **DEVELOPMENT:** The platform will constantly be developed to prevent bugs and also include new features that will be of benefit to the users.
- **SECURITY:** The security of all users is guaranteed, we will employ the best security measure to eliminate the possibility of fraud or theft.

- **ECOSYSTEM**

Our aim is to ensure that the platform is fully transparent and easy to use by everyone. The platform uses Smart Contracts based on Ethereum blockchain to validate transactions carried out without any central authority.



# DEVELOPMENT

Together with the support of the community we can build the first freelance animation platform that will change the way animation world completely by integrating easy payments and cheaper transactions using blockchain technology without the use of any third party means.

Every fee charged for each completed sale on the platform will be added to our development funds and to carry out expenditures required to keep the project running.

- 5% of every fee charged goes into project support
- 3% will go back to the users based on their performance and according to the rules of our reward system
- 1% is to serve as funds for weekly giveaway competition
- 1% to pay transaction costs on the Ethereum network

On the first quarter of 2018, our DApp will be tested in the beta phase after which all complain of error we receive from the beta testers will be looked into and have the bugs fixed. The platform will then be live tested again on the third quarter of 2018 and the full platform will be released during the first quarter of 2019. We are going to make a release of our whitepaper v2.0 before the end of 2018 so all investors can see the next steps we plan to take in making Animatix not only a success but a game changer in the animation industry. With the large audience of the animation industry, making transaction costs faster, cheaper and easy to use will be a great move and this can be achieved by merging the industry with blockchain technology.

# ANIMATIX TOKEN

Trading on the platform will be carried out using ANIMATIX token (AMX). All transactions on the platform ranging from sales, dispute resolution, service delivery, rewarding of users and every other services which will be added in future will be conducted using the platform token. The tokens are limited in supply.

## 1. TOKEN DETAILS

**Name: ANIMATIX TOKEN**

**TICKER SYMBOL: ANIM**

**DECIMALS: 18**

**TOTAL SUPPLY: 1.000.000**

**MAXIMUM TOTAL SUPPLY: 3.000.000**

## 2. DISTRIBUTION



# TEAM

Want to know the people behind ANIMATIX project? Check them out



**KALU NDUKWE: FOUNDER/STRATEGY MANAGER**



**JEFFERY EMMANUEL: SOFTWARE ENGINEER**



**JOHNSON THEOPHILUS: INTERFACE/DESIGN**



**ANITA PARKWOOD: MARKETING/SOCIAL MEDIA**



**AT SCHWARTZ: DEVELOPMENT/RESEARCH**

# CONCLUSION

This whitepaper provides the necessary information about the **Animatix** platform. The aim of the platform is provide a secure, decentralized and p2p trading services amongst animation content producers and respective buyers of the produced content.

The platform will harness the power of blockchain technology to provide decentralized trading among users.