



# pax.world

**The next step in the evolution of communication and commerce in the digital world**

An open and accessible metaverse with an early-mover advantage

**Own. Play. Evolve. Network.**



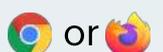
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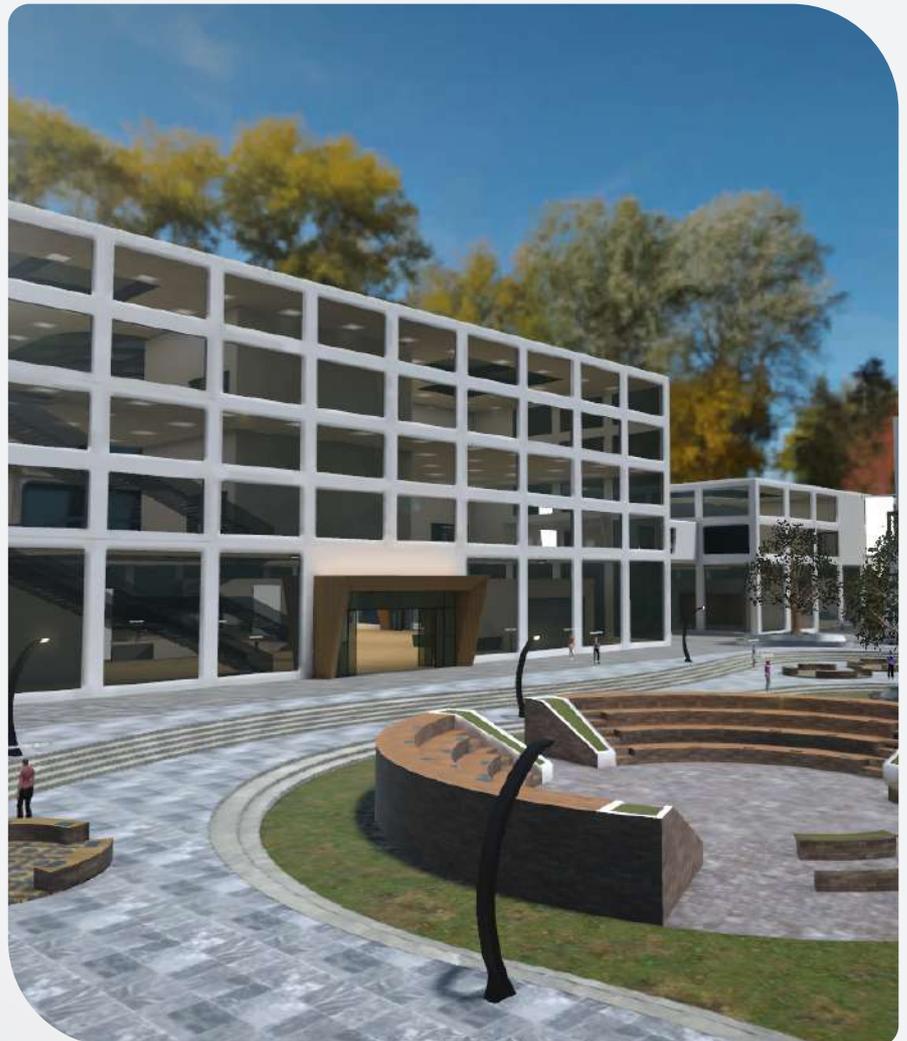
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# ABSTRACT

## Disruption is at the door

COVID-19 has significantly fast-tracked the use of technology in all facets of life including communication, learning, business and entertainment.

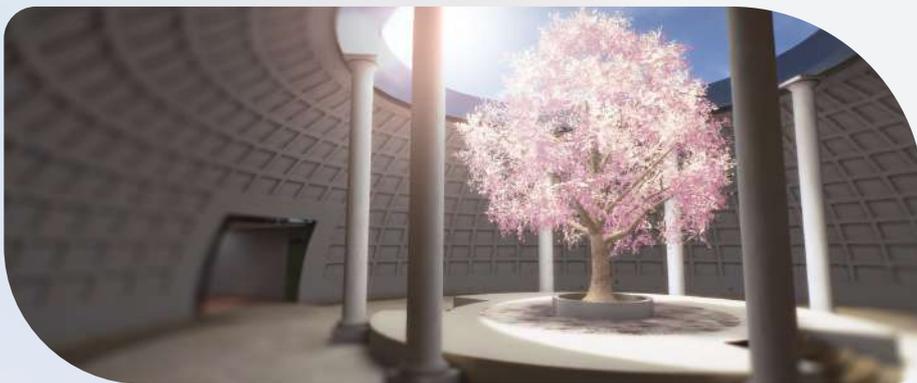
As the world adapts to new norms, the need for meaningful communication and expression — be it in personal, professional or business spheres — continues to drive innovation.



## Facebook's decision to venture into the **metaverse** is not spontaneous.

It is a well-planned and strategic move aimed at **keeping the company relevant** in a fast-changing world.

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The last time we saw such a shift was when the internet evolved from static, read-only web content (Web 1.0) to platforms that allowed users to freely generate text, audio and visual content (Web 2.0).

Now, with Web 3.0 infrastructure well on its way, we stand at the cusp of the next big shift, where human communication becomes a much more personalized, interactive and richer experience.

Twitter, Facebook, YouTube, Amazon and Zoom are a few names that have changed the way we communicate, create and exist in communities that include producers and consumers at every level.

However, these tech companies and their platforms have shortcomings that are now pushing them to explore alternative paths for growth and survival as disruption is at the door.

**Facebook did it with Meta, Twitter is working on Bluesky and every other tech company is preparing for the next big disruption**

Meta

# Introducing Meta: A Social Technology Company

October 28, 2021

Facebook's press release announcing Meta. [Source.](#)



jack ⚡ ✓  
@jack



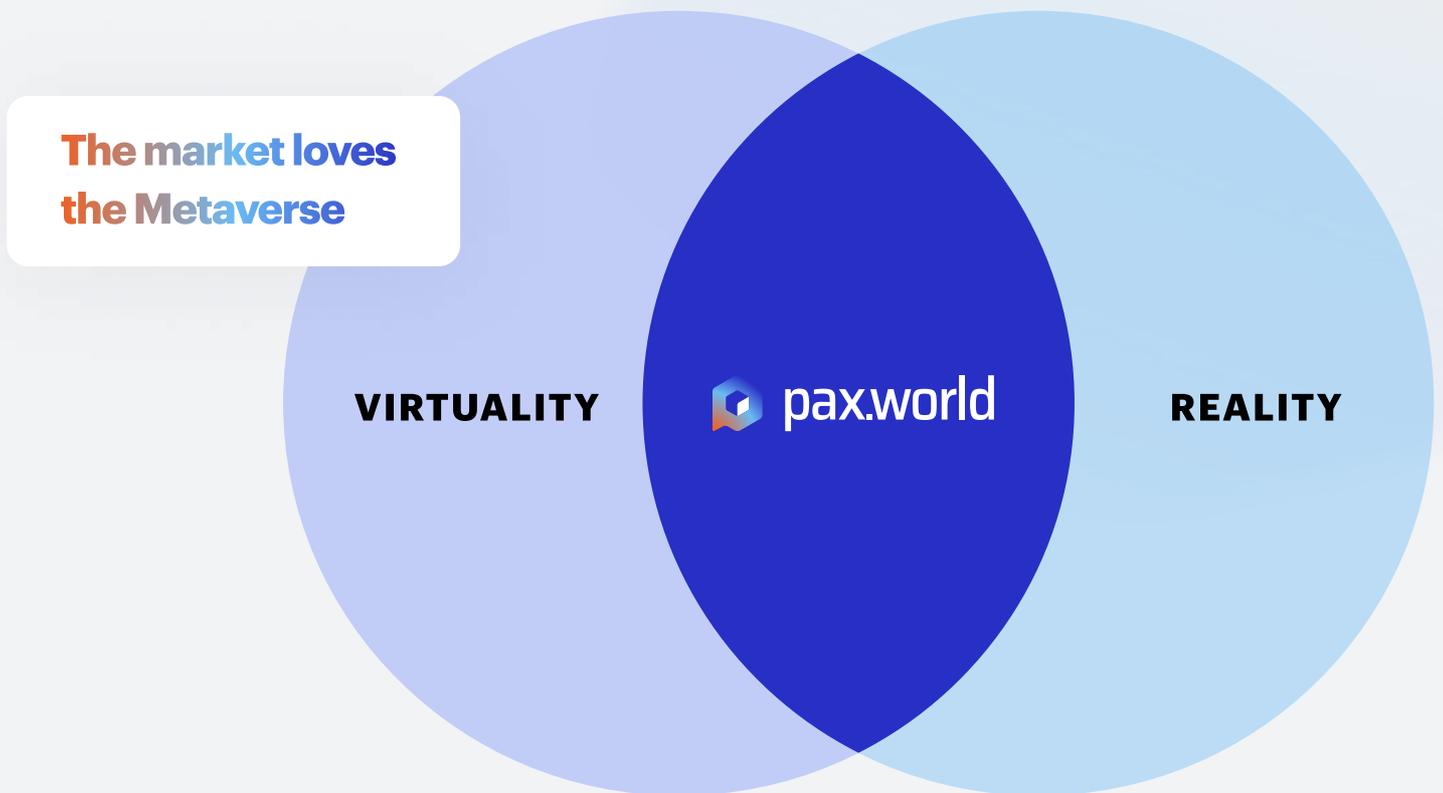
Twitter is funding a small independent team of up to five open source architects, engineers, and designers to develop an open and decentralized standard for social media. The goal is for Twitter to ultimately be a client of this standard. 🧵

4:13 PM · Dec 11, 2019 · Twitter for iPhone

Twitter founder's tweet about Bluesky. [Source.](#)

# OPPORTUNITY

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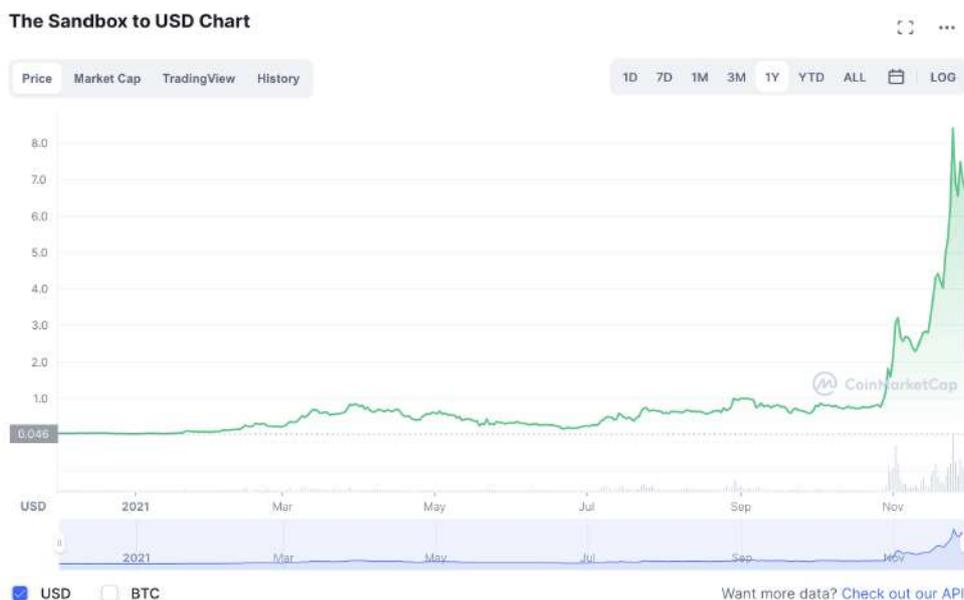
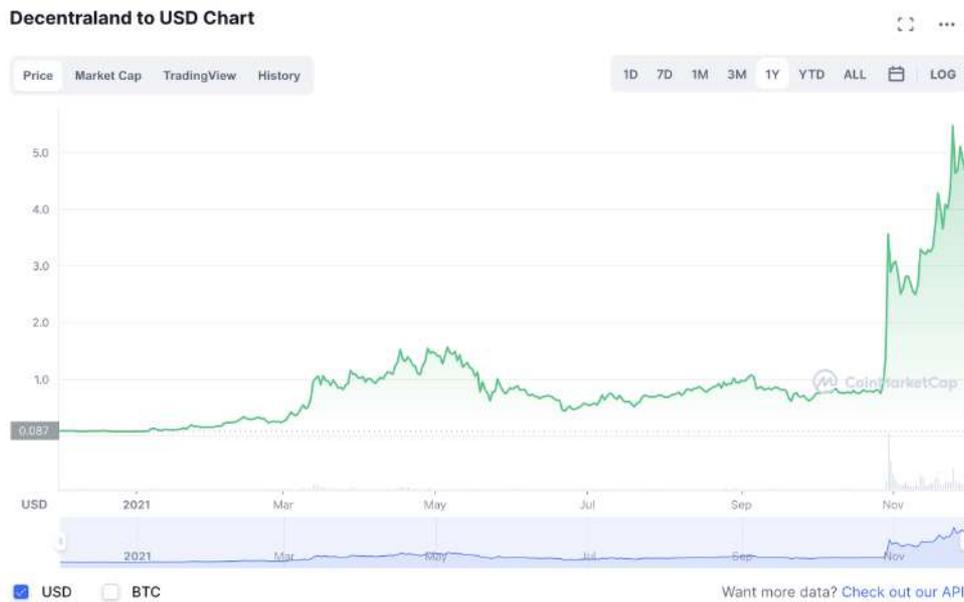
Even though the concept of a metaverse is not new, it is largely undefined.

**What is, however, widely agreed upon is that:**

- ✓ The metaverse comprises 3D virtual worlds and inter-connected environments that can be joined by anyone in the world with **powerful real-time communication tools**.
- ✓ Such environments support personalized experiences where users can create, consume and enjoy rich content and **participate in a community-driven digital economy**.
- ✓ Facebook sent a very strong signal with its decision and the **market instantly showed massive support** for the space as a whole.
- ✓ Not only did Facebook's own stock rise post the announcement, existing metaverse projects, such as Sandbox and Decentraland saw their **token valuations sky-rocket**.

**Decentraland's token MANA saw its market capitalization rise from under \$1.4 billion before Facebook's announcement to around \$8.4 billion within a month.**

**Similarly, Sandbox's token, SAND, went from a market capitalization of roughly \$680 million to over \$6 billion**

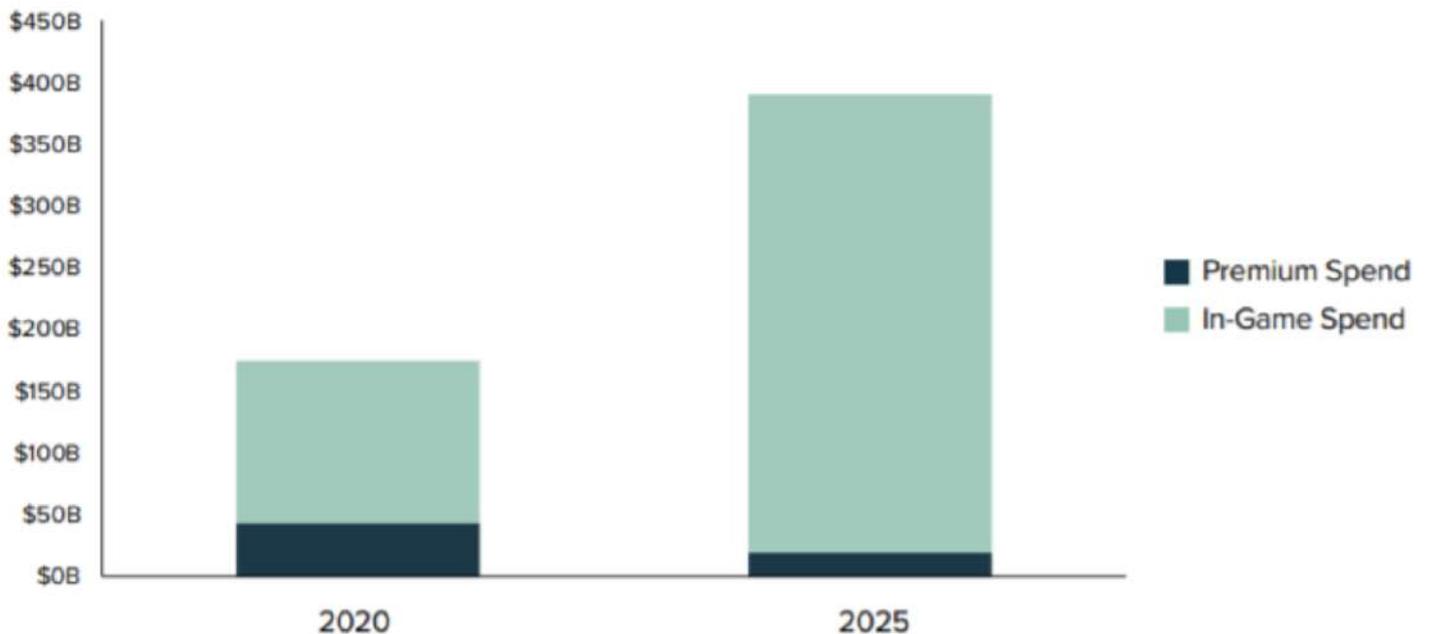


Gains for MANA and SAND tokens since Facebook's metaverse announcement.

# This is just the beginning, however.



According to Grayscale, the revenue from virtual gaming worlds currently stands around **\$180 billion**, but can easily more than **double by 2025** to reach **\$400 billion**.



Grayscale's report projects revenue from virtual gaming worlds to touch \$400 billion by 2025. [Source.](#)



## Not all metaverses are created equal

Even though **metaverses are trending right now** and their potential is massive, current implementations — including those with billion dollar valuations — are **far from ideal** and struggle from crippling barriers to entry.

**Decentraland**, for example, is one of the earliest projects and is built on **Ethereum**.

The gas fees on the Ethereum network alone are cost-prohibitive and preclude all but the crypto-wealthy users from fully experiencing its metaverse. This means the world in Decentraland is often sparse and while the idea is "fun", **you don't want to pay \$40 to buy an in-game item worth \$4.**

Similarly, other barriers to entry include **the need for high-end computers** and hardware like VR headsets, and even then, these **metaverses are not accessible on all devices** and are largely browser-only.

Even inside these metaverses, communication tools are lacking, and interactions are often dependent on clunky game-play mechanics.

**Avatars are unrealistic** and there are very limited options for true, life-like personalization.

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A simple **Zoom call** is more effective than current metaverse experiences when it comes to **real-time communication.**

# COMPETITION

## Already ahead of the curve

**Pax.world's technology** is fully operational and ready for deployment. Our go-to-market readiness with features that beat the competition puts us on a solid track for success. Some of our key differentiators include:

- ✓ Accessible on web, VR and mobile devices
- ✓ EVM compatible multi-chain support
- ✓ Spatial audio/video support
- ✓ 3D realistic avatar engine

Feature	Pax.world	Decentraland	Sandbox	Bloktopia
Fully diluted market cap	<b>Pre-Launch</b>	11 Billion USD	20 Billion USD	22 Billion USD
Daily volume	<b>Pre-Launch</b>	6.5 Billion USD	7 Billion USD	81 Million USD
Available Product	<b>Yes</b>	Yes	Yes	No
Blockchain	<b>Multichain</b>	Ethereum	Ethereum	Polygon
Spatial Video	<b>Yes</b>	No	No	No
3D realistic avatar	<b>Yes</b>	No	No	No
Accessibility	<b>Web &amp; Mobile &amp; VR</b>	Web & VR	Web & VR	VR (planned)

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# SOLUTION

## Enter Pax.world **now**

Pax.world is an open metaverse that not only addresses the shortcomings highlighted above but is strategically designed to elevate the metaverse experience in an accessible manner for the widest-possible user base.



...and the best part is, **Pax.world** isn't a vision for the future. Our metaverse is ready for deployment and has a **fully operational 3D world** since **February 2021**.

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**Our list of industry-leading features is extensive, but some of the key highlights include:**

- ✓ Metaverse built using the **Unity 3D game engine**
- ✓ Face-scanning feature to create **3D life-like avatars**
- ✓ Ability to experience Pax.world through **desktop, VR and mobile devices**
- ✓ Zoom-style **video and audio streaming** capabilities within the metaverse
- ✓ High-definition video and audio **broadcasting** capabilities for **massive virtual events**
- ✓ Extremely **low hardware requirements** (Pax.world can run on a \$300 Chromebook)

# Pax.world is fully immersive

We firmly believe **gamification** is key for user acquisition and engagement and **Pax.world** comes loaded with:



**Custom 3D spatial audio and video along with text chat engine**

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**Branded avatar merchandise & designer goods**

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**Custom 3D asset loaders and virtual land generation**

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**VR-commerce with ship@home and CreditCard checkout**

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**Integration with NFTs (non-fungible tokens)**

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**Ability to create AI NPCs (in-game bots)**

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**Land ownership as well as power and influence leveling up mechanics and limited edition NFTs**

# Introducing the **PAXW** economy

**Pax.world** is more than just an interactive metaverse. Our native token, **PAXW**, fuels our digital economy and facilitates revenue generation and value transfer on both macro and micro levels.

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## **PAXW** the anchor point for ownership and influence:



Buying and selling of in-game 3D assets, including wearables, buildings and other items



Buying, selling and leasing of real-estate assets, including virtual lands, venues and billboards for advertisement



Social transactions and transfer of value for in-game services, including education, entertainment and more



**Pax.world** is geared towards meeting the needs of **both producers and consumers**, and allows businesses of all categories to create virtual presences and offer services.

Some examples of in-world **commercial activities** include:



Art galleries displaying and auctioning high-value NFTs



Educational centers for interactive learning experiences



Gaming centers with a variety of experiences for users



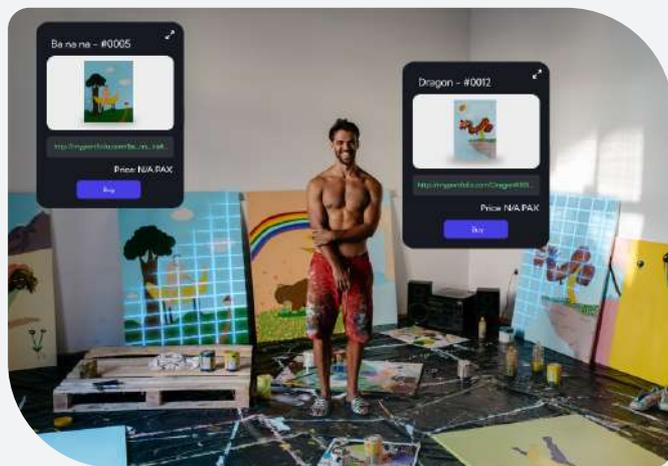
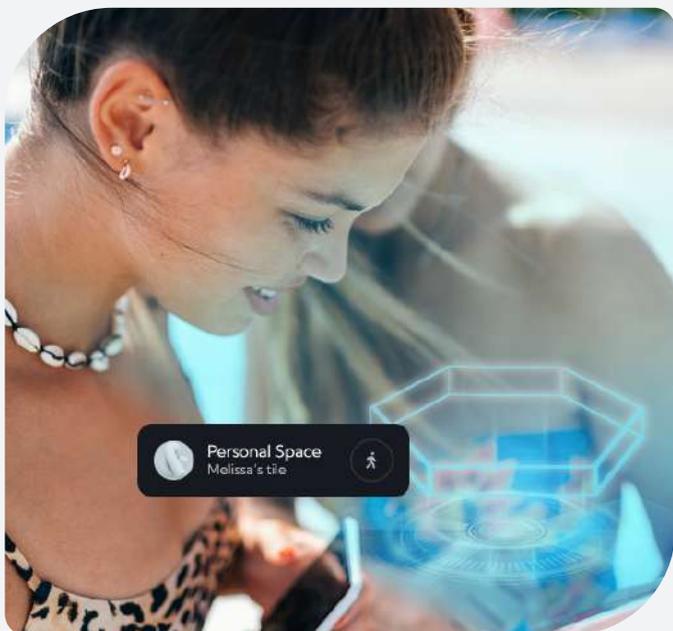
Venues and arenas for concerts and live performances



Advertising on virtual spaces and in-world attractions



Virtual business headquarters and customer support centers



**The possibilities are endless.**

# ROADMAP



- Proof of concept event in metaverse Bar and Club of Zurich
- Event with **3000+** concurrent users
- LHZ Disco Event



- Bar and Club **Event** of Switzerland
- AI Non Player Character Launch
- 14 Worlds for Use
- 3 Major conferences 150+ users



- **IOS** and **Android** Mobile App Launch
- 4 Major conferences 150+ Plus



- **UI/UX** remake
- PAXW Token Seed / Private Sale
- Pax World Demo Event



**Q1**  
2022

- PAX IDO
- DEX & CEX listings
- **Pax.world** Public Demo
- Initial Land Sale & Marketplace Launch
- Pax World builder



**Q2**  
2022

- Pax Open world launch
- Expanded library of avatar
- New district builder & infinity map
- Limited edition **character NFT**



**Q3**  
2022

- Internalized WebRTC  
video-communication system
- EVM compatible multichain  
support

**To be continued ...**

# TOKENOMICS

## Ready to rumble?

Pax.world is uniquely positioned to be an early-mover in the metaverse space and gain traction before competitors can catch up.

Our initial ask includes an invite-only seed round followed by a **private sale** and a **public sale**:

### Seed round:

**\$2M**

(Invite Only)

### Private Sale:

**\$3.8M**

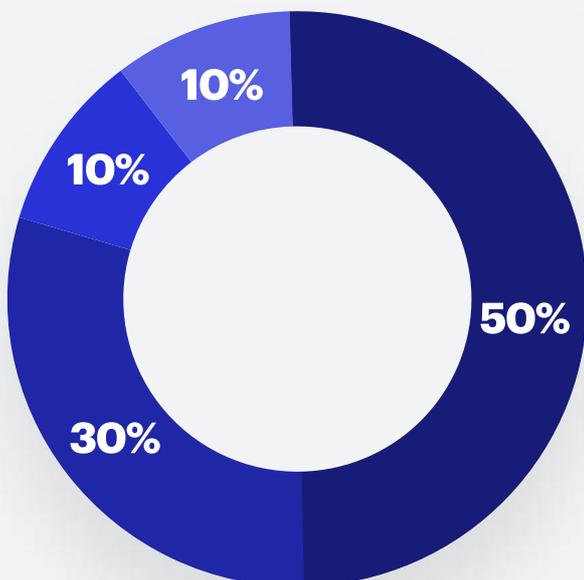
(20th Dec)

### Public:

**\$0.6M**

(Jan 2021)

## Use of proceeds



Technology/  
Product

**50%**

Operations

**10%**

Marketing

**30%**

Exchange  
Listing

**10%**

## 1,000,000,000 PAXW

Total Token Supply

### Investors

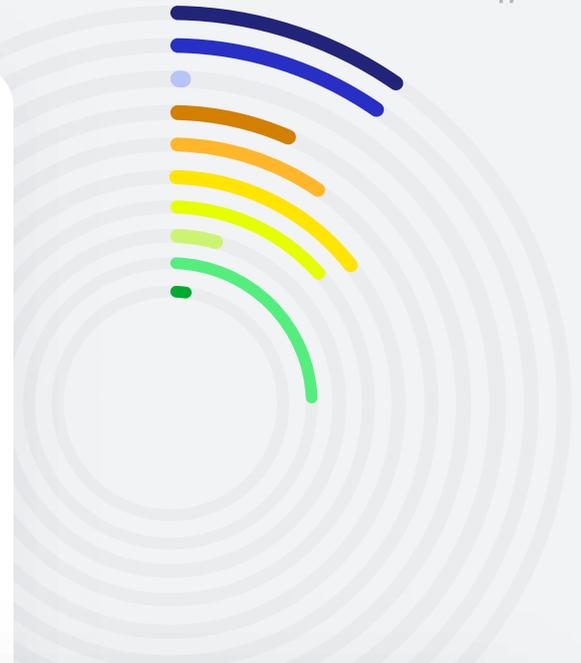
- Seed Round - 10%
- Private Round - 10%
- IDO - 1%

### Community

- Community incentives - 25%
- Exchange & Market Making - 5%

### Organisation

- Research - 7%
- Partners & Ecosystem - 10%
- Team - 15%
- Treasury - 12%
- Advisors - 5%



	Sales Price	Hard Cap
Seed Round	\$0.02	\$2,000,000
Private Round	\$0.038	\$3,800,000
Public	\$0.06	\$600,000

## Locking Periods and Rewards

Investors	Lock-up period	Vesting period	Initial Unlock %
Seed Round	3 months	24 months	0% <sup>**</sup>
Private Round	1 month	12 months	5% <sup>**</sup>
IDO	0 months	1 month	50%
<b>Organisation</b>			
Research	3 months	24 months	0%
Partners & Ecosystem	3 months	24 months	3%
Team	12 months	24 months	0%
Treasury	3 months	24 months	0%
Advisors	3 months	24 months	0%
<b>Community</b>			
Community incentives	0 months	36 months	10% <sup>**</sup>
Exchange & Market Making	0 months	6 months	50% <sup>**</sup>

Whitelist open  
1st - 15th Dec 2021

\* Free Float @ IDO **10,000,000 PAXW**  
 \*\* Total Float @ IDO **63,000,000 PAXW**  
 Fully Diluted Market Cap @ IDO **\$60M**

**Apply as investor for Seed and Private sale [here](#)**

# TEAM

## Geared for success



**Frank Fitzgerald**

CEO & Founder

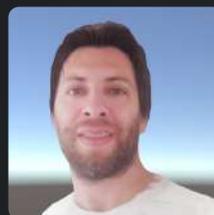
[in](#)



**Alex Martin**

Game Designer

[in](#)



**Milan Brindic**

Game Developer

[in](#)



**Aleksandar**

**Saponjac**

Game Developer

[in](#)



**Tijana Trifunovic**

Animator

[in](#)



**Sara Popov**

Character Artist

[in](#)



**Branislav**

**Zeljkovic**

3D Artist

[in](#)



**Byron Carter**

3D Artist

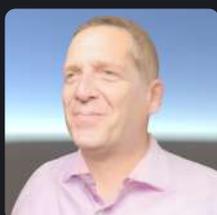
[in](#)



**Gaby K. Slezák**

CCSO

[in](#)



**Florian Krueger**

CCO

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