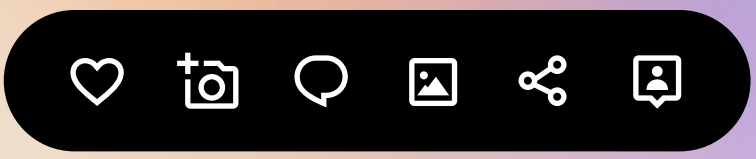
Photioness



whitepaper

Version 1.0

Photioness

abstract

Preserving memories has always been important in human history. Before pictures were available, people painted on walls, canvases, and paper to preserve what they see. The introduction of the smartphone made saving and sharing memories extremely convenient. Within seconds, people can capture the moment they are in and share it to friends and family across borders.

Now these personal moments are not limited to individuals. Instead, moments are now converted into commercial content. For example, travel guides, photographs, and artworks are all commercial merchandise. The common factor among all of these merchandise is pictures.

Photioness is a photo-centric blockchain-based platform that provides a seamless process of capturing, sharing, and trading graphic memories.

Photioness

background

Mobile Application Trend

99.9%
Information Searching

97.5%
Messaging / Social Network Service

89.1%
Game, Video, Podcast, etc.

54.3%
Transportation, Map, etc

52.4%
Financial Services

For users

Simplicity

Simplicity

Usability

Every aspect of life became easier with smartphones. With some exaggeration, life is literally within one's fingertips. From opening a bank account to reserving a hotel, everything is possible using a mobile phone. Over the past decade, the changing trend of mobile applications is maximizing usability and simplicity. Many application developers and companies are now focusing on a simple UX (User Experience) and a minimalistic UI (User Interface).

Blockchain Applications

The issues and barriers for a blockchain application's massive adoption are the three L's. Low usability, Low TPS, and Low functionality.

LOW USABILITY

The issue with blockchain applications is the extensive and complicated process of registration. With difficult wallet creation processes, management of private keys, and KYC verifications, the user conversion rate from mobile applications to blockchain applications is very low.

LOW TPS

The technical barrier for blockchain applications is their TPS (Transaction per speed). As most blockchain applications are currently built on the Ethereum public blockchain, the necessary transaction speed to manage enormous data is nonexistent.

LOW FUNCTIONALITY

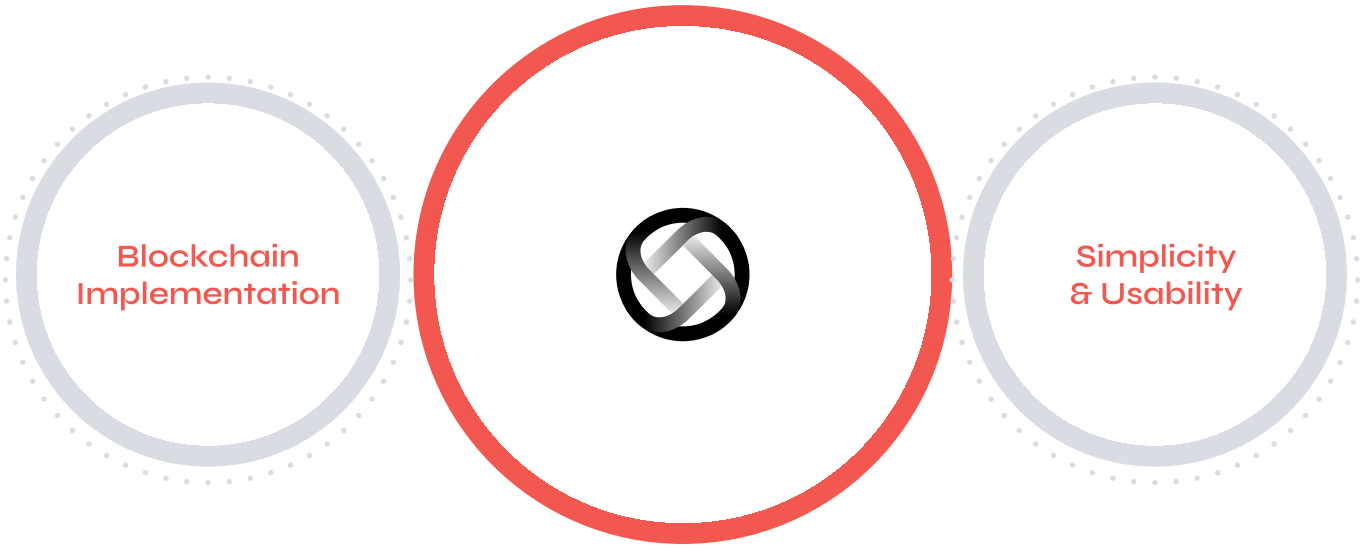
While blockchain technology has many ideological and technological benefits, most applications do not actually implement the technology to provide strong functionalities. Instead, most applications are token-centric platforms.

Photioness

business overview

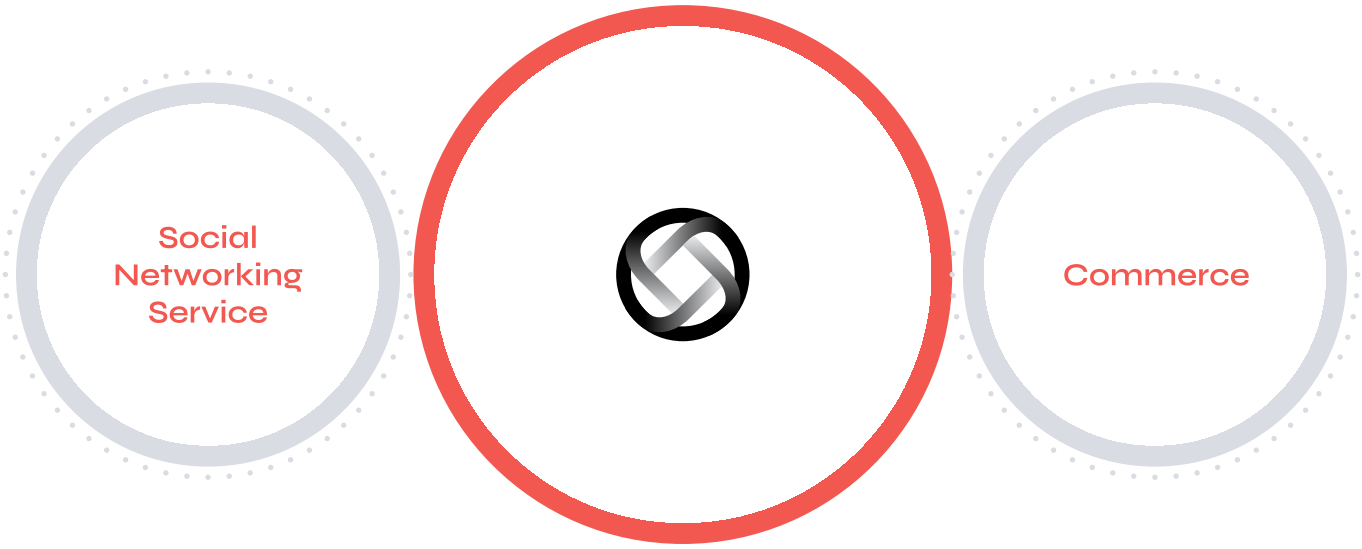
Mission

"Photo-centric blockchain-based platform"



Our mission is to create a user-centric, photo-centric blockchain based platform. We are providing an inclusive platform, where users can utilize photos to engage in commerce, social networking, or leisure. While our application is user-centric, the platform is photo-centric. Every transaction or interaction on the platform is powered by the user's pictures.

"A picture is worth a thousand words"



Ever since the adoption of mobile phones, pictures have become a crucial part of people's lives. People use pictures to save memories, review a product, or even choose what to eat. Our project is creating a photo-centric platform that will integrate social networking service (SNS) and commerce. In the first phase of our development, we will provide a photo-centric SNS, where users can simply take, edit, and share pictures. Later, in the second phase of the application development, we will integrate a decentralized marketplace and commercial options for the users to purchase products, reserve accommodations, or order food based on photos.

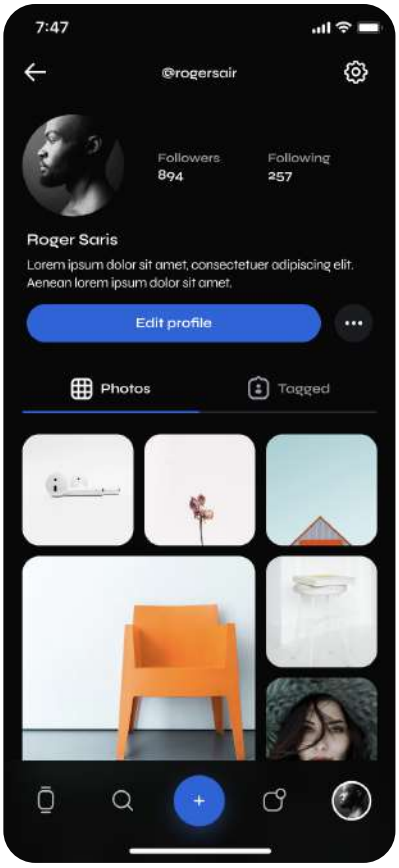
"Usability and simplicity at priority"

Social Networking Service

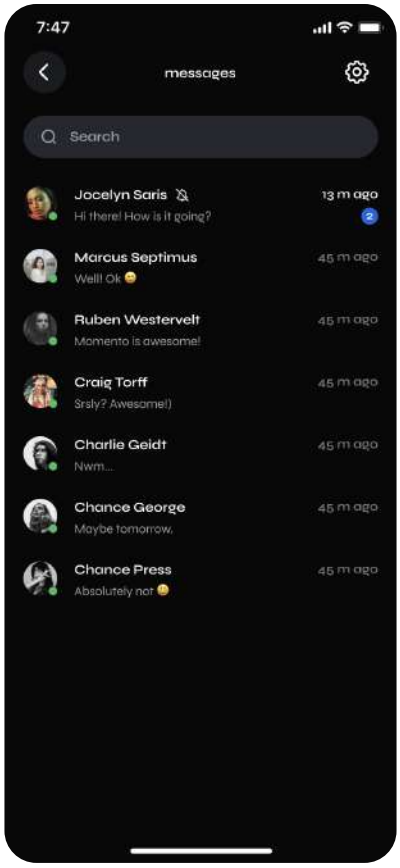
P2P Messaging

Photo Sharing

Our social networking service is completely user-centric. Unlike most blockchain applications, usability is a priority for our application. Thus, we have integrated social login functions for logging in and signing up. Once a user begins to use the application, the user interface (UI) is designed simply to let users easily navigate, take pictures and share them to friends, family, and followers.



Profile

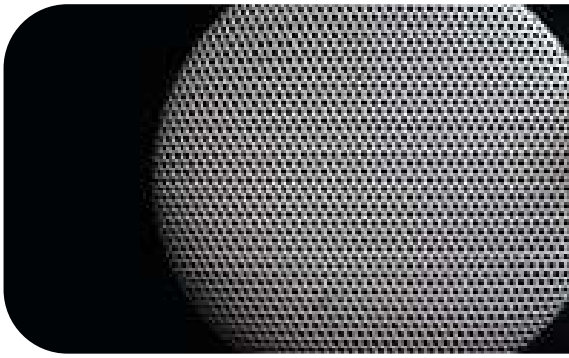


P2P Messaging

Profile

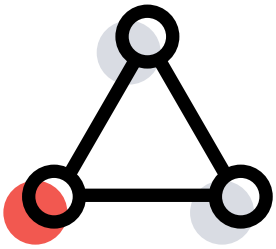
Photioness

blockchain



Blockchain is a distributed ledger technology (DLT) that saves data in a block and connects them in a time-oriented chain format. Distributed ledger technology was first developed in 1970, but it reached its first generation when Bitcoin was introduced. After the launch of Bitcoin and Ethereum, a series of new opportunities and possibilities utilizing the distributed ledger technology and smart contracts began.

PHOTIONESS is a blockchain-based photo-sharing platform designed by Axis Labs.



Photos can be saved on the robust, secure private blockchain for safety.

Using blockchain, all visual content uploaded will have a traceable identifier (TID).
The TID will allow users to trace copyright and prevent unjust distributions.

Consensus Algorithm

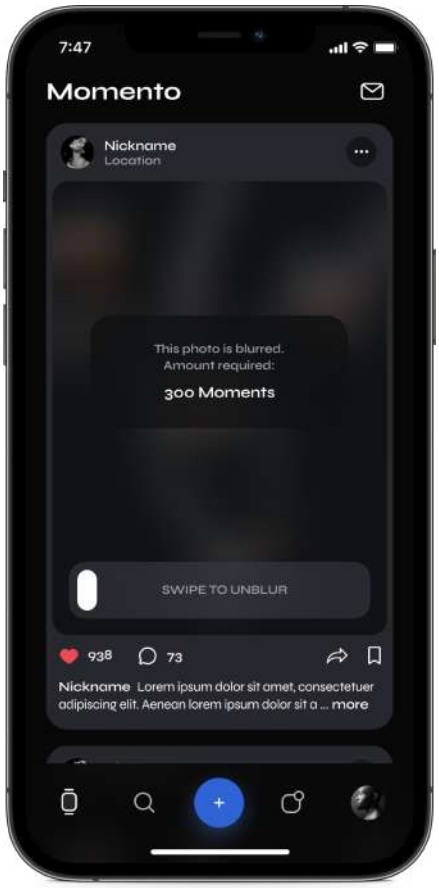
Until now, there have been three major developments in consensus algorithms: POW, POS, and DPOS. These are consensus algorithms that are used in public blockchain applications. While public blockchain algorithms are consistently evolving to provide security and scalablity, they are not scalable to host user-centric applications such as Photioness. Therefore, Photioness is developing a private blockchain algorithm that is much more scalable.

In the first phase of development, Photioness will use Microsoft Azure's blockchain tools to provide a blockchain platform to power our application. Later, the second phase of the development will integrate Axis Lab's novel consensus algorithm.

Photioness

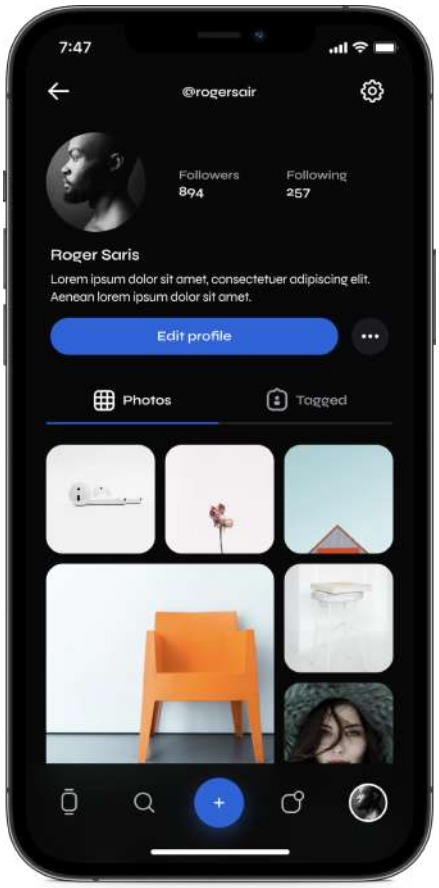
application

Simplicity



Usability

Photioness application focuses on two core features: simplicity and usability. Blockchain applications fail to gain users not only because of technical limitations in scalability (TPS) but also because of the lack of usability. Our team's goal is to ensure blockchain implementation does encourages users from making the transition from traditional applications.



Instant Messaging

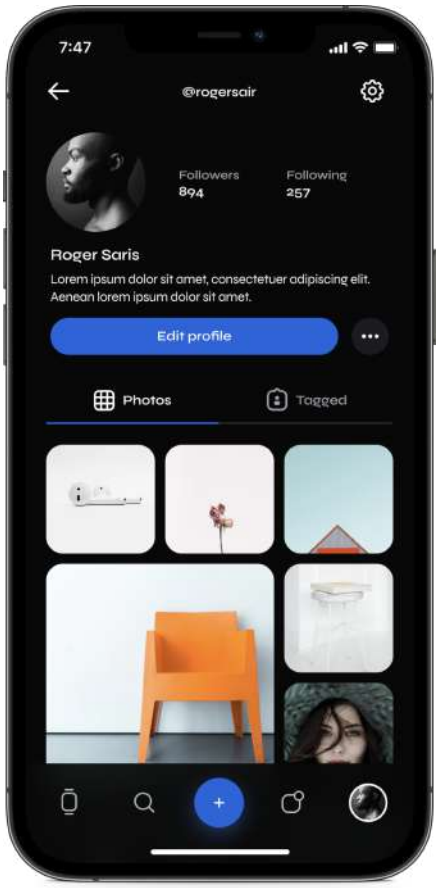
Photioness application allows for instant messaging between friends using texts and images.

Photo Edits

Users can instantly edit images after taking a photo. There is no need to use a third party editing application.

Blockchain-verified transactions

The MOMENT blockchain records all user ID's, stores images, and verifies transactions.

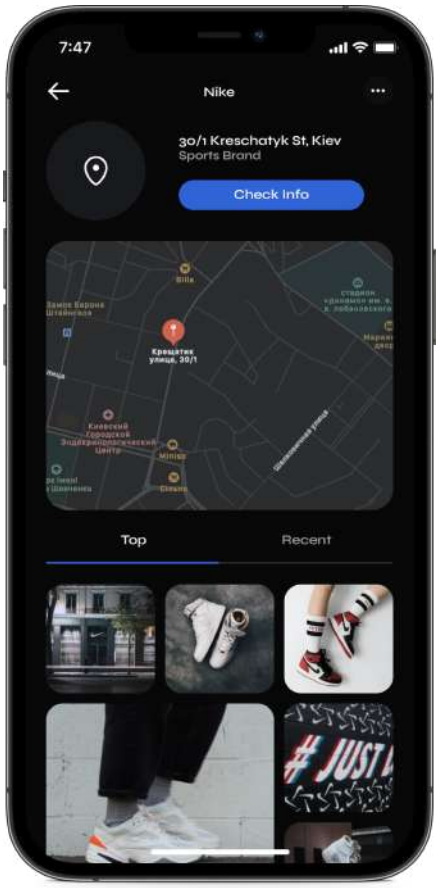


1 KYC Verified

2 Portfolio Verified

3 Easy-to-use

Users looking to commercialize their photographs and artwork need to register for a merchant account. After a simple registration process, users can decide to sell their pictures through an easy 'Blur' function. By blurring the image, viewers wishing to see or download the image can pay using MOMENT tokens.



1 Geotagging

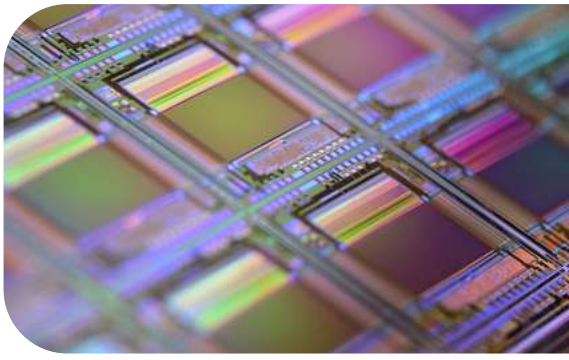
2 Keyword Search

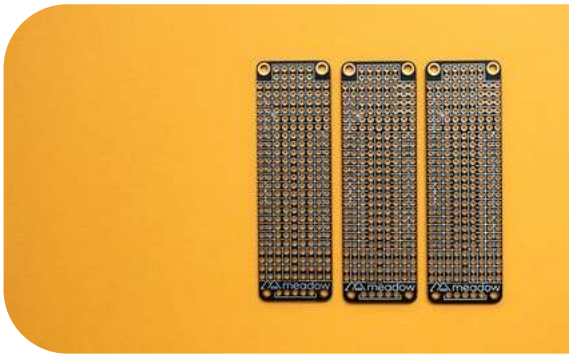
3 Photo-centric

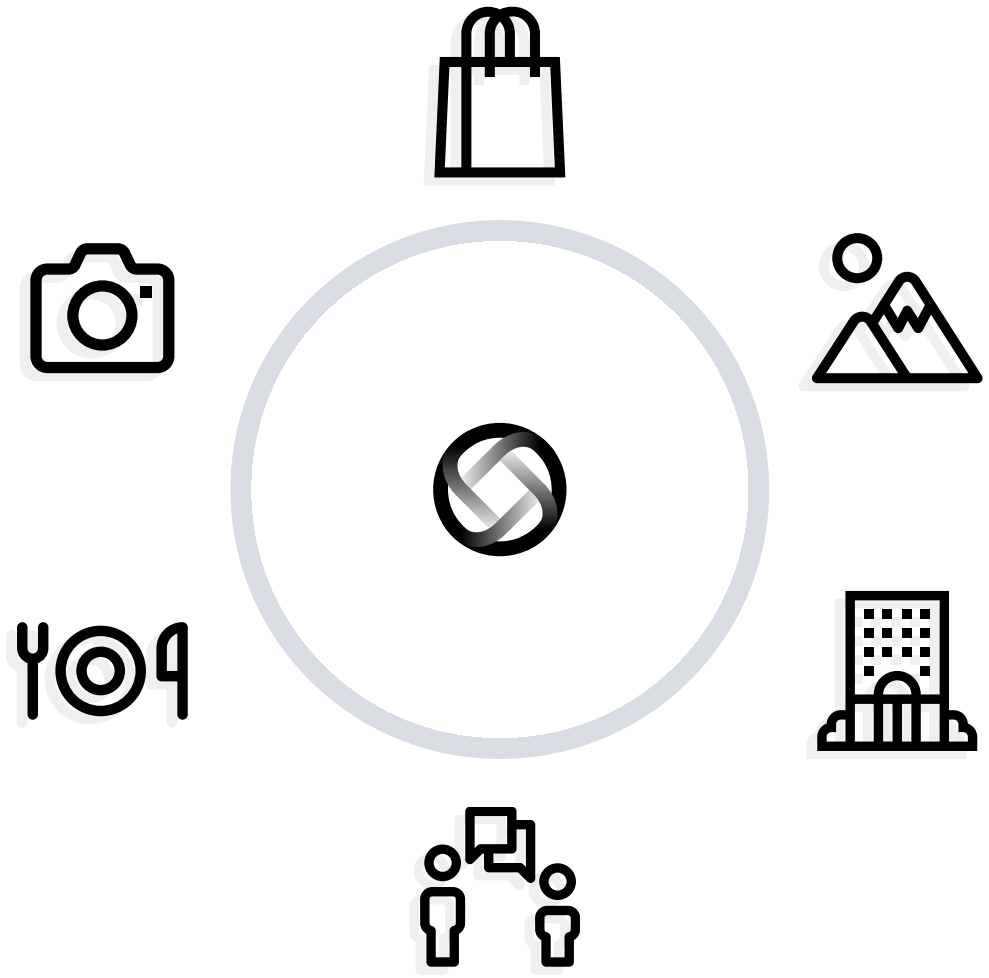
Photioness combines geo-tagging and keyword selecting to create a novel feed for searches. Users can simply use a keyword and check images related to the keyword based on a geo-tagged pinpoint. This will allow for users to easily reserve their accommodations.

Photioness

photioness ecosystem







Businesses

Businesses can conduct advertising campaigns or referral campaigns for users to write photo-reviews.

Users

There will be four different types of users on the application: artists, advertisers, customers, and subscribers.

The Photioness ecosystem is content-centric. Our platform's fuel is users' various contents. Each user will have different content to share publicly or privately. Our platform provides all the necessary features to suit a variety of users' needs.

Mike

Mike is a college student who likes to take and send pictures to his friends. He uses the PHOTIONESS application to instantly take and share pictures.

Lucy

Lucy is a model who uses social networking services (SNS) to interact with her followers. She uses the PHOTIONESS application to sell her special pictures.

Jennifer

Jennifer is a professional photographer who suffers from illegal redistributions of her pictures. By using the PHOTIONESS application, she no longer has such issues as her photos are safely recorded on blockchain.

Application Users

Visual Artists

Within our platform, anyone who creates graphic content such as photography or art are considered visual artists.

Customers

Anyone who wishes to purchase content or a commercial good is an ecosystem participant.

Advertisers

Advertisers can easily find their target audience, since each artists will have his/her own own fanbase based on user preference.

Followers

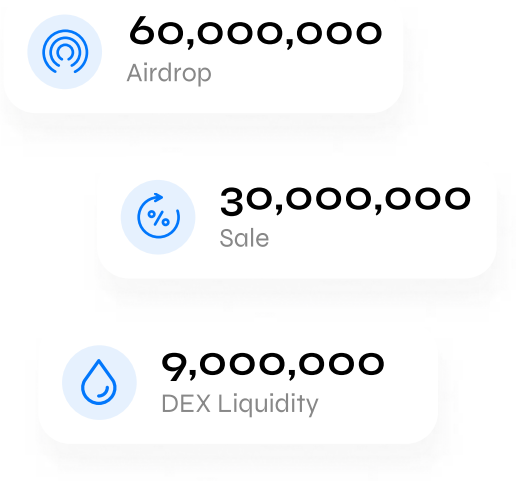
With our special “blur” function, followers can access special content created by artists.

Photioness

token

PHOTI Token is the utility token that drives all the economic activities within the Photioness platform and application.

Token Alocation



Total Supply:
99,000,000

Funds Alocation

50%	Pazzi-N Buyback & Burn
23,80%	Operations
14,29%	Development
11,90%	Marketing

Uniswap Listing

PHOTI Token will be listed on Uniswap immediately after presale for decentralized trading.

Zero Team Tokens

Photioness will not allocate any tokens for the team or marketing.

Buyback

Funds raised from PHOTI token sale will be used for reducing the total supply of PHOTI.

30% Liquidity

30% of funds raised will be locked for liquidity on Uniswap.

Photioness

roadmap

2019 Q4

- [x] Market Research
- [x] Tokenomics Design
- [x] Platform Design

2020 Q1

- [x] Blockchain Development
- [x] Application Development (Web & Android)

2020 Q4

- [ ] Application Redesign
- [ ] Presale + Uniswap Listing
- [ ] Blockchain Launch

2021 Q1

- [ ] Blockchain Integration
- [ ] Governance Details Release
- [ ] Web Application Alpha Release

Photioness

disclaimer

The PHOTI white paper is intended to provide information about the platform and business model to which its asset is applied.

Therefore, no form of binding and no legal obligation is imposed on anyone.

This white paper is not intended to encourage investment, and the responsiblity for all decisions made based on the information in this white paper are solely on the decision maker.

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