White Paper

IXTUS EDUTAINMENT

Little Detective

Ver 2.0
22July2018

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1.0   EXECUTIVE SUMMARY / MARKET OVERVIEW

In today's volatile and complex world, the rapid transformation of the global economy has created extreme competition and yet regional economies have become interdependent in order to reap maximum benefits from various international alliances. Globalization has exponentially sped up the development of information and communication technologies, with a plethora of networks. Unfortunately, all of these often exist in silos with no structured organization or centralized management. As these emerging technologies evolve, however, the future will inevitably become more dependent on the knowledge, skills, and resourcefulness of its people, thereby creating new opportunities and challenges for education, forcing society to be increasingly nimble and adaptable with learning as its modus operandi.

Education, already the main priority for most at present will be even more valued and we will see increased investments in varied educational ventures. Greater emphasis will be placed on acquiring "soft skills", such as creativity, leadership, perceptiveness, and resilience. A progressive education curriculum will need to anticipate these requirements of the future labor market.

With the shifting emphasis towards a knowledge-based and technology-reliant economy, multimedia-based platforms are poised to become the future of education. Society must be prepared to invest in young minds to ensure continued progress, especially since education is key to break out of the vicious cycle of poverty. The current societal trend with small nuclear families indicates that parents are placing even more emphasis on education from an early age and are willing to splurge to maximize the potential of their children, despite the increasing costs to keep up with the constantly evolving technology.
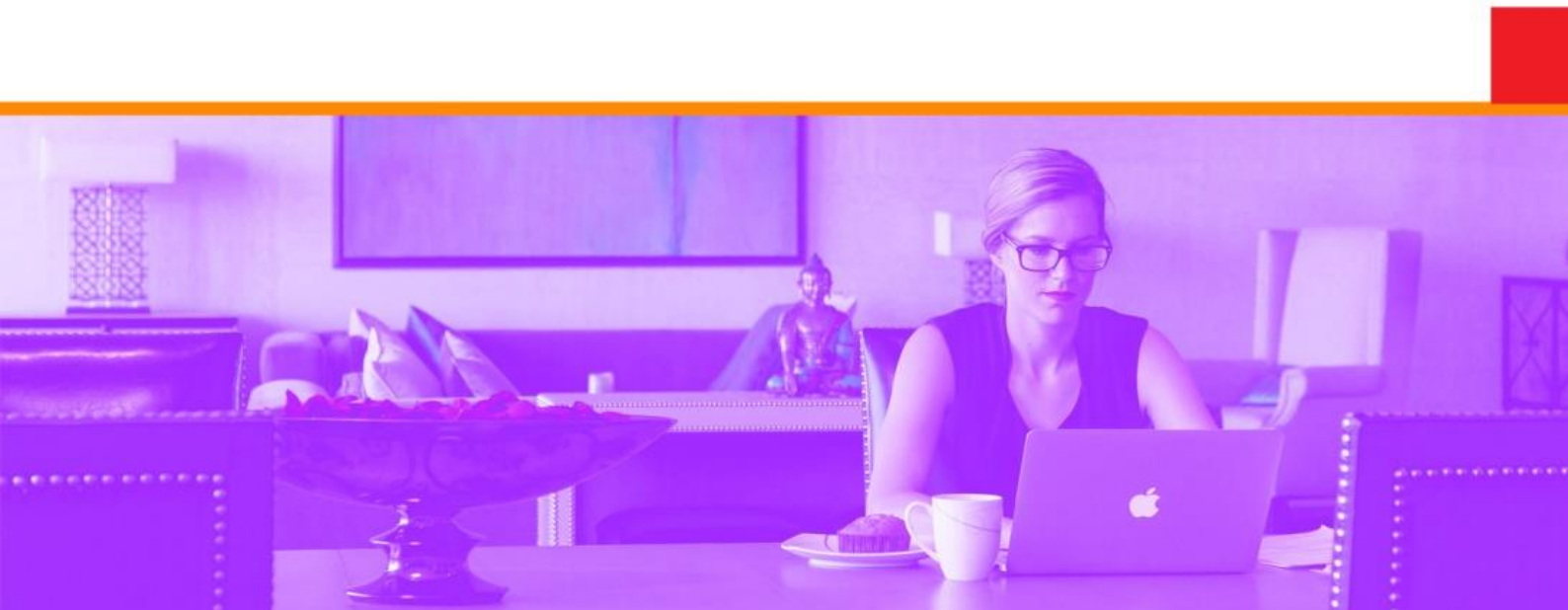
In this Paper, we feature our product, "Little Detective", an interactive edutainment platform, which takes current multimedia education formats a step further. Targeted at preschool to lower primary school children from 3 to 8 years of age, the blockchain-powered "Little Detective" can be accessed conveniently through various devices on multiple platforms anywhere in the world as long as there is connectivity. Some of the key unique selling propositions of the product include:

- First edutainment platform available on the blockchain;
- Robust IP protection provided by the blockchain infrastructure;
- Unique bounty sharing scheme rewarding quality content contributors (educators/professionals);
- Advanced software features;
- Covers critical features of a quality preschool curriculum, and
- Endorsement by Early Childhood Education professional.

2.0   PRODUCT OVERVIEW

We want our preschool children to enjoy observing, exploring and discovering the world. To cultivate thinking and life-long learners, we need to nurture our children to learn to think and to think to learn from an early age.

Technological advancements have opened up novel vistas for their use in creating educational platforms that have evolved over the years to engage learners through their fascinating features. "Little Detective" is an interactive edutainment concept that promises to eclipse other multimedia education formats given its unique selling propositions.

The specially designed curriculum adheres to the Kindergarten Curriculum Framework developed by the Ministry of Education, Singapore. Other than giving children the important head start in our technology-driven society, the platform also motivates children to develop motor and speech skills through its interactive nature. The curriculum is also designed to exercise the whole brain, with differentiated challenges to stimulate creative thought processing and decision-making. The increasing complexity of the activities will motivate children to strive for the next level and maximize their potential.

Through role-modeling, the main character in "Little Detective", Tim, can help children to self-manage and develop positive attitudes towards learning from a young age. The interaction among the characters will also encourage children to hone their communication and social skills. As the children strengthen their foundational literacy and numeracy skills through the product, their confidence will blossom and they will be eager to learn new things and gain more knowledge.
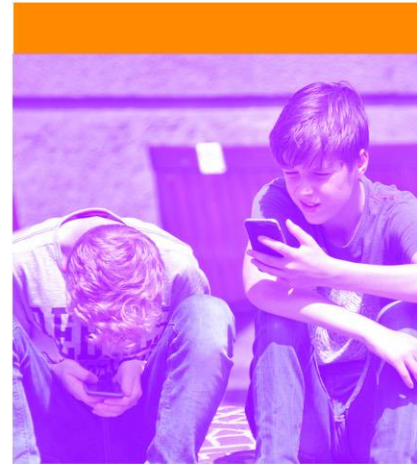
Why the Singapore Curriculum?

Singapore has, over the years, developed a strong public education system with high standards in teaching and learning. Our edutainment portal is benchmarked against the same world-class standards and the endorsements by distinguished academics within the field of early childhood education can serve as testimonials to the quality of our product.

Parents need to be convinced that the educational software is an authentic and well-researched product created to be a high quality resource and does indeed help to improve their children's knowledge and performance in school. This can be achieved through endorsements by federal regulatory bodies, such as each country's ministry of education. The endorsement of a reputable figure in the field of early childhood education or a relatable celebrity can also help to reinforce the efficacy of the product. In addition, we can leverage the "Singapore brand" to market our product, as Singapore is regarded as synonymous with "quality", "competence" and "reliability" internationally.

Based on the Kindergarten Curriculum Framework, our curriculum includes the following critical features of a quality preschool curriculum:

a) *A Holistic Approach to Development and Learning*
    Every child learns differently and we need to cater to the variety of learning preferences and abilities in order to cover every aspect of development and enhance individual potential.

b) *Integrated Learning*
    Young children learn best experientially and they do not separate their learning by subjects. Their learning experiences should, therefore, be integrated into interdisciplinary activities, allowing them to make connections between knowledge and skills.

c) *Children as Active Learners*
    Learning is most effective when children are actively involved and engaged in carrying out tasks that are meaningful to them. Due consideration is given to satisfy the curiosity, needs, and interests of the children, allowing them
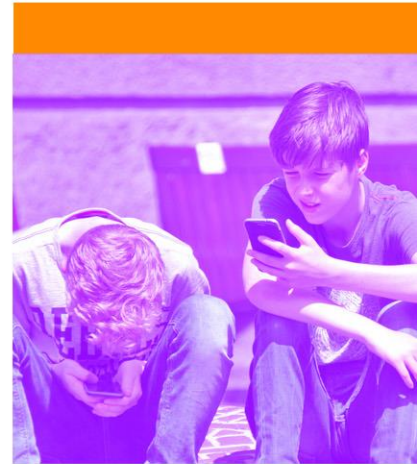
to make sense of their environment and sharpen their thinking, observation and communication skills.

d) *Parents as Interested Supporters in Learning*

While the children safely explore the world through the platform, parents must be supportive and sensitive enough to recognize moments of frustration with certain activities due to difficulty levels and guide the children to overcome such obstacles independently. The goal is for the children to experience small successes and eventually gain the confidence to take on greater challenges.

e) *Play as a Medium for Learning*

Play, a practical vehicle to encourage exploration, discovery, and risk-taking, is vital to children's learning. While it is important to encourage spontaneous and imaginative play in children, opportunities for structured play involving the rich use of language should be provided.

Our curriculum is planned to promote process-oriented, experience-centered learning experiences for children. It is designed to encourage children's interests, curiosity and their natural thirst for knowledge; leading to experiences in problem-based learning, inquiry, investigation, discovery and active exploration.

Another important function of our curriculum is to prepare the children for formal education. To achieve this, the platform covers languages, mathematics, art, music, physical education and general knowledge, which is a combination of science and social studies.

Through our programs, the children will learn how to communicate, play and interact with others. According to research, children between the ages of 3 and 4, who use iPad, tablet or computers with educational activities that reinforce the major classroom objectives, have significantly greater developmental gains when compared to children without such experiences in similar classrooms. These gains included improved intelligence, nonverbal skills, structural knowledge, long-term memory, manual dexterity, verbal skills, problem-solving, abstraction and conceptual skills.
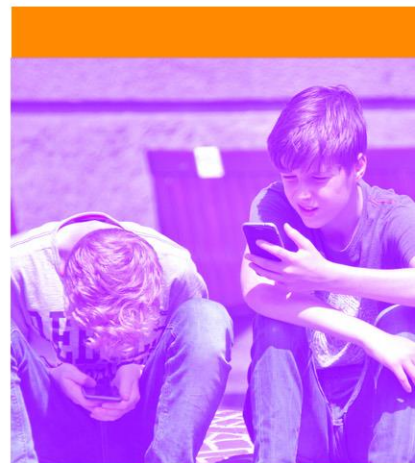
Content Premise

Story

Tim is a little detective who is always on little secret missions to uncover mysteries or to embark on some exciting adventures. He has a magical magnifying glass which allows him to discover valuable clues. The magnifying glass also acts as a portal where he can be transported to various locations and talk to the most unthinkable animals or objects. But the most special feature of all is four small gems on the nape of this magnifying glass from which four fairies emerge to provide guidance and help Tim out of sticky situations.

Subjects covered

The full curriculum will cover the following skill-sets:

- Language and Literacy
- Numbers and Math
- Environment and Social Studies

Levels

- A total of 6 levels will be made available – 1 level for each year of age.

1.1. Learning System

- The curriculum is designed into Quests and each quest will comprise of a unique adventure environment that will capture the child's attention and pique his/her interest. Within each quest, the child will have to perform a total of 9 tasks to complete the mission. The 9 tasks will be based on 3 language and literacy activities, 3 numbers and mathematics activities, and 3 environment and social studies activities

1.1.1. Daily Activities

- Simple task-oriented activities involving typical daily tasks like doing simple chores and looking after a pet are to be completed upon logging in every day. These tasks teach routine and inculcate a sense of responsibility in the child, in a visually appealing manner.
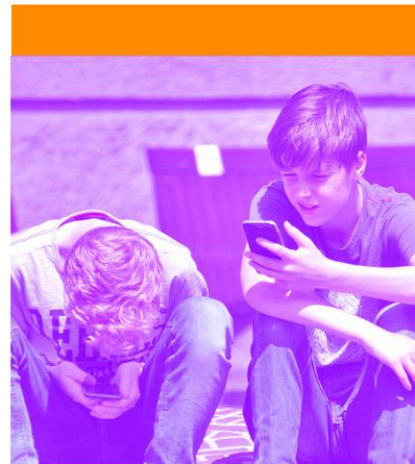
1.1.2. Downloadable Content

- Downloadable print-outs for hands-on activities (e.g. coloring) and decorative purposes may also be made available.

1.1.3. National Competitions

- Quarterly competitions based on the program may be held for local students to put their newly learned knowledge to the test.

1.2. Monitoring of Results

- Children earn points known as 'Gems' which can be earned through the successful completion of quests.
- A ranking system allows parents to monitor their child's progress in comparison with his/her peers. The system can further be broken down into 'worldwide', 'country-wide', and 'city-wide' categories.

1.3. Rewards & Badges

- "Gems" may be exchanged in a redemption scheme with partnering sponsors
- Children may also earn "badges" for achieving outstanding performance in various areas of the program.
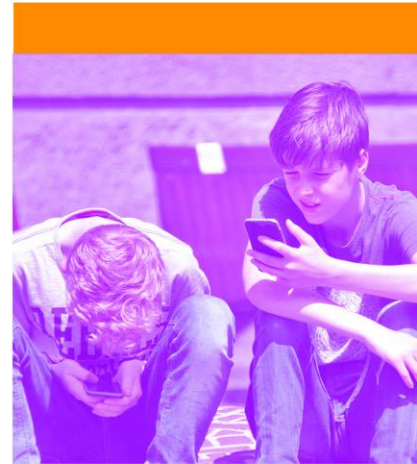
3.0   TARGET AUDIENCE

Ixtus Edutainment will maximise value on its business model and technology by strategically rolling out "Little Detective" in different phases upon successful Token Sale. Targeting Ixtus's biggest and most familiar market, China, first, Ixtus Edutainment will gain the necessary momentum and recognition for execution in other key markets later. (Refer Section 12.0 for road map)

Phase 1 - China (12 months after Token Sale)

As China becomes more open to outside contact and influence, traditional teaching gets conflicted with Western ideas about "developmentally appropriate practices" and goals of creativity, autonomy and critical thinking. These goals and practices, which are so prevalent in the United States today, are poised to make a great impact on early childhood education in China today. China's long-drawn "one-child policy" has also spawned a generation of families with the affluence and willingness to spend on providing the best for their precious offspring.

Though competition in the market is intense, the 40% annual growth rate in the number of online or App-based education users provides a substantially large pool for all these players and there is enough room for more. Participation of so many players would bring China's preschool online or App-based education into a market-brewing stage in the next few years, during which new business and profit-making models would present themselves.

Ixtus has strong collaboration with partners in China who are established there since the 1990s. With such connections, we are able to leverage on the strength of our partners to launch and market "Little Detective" effectively.

Phase 2 - Vietnam & Indonesia (24 months after Token Sale)

The introduction of English in primary education is gaining momentum in many non-English speaking countries in Asia. Unfortunately, the lack of curriculum as

a guide means the teachers have to fall back on textbooks as a substitute for a comprehensive curriculum. For highly populous countries like Vietnam and Indonesia, research have shown that education policies have limited reach due to short supply of quality teachers, training and development, resourcing and teaching methods amongst others.

Ixtus believes "Little Detective", will be able to bridge the gap, bringing quality and structured education to the system.

Phase 3 & 4 - Rest of Asia Pacific and the world

There are still many developing economies in the world. Most of them have prioritized education policies and will be expected to have robust growth in the education sector. Limited access to quality education and dearth of resources, including teachers and relevant facilities even in state-funded schools, has created the perfect opportunity for a self-learning and exploratory platform like "Little Detective."

4.0 INTEGRATION OF BLOCKCHAIN TECHNOLOGY

Blockchain-powered "Little Detective" satisfies the requirements for an extraordinary resource base to store, disseminate and share information, while protecting intellectual property and promoting democratic participation. It will offer access to education for large numbers and isolated communities with economies of scale, and provide multiple channels of communication, visualization, and simulation. It will serve as a powerful means for the exchange, processing, and storage of information.

Being the first edutainment product in the crypto world, our focus will be on developing countries, where quality education may not be easily available or accessible. The initial launch will kick-off from China, where internet penetration has reached 751 million users as of July 2017 and is set to continue to grow at a strong pace. Subsequent launches with language enhancements will be targeted at the remaining countries in the Asia Pacific region, followed by the rest of the world.

By sharing with the larger community the unique advantage our product has over conventional competitors, we are providing anyone who wishes to make the most of this opportunity, a chance to grow with us. With our preferential Token Sale launch prices, we are sure the major capital inflow will benefit our target audience, as well as reward our supporters and contributors to this eco-system.

Apart from reaping the benefits of using this token-based event to raise capital, we can ride the wave and grow with the crypto economy, playing a key role to forge the mega market it is meant to be efficiently.

BLOCKCHAIN – An Introduction

Moving towards a decentralized world of transparency

4.1 Blockchain Technology

Blockchain is a special record-storing innovation, which enables users to contribute valuable information to a chain (a kind of "digital ledger") before it gets locked by other computers in the network. The entire blockchain system is secure, auditable, transparent and efficient, which develops trust and promotes confidence at every level without having to know the person at another end.

One of the key highlights of the blockchain is that it is an appropriate database; in other words, the database exists in multiple duplicates on different PCs. These PCs follow a shared system, implying that there is no single, centralized database or server, rather the Blockchain database exists within a decentralized system of machines, each serving as a hub on that system.

Each square of the blockchain comprises a rundown of exchanges. Each piece additionally contains a square header. Thus, that header contains (no less than) three arrangements of metadata:

  1) organized information about the exchanges in the blocks;

  2) the timestamp and information about the verification of-work calculation (this is the manner by which new pieces are linked and verified; and

  3) a reference to the parent block – that is, the previous block – by means of a "hash" (which is basically cryptographic calculation)

This gradually makes this "chain" the most integral part of the blockchain. Each square in the blockchain can be recognized by a hash of its header.

4.2 Function of a basic Blockchain exchange

Exchanges on the blockchain are marked carefully, utilizing open key cryptography. Open key cryptography utilizes two keys, which makes it harder to break. There is an open and a private key - related numerically but due to the unpredictability of that math, it is almost unthinkable (or possibly computationally infeasible) to make an assumption.

The general public key can be utilized to sign and encode a message that is being sent; the beneficiary – and just the assigned beneficiary – can decode that exchange with their private key. In addition to the encrypted messages, open key cryptography can be utilized to validate and authenticate an individual's identity or a transaction taking place.

4.3 The workings of a Blockchain:

1. People send crypto (bitcoin, eth, etc.) to one another in transactions.
2. Each transaction is signed with a digital signature for authentication.
3. The transactions are all bundled together and compressed into 32 bytes with a hash by each node.
4. The first node to find a nonce and hash that meet the difficulty requirement broadcasts it to the network.
5. If the proposed solution is correct, the nodes validate it and the proposer receives his reward.
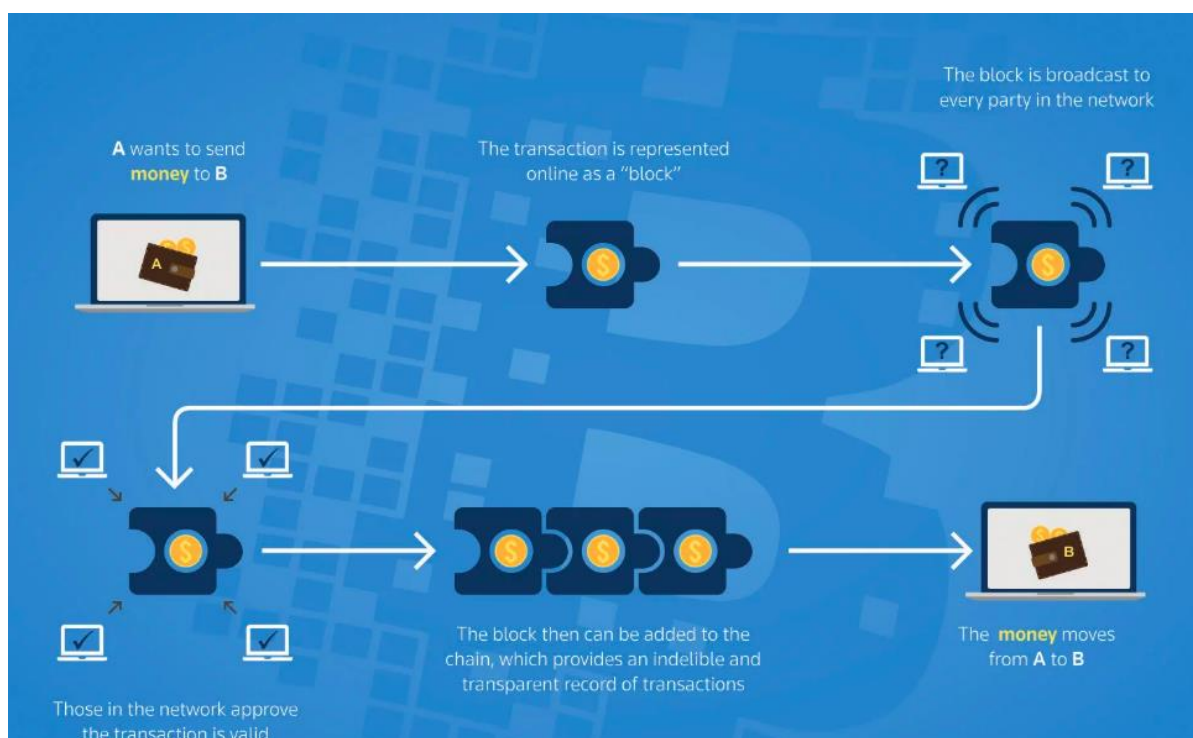
5.0 BLOCKCHAIN IN EDUCATION

The education system today needs to provide greater and easier access to scholastic research and capability while providing students with alternative education in their curriculum. Intensive research is being carried out by various research groups and organizations, however, only a fraction of the research findings are readily available to the masses. Consequently, there is a huge amount of information regarding education that has eluded well-deserved attention.

By utilizing blockchain innovation to ease the process of freely sharing the academic proficiency, the future of alternative education can be more diversified and result-oriented. A blockchain-based educational system will serve as an open distributed platform that will leverage the capabilities of this technology beyond the financial domain.

One of the many approaches to increase motivation to study among children is through incorporation of interactive games into their curriculum. In other words, students can be encouraged to study by gamifying their existing education model. This method will ensure that the student sticks around till the end of the game and learns more as the expected concentration level is relatively higher than usual. A research study has shown that not more than 20% of information is processed while reading compared to 90% through using games for learning.

Ixtus's approach to inspire learning in youngsters is to utilize gamification in the instructive procedure. Providing a constant flow of little impetuses and amusement makes the absorption of knowledge fascinating for the children and sustains their attention from the start to the end. Gamifying their education can add to their overall development and excite the children to learn more.

According to a study conducted by Pew Research Center and Elon University, more than 53% of respondents were certain that gamification will be very common in all aspects of life by 2020. Other research work has indicated that 75% of teachers also believe that digital learning is likely to overtake the traditional education model.

5.1 Advantages of utilizing a blockchain based framework

The advantages of using blockchain technology for creating an educational platform are multifarious. In case of blockchain technology, the technology, rather than the old hierarchical structures, becomes the focus and trust moves towards the technology rather than the institutions. Blockchain technology is a true disintermediation technology. A few advantages are -

- Blockchain technology can help in creating "ubiquitous learning environments" given the use of connected devices to create modern learning platforms. Such an environment can help the learner learn anyplace and anytime using an interactive multimedia system.

- Blockchain technology provides a high level of security and privacy since it uses "peer-to-peer" networks.

- Digital certification on the blockchain is an immutable process that cannot be tampered with and can create a truly global repository replacing traditional University certificates.

- Intellectual property can be comprehensively protected on the blockchain thanks to the unique timestamp that every "block" gets.

- Blockchain offers an all new approach as the data track on a blockchain is set to become a single source of knowledge with information backed by industry experts. Given that there is significant pressure on children to excel in their studies, especially in Asian countries, the blockchain technology in the enterprise space will provide children with easy access to quality yet interactive education, thereby alleviating some of the stress.

Other than giving youngsters the imperative head start in our innovation-driven society, the platform will also help them develop fine motor skills and discourse abilities. The educational programs are additionally intended to exercise the entire cerebrum, with targeted challenges to stimulate creative problem solving and develop leadership skills.

The growing unpredictability of the activities will challenge the children to gain new ground and maximise their potential. Through role-playing, the lead character in "Little Detective", Tim, can empower children to be self-directed and enthusiastic learners.

With Little Detective, Ixtus thereby makes sure that access to education is a tamper-proof system, which will leave behind the old hierarchical structure of education and help students migrate towards a world of digitally-led alternative education model.

6.0 BLOCKCHAIN USE CASES IN LITTLE DETECTIVE

6.1 *Use Case 1: Content/Images copyright*

With the advent of internet and technology, it has become extremely easy for people to create video, audio as well as image content. It is extremely important, especially for the education sector, to get context and materials that could help students to understand and relate to the subjects of learning.

"Little Detective", being an interactive edutainment platform, contains its own set of original content, images, videos for educational purposes. Therefore, it becomes highly important to secure the content from piracy.

Introducing blockchain technology into the system will prevent piracy and protect the content from being wrongfully altered. For storing any content, a 'hash' will be created and stored on a blockchain. This hash is the result of a mathematical process which creates a string of characters (the hash) unique to the content. The original content document/digital image will be stored on the blockchain instead of a centralized system.

Because this process cannot be reverse engineered, the hash that is created cannot be used by other people to view or copy the content, but it can be used later to prove that the person who created the hash was in possession of the work in question at the time it was created. This hash will make the system tamper-proof thus solving copyright issues of content in the system.

Storing content on blockchain will allow the following benefits:

1. It will create a permanent record which is impossible to forge;
2. The content will be stored in a decentralized system which makes it accessible to everyone and yet secure it from threats; and
3. This process can be completed in a matter of minutes rather than days at little or no cost.

6.2 *Use Case 2: Payments via multi-sig wallet*

We can make a transaction layer in the blockchain, ensuring that every transaction (subscription) done will be recorded in the ledger. We can integrate a multi-sig wallet, which will allow subscriptions to be done in crypto currencies and tokens will be provided to the user instead. Multi-

sig wallets hold enormous potential in the Ixtus model of education: with robust security for the teachers, businesses, and educationists associated with the blockchain network, protecting their vulnerable personal data.

The multi-sig wallet is a virtual wallet, which links the user with several guarantors (three in our case) making sure the entire transaction process is transparent and legal.

Problem areas addressed: Data Security and Access Control

SAFETY
- The service will not initiate a transaction byitself, it requires a key and signature
- Stealing the online password WONT BE ENOUGH TOSteal the funds in blockchain
- Malware on the device cannot hack the system

CONVENIENCE
- The teacher can access his/her funds from any device
- He/She does not need to remember the private key and can have the room to access the funds

RECOVERY
- They can recover funds even if the device gets shut down or is under virus attack
- Losing website, the private key or the password is possible but funds is not

PRIVACY
- Privacy will be maintained for every teacher inthe blockchain with respect to their funds

Using the Wallet

Teachers can securely generate multi-signature addresses provided it is a secure offline environment where the desktop computer or the mobile phone is not connected to the internet (to avoid being hacked in worst case scenarios).

When using a smart contract specific web form, the teachers can pick customizable values in the smart contract. For example, they may select a list of candidates for Voting and when they press the Submit button, the entire process will initialize the Smart Contract in the blockchain network.
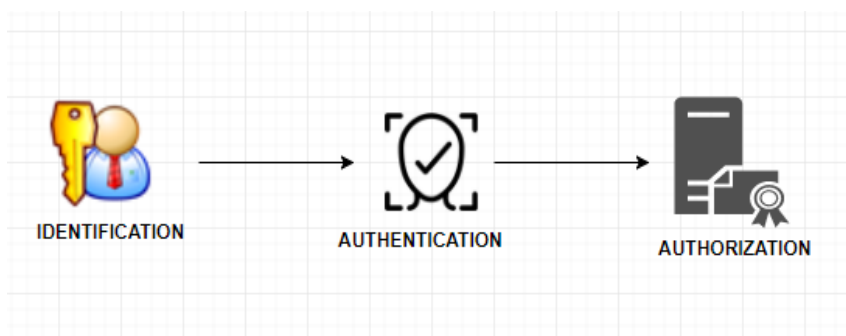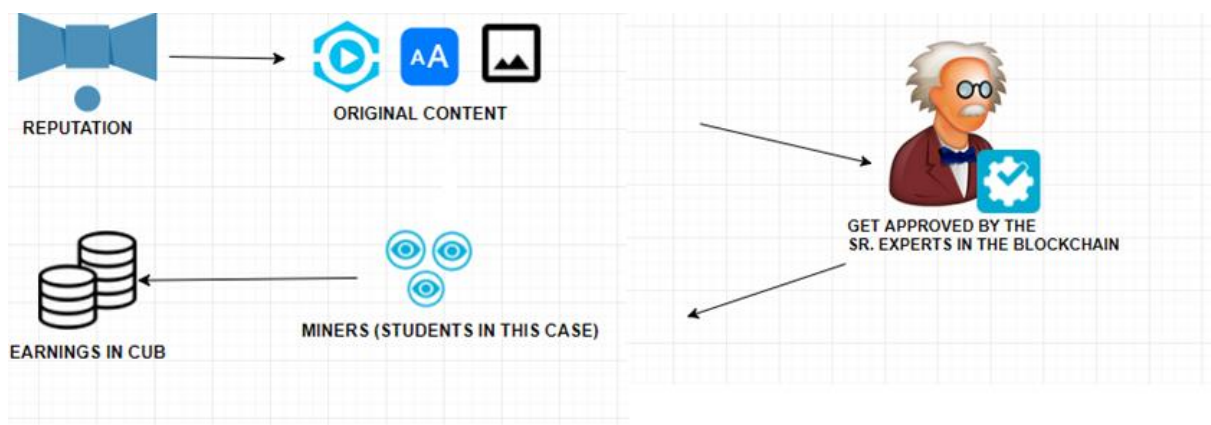
6.3 *Use Case 3: Teachers' Incentive Program*

The Little Detective edutainment platform will only permit educators to contribute and share input in terms of content. The content of the system can be in different forms such as audio, video as well as the written form. As educators will be able to contribute to the system, it is crucial to verify their professional identity.

In order to ensure that only authentic contributors/educators contribute content on the platform, a proper KYC protocol will be implemented on the blockchain, which will confirm the identity of a contributor/educator. In return, the contributors will earn in the form of IXE tokens (coins for Little Detective platform).

These rewards, taken only from our Reserves, will be credited to the teacher's account only after approval by the senior educational research fellows. The quality of content provided will contribute to the reputation of the contributors, which will help them to earn extra tokens.

IDENTIFICATION → AUTHENTICATION → AUTHORIZATION

APPROVAL OF CONTENT

REPUTATION

ORIGINAL CONTENT

GET APPROVED BY THE
SR. EXPERTS IN THE BLOCKCHAIN

EARNINGS IN CUB

MINERS (STUDENTS IN THIS CASE)

7.0 SYSTEM FLOW DIAGRAM

Highlights

- *Be Secure –* guarantee that unapproved outsiders cannot read or reach the records (hacking);
- *Enable People to Transact –* offer access to everybody with a legitimate engrossment to direct exchanges by listing them on the record; and
- The parties involved must execute the agreement for it to occur. A smart contract is self-executing, meaning that when the guidelines are aligned to a blockchain, the exchange will happen when the proper conditions are present, with no further activities required by the people involved in the exchange or outsiders. This setting subsequently allows smart contracts to speak to a built-in mechanism without boundaries and without having to see the person transacting at the other end.
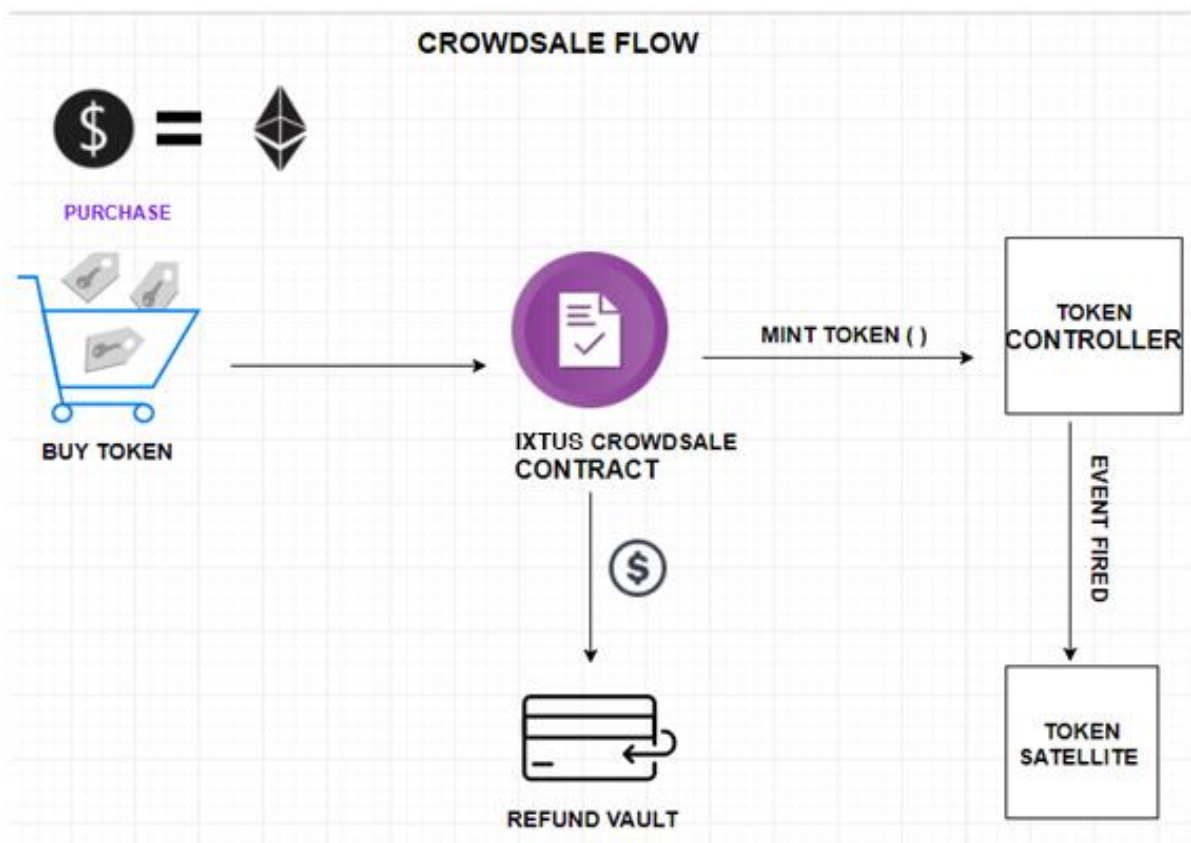
CROWDSALE FLOW

IF CROWDSALE GOAL IS REACHED AFTER CROWSALE ENDS

FINALISE ( )
BY OWNER

REFUND VAULT

ALL THE ETHER GETS FORWARDED

MULTISIG WALLET

APPROVED BY 3 GUARANTORS
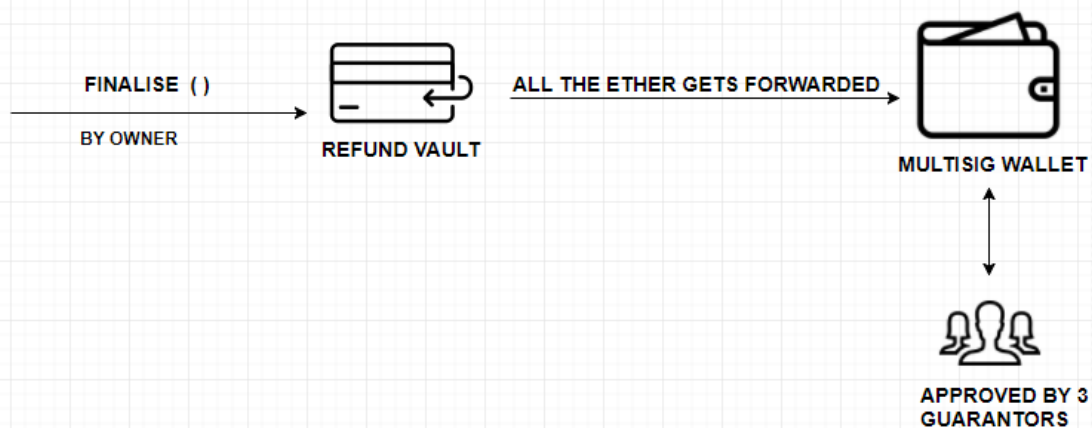
IF CROWDSALE GOAL IS NOT REACHED AFTER CROWSALE ENDS

FINALISE ( )
BY OWNER

REFUND VAULT

CLAIM REFUND

ENABLE REFUNDS

INVESTMENT
RETURNED
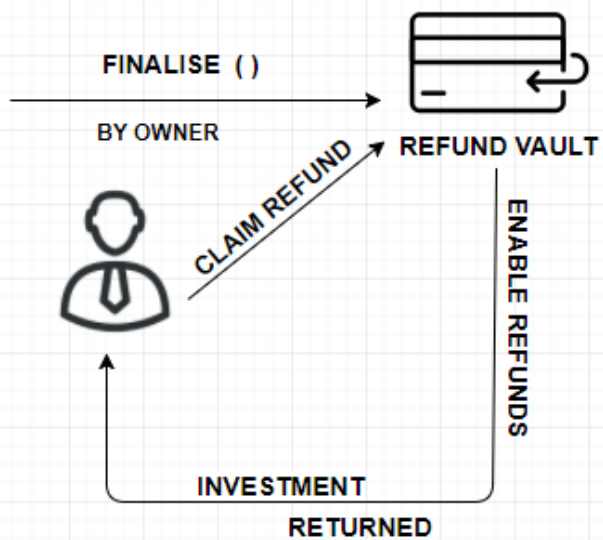
This is how smart Contracts work in Edutainment Sector

STEP 1

An Event is Executed by itself
and the contract is verified,it will execute
itself according to the terms and conditions coded in the contract

STEP 2

A Contract between IXTUS and the Teacher is written in code
and encrypted in the blockchain .Here ,the individuals in the
chain are anonymous but the entire contact is public ledger.

STEP 3

The Regulating authority can view the on-going contract and
keep a vigil on the happenings whilst maintain the Privacy.

8.0 TOKEN DETAILS, ALLOCATION & SUBSCRIPTION FEE STRUCTURE

8.1 Token Details

TOKEN SYMBOL:	IXE
ROLE OF TOKEN:	Enable trade of data between data owners (teachers) and Ixtus, as well as functioning as utility token to access "Little Detective".
TOTAL TOKENS MINTED:	1,500,000,000
TOTAL TOKENS ISSUED IN TOKEN SALE:	660,000,000
PRICE PER TOKEN (IXE):	0.0002 ETH
SOFT CAP:	5,000 ETH
HARD CAP:	70,000 ETH

Ixtus Edutainment intends to offer digital utility tokens (IXE) in Singapore to raise funds for development, growth and operation of the platform, "Little Detective". The token standard employed is based on Ethereum's ERC-20 protocol.

Token holders shall have the access rights to use the edutainment platform based on the tiers of subscription (Please refer to Tariff table 8.3a). Additionally, the utility token has another incentivising function to reward content builders and contributors, ensuring that the quality and quantity of content is always steps ahead of any competition.

Disclaimer:

Please note that IXE Token holder does not;
- *represent an ownership interest in Ixtus Pte Ltd or in the Ixtus Edutainment Platform;*
- *entitle its holder to the status of a lender or a creditor; and*
- *give the right to receive dividends or profits.*

KYC – Know Your Client

Ixtus Edutainment prioritises the safety of users, investors and contributors. The constant breakthroughs in technology mean that the world is becoming smaller and even more connected. While it is inevitable the Internet of Things (IoT) and Blockchain will be intertwined, we need to ensure the biggest concern of security is addressed.

We understand not everyone will agree with the ideology behind KYC, especially since cryptocurrencies are supposed to be pseudo anonymous. However, in order for "Little Detective" to be a credible product to the masses and a partner to education bodies and companies, we need to be transparent and voluntarily comply with the standards and ensure all the sources of funds are legitimate, i.e. no illicit sources, funds that contravene regulations, or terrorism-linked funding.

The increasing popularity of ICOs has become the focus in recent months and KYC is becoming a standard requirement to ensure investors can legally participate. It is also recognised that compliance extends the reach to a larger audience and redefine the physical boundaries to operate such a project.

 Taking this into account, we will require everyone to go through the process (KYC) while registering or participating in our token sale. Please also review and confirm Ixtus Edutainment Token Sale terms and conditions while going through the process.

Please note that:

- Only people who registered for the token sale, whitelisted their wallet addresses and went through our KYC process will be allowed to participate in the token sale;

- You can identify yourself through our web page using your computer or smartphone with camera capabilities. Identification failure may result from image quality issues or documents that do not meet the requirements;

- KYC procedures will require you to upload your facial and ID/passport pictures. Ixtus Edutainment will process all your personal data in confidence; and

- Due to possible legal uncertainty, participants from certain countries may not be allowed to participate in the token sale.

The ERC-20 protocol

Before ERC-20 protocol was available, every ICO token would have its own set of rules to transfer tokens, with its unique name and possibly different ways to go about programming these rules. If a developer wanted to enable trading between Token A and Token B, the intricacies of each smart contract would need to be considered in order to trade.

The complexity of the situation is exponentially reduced with the release of the ERC-20 protocol standard. It contains functions that enable trading for tokens, including the transfer of tokens, inquiries on the balance of tokens at a certain address, and the total supply of tokens. All ERC-20 compliant tokens have the same functions and hence, no matter how many different tokens are out there, the same system can support their trading.

With this protocol, the process is standardized, safer and simpler, enhancing the liquidity of the tokens.

Presently, the vast majority of projects leverage the Ethereum blockchain and the ERC-20 standard to operate their platforms. It is very likely that this market will continue to grow with new and better applications that meet this standard in order to interact with one another.
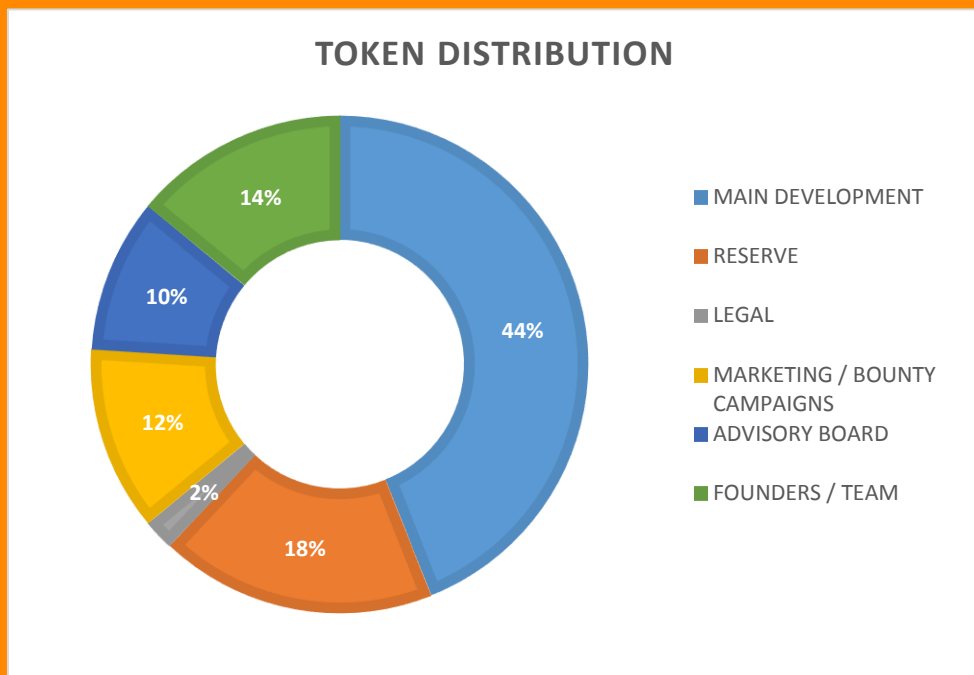
8.2 IXE Allocation Overview

44% of all minted Ixtus Edutainment tokens will be offered by the blockchain to the public under our ticker symbol IXE. The crowdsale will take place in May 2018 and stay open for 14 weeks or until the hard cap of 660M IXE is achieved.

18% of the tokens will be reserved for further developments to the program, including incentives for educators and credible contributors to the curriculum.

10% of raised IXE Tokens will be allocated to the advisory board whereas founders and the Ixtus team will have a share of 14%. Check out more details below on the graph:

TOKEN DISTRIBUTION

- MAIN DEVELOPMENT
- RESERVE
- LEGAL
- MARKETING / BOUNTY CAMPAIGNS
- ADVISORY BOARD
- FOUNDERS / TEAM

8.3 Subscription & Fee Structure

The learning program will be made available over the App via subscription and a lite version (Free). Upon payment of the subscription fee through token, parents and children will have access to an entire year's bank of material based on the child's age for the subscription period.

a. **Tariff Table**

Subscription Period / Segment	12 months
3 Years Old	USD 30.00 equivalent of token
4 Years Old	USD 30.00 equivalent of token
5 Years Old	USD 35.00 equivalent of token
6 Years Old	USD 35.00 equivalent of token
7 Years Old	USD 40.00 equivalent of token
8 Years Old	USD 40.00 equivalent of token

9.0 TOKEN SALE DETAILS

CROWD SALE	44% / 660M IXE
Private Sale (3 weeks)	• 1 ETH = 20,000 IXE • 250M IXE = 12,500 ETH
Pre-Sale (1 month)	• 1 ETH = 8,000 IXE • 150M IXE = 18,750 ETH
Token Sale (7weeks):	• 1 ETH = 5,000 IXE • 200M IXE = 40,000 ETH

To mitigate volatile cryptocurrency markets, a runway of 7 weeks will be provided to the entire blockchain network. Funds raised by Ixtus will be allocated with bonuses as follows;
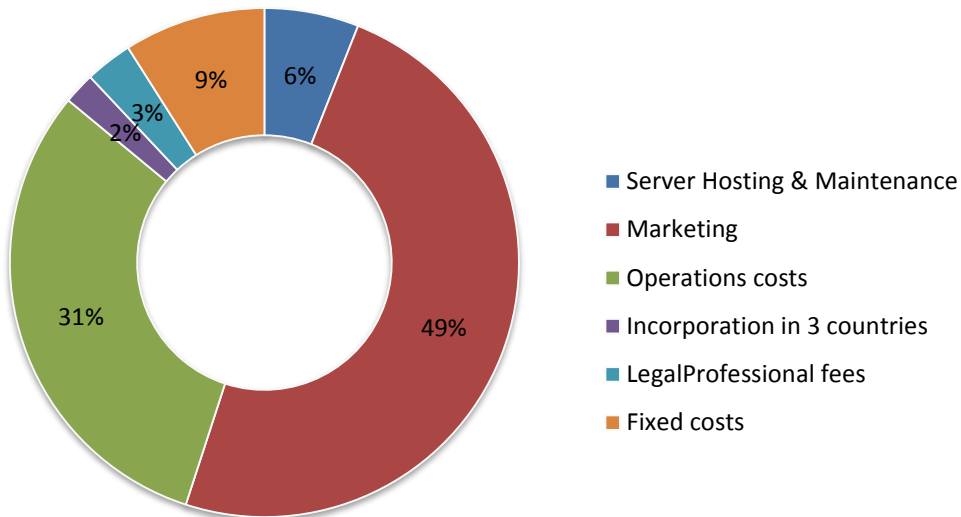
60M TOKENS FOR BONUSES DURING TOKEN SALE

WEEK-1	30% Bonus
WEEK-2	25% Bonus
WEEK-3	20% Bonus
WEEK-4	15% Bonus
WEEK-5	10% Bonus
WEEK-6	5% Bonus
WEEK-7	N/A

Crowdsale tokens distribution schedule

- Server Hosting & Maintenance
- Marketing
- Operations costs
- Incorporation in 3 countries
- LegalProfessional fees
- Fixed costs

6% · 9% · 3% · 2% · 31% · 49%

User Growth with Ixtus

Ixtus allows the education sector to monetize their data on their defined terms. The plan here is to reward users from the very beginning on the basis of the quality and informative content being shared.

10.0 SAMPLE PAGES

10.1 Sample Quest

Every quest will start with an introduction to the storyline. It will be a different adventure each time, set in a different theme. In this sample quest, the location is set in the forest.

Storyline: *Tim's good friend "Map" is lost in the forest. Help her find her friend!*

Flash Animation Narration: *Tim saves "Map"! Tim's good friend "Map" is lost in the forest. Can you help her find her friend? Say "Yes" to go on the adventure! Can you repeat after me? "Yes"!*

Child's Action: *Voice Command or Mouse Click*

(Voice recognition should be able to identify the word "yes" and continue with the animation. If a wrong response is given, the animation will request the user to say the right word again. If the wrong answer is given after 3 tries, the animation will proceed, but the program will prompt the user the right word by repeating it in the right pronunciation.)

Skill-set Category: **Language and Literacy**

Upon continuation of the quest, the child will be presented with the quest map.

10.2 Flash Animation Narration: *To get to "Map", we must first cross the river. The river is where the arrow is pointing. The river is a quick flow of water. To join me in this quest, click on the river or say "river"!*

Child's Action: *Voice Command or Mouse Click*

(Voice recognition should be able to identify the word "river" and continue with the animation. If a wrong response is given, the animation will request the user to say the right word again. If the wrong answer is given after 3 tries, the animation will proceed, but the program will prompt the user the right word by repeating it in the right pronunciation.)
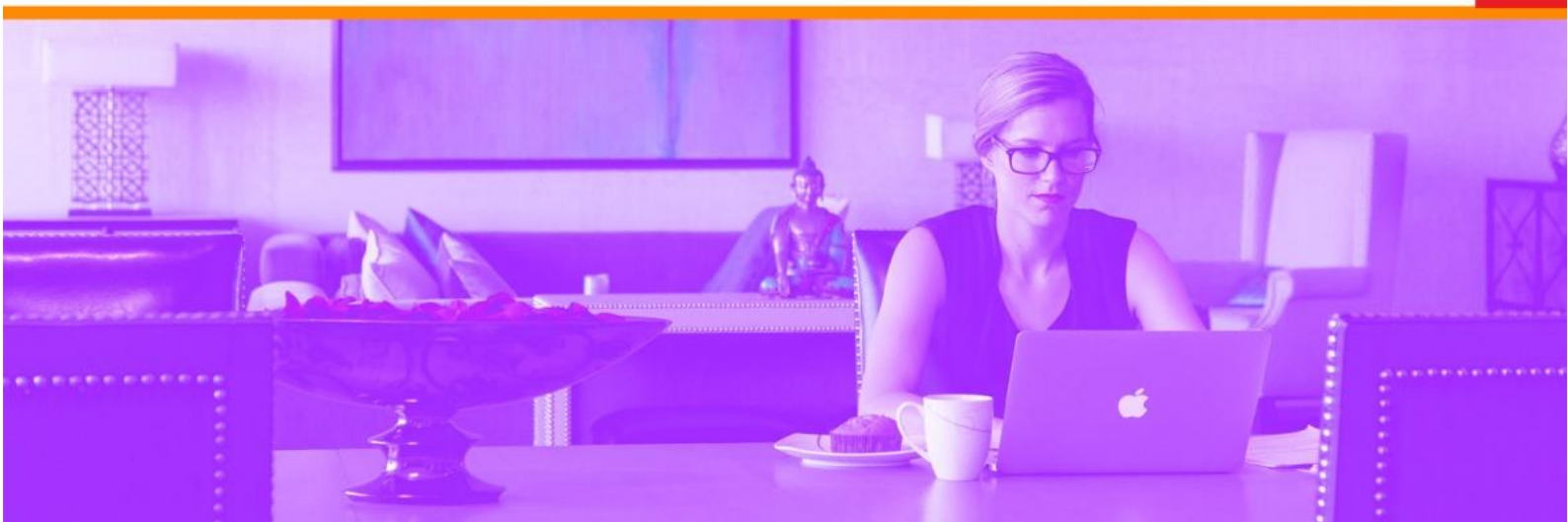
Upon continuation of the quest, the child will be presented with the first task.

10.3 Skill-set Category: *Language and Literacy*

Flash Animation Narration: *One day, Tim and Mr. Sausage were preparing breakfast. Can you spell "Breakfast"?*

Child's Action: *Voice Command or Mouse Click*

(Voice recognition should be able to identify the individual letters' (B-R-E-A-K-F-A-S-T) input and continue with the animation. If a wrong or inaccurate response is given, the animation will request the user to say the sentence again. If the wrong or inaccurate response is given after 3 tries, the animation will proceed, but the program will prompt user the right sentence by repeating it in the right pronunciation.)

Upon continuation of the quest, the child will be presented with the second task.

**10.4** *Skill-set Category:*   *Letter and Alphabet*

Flash Animation Narration: *To get across to the next stage, we need select the letter "G". You need to choose all the letter "G" to continue.*

Child's Action: *Voice Command or Mouse Click*

(Voice recognition should be able to identify the word "LEFT OR RIGHT THEN CLICK OR SELECT" and continue with the animation. If a wrong response is given, the animation will request the user to say the right word again. If the wrong answer is given after 3 tries, the animation will proceed, but the program will prompt the user the right word by repeating it in the right pronunciation.)

Upon continuation of the quest, the child will be presented with the third task.
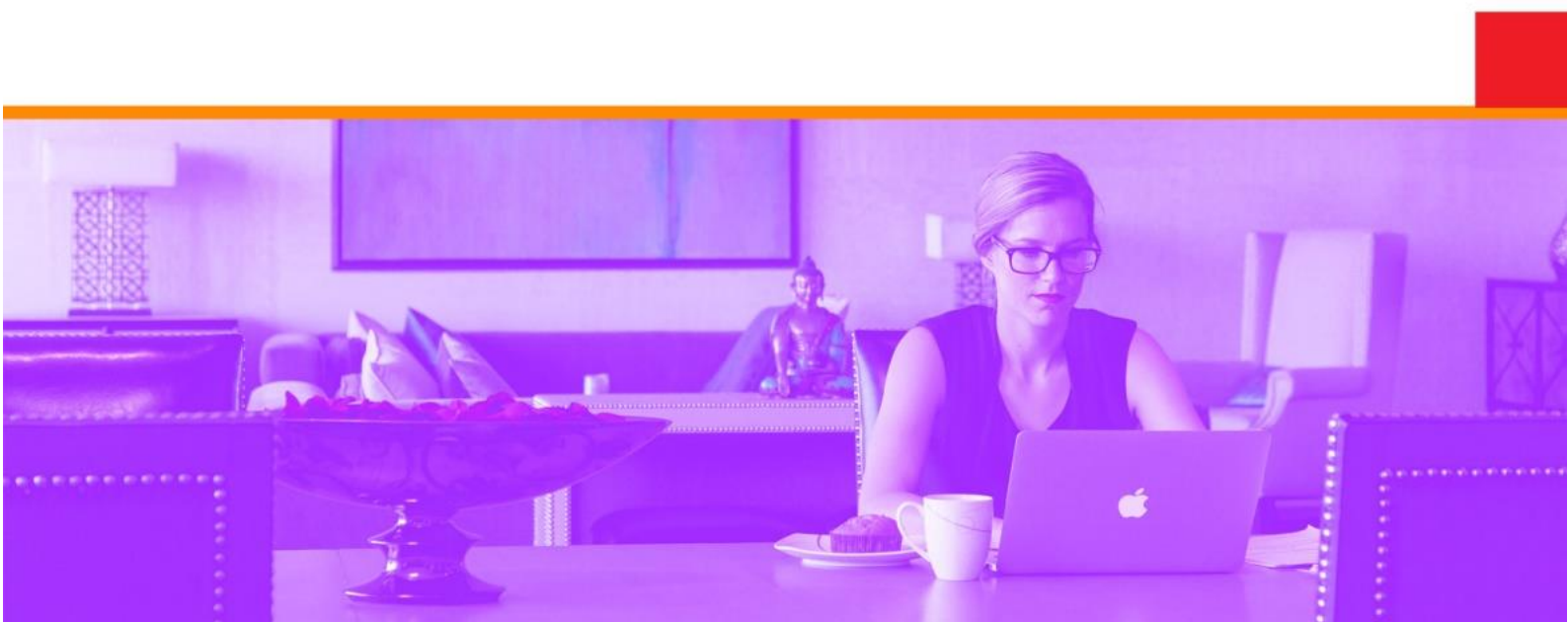
10.5 *Skill-set Category:*   *Environment and Social Studies*

Flash Animation Narration: *We need to use the mouse or voice to select the shape. The computer part does not follow an order. Can you help me find the "Square parts"?*

Child's Action: *Voice Command or Mouse Click*

(Voice recognition should be able to identify the word "LEFT OR RIGHT THEN CLICK OR SELECT" and continue with the animation. If a wrong response is given, the animation will request the user to say the right word again. If the wrong answer is given after 3 tries, the animation will proceed, but the program will prompt the user the right word by repeating it in the right pronunciation.)
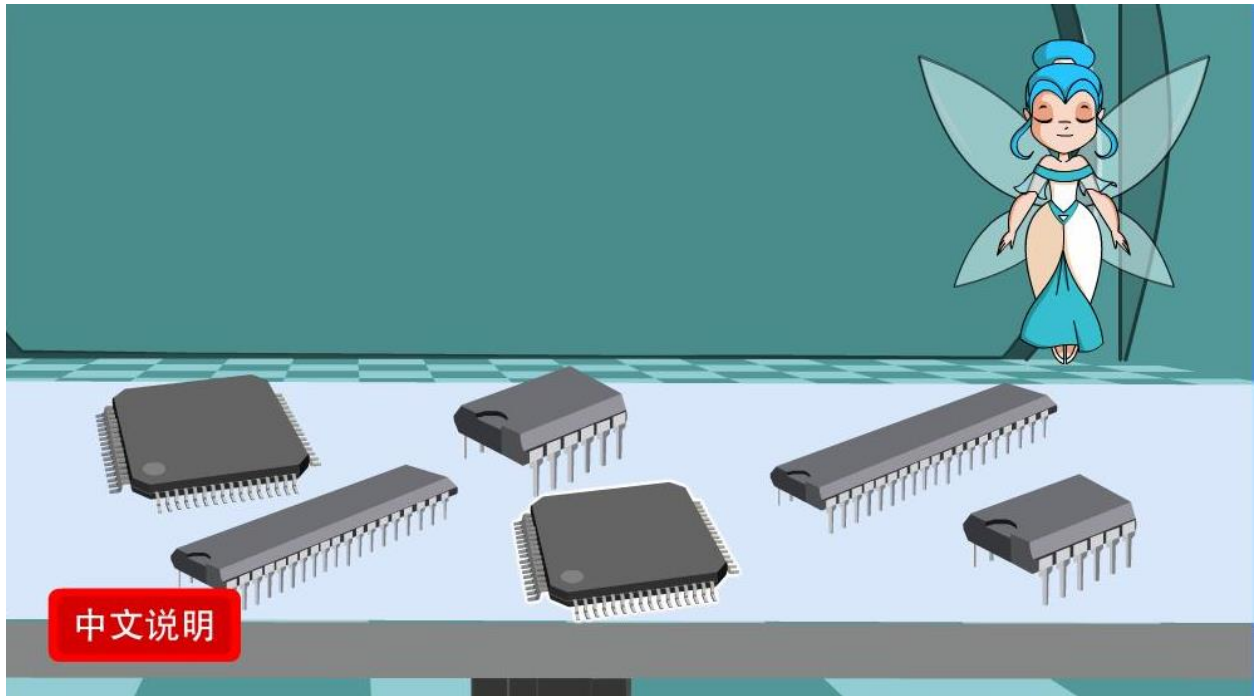
This concludes the first of 3 missions within the quest. The quest sample stops here, but what follows is 2 repetitions of similar format missions with different environment backgrounds.

The World

11.0 MANAGEMENT TEAM

Mr. Alan Bek • Chief Executive Officer

Mr Bek started his career in 1995 with a US based commercial financing company in Singapore. Given his strong background in developing robust credit policies and guidelines, he was seconded to start up a financing arm for Volvo Finance with headquarter in Beijing, China.

He successfully steered the development of the new financing company and trained new batches of credit and finance managers in different provinces for Volvo China. With his financial management experiences and a good business sense in sales and business development, he progressed to head the channel sales for Volvo Construction Equipment China with manufacturing facilities in Shanghai.

Mr Bek is now a business advisor to local companies for strategic business and market development. In addition to sourcing for funds, he also facilitates businesses with interests to expand overseas, especially China.

Dr Jane Ching Kwan • Curriculum Advisor

Dr. Jane obtained her Ph.D from the University of North Carolina, USA and specializes in child development & technology. Besides running her own program for early childhood teaching, she is also the founder of renowned KLC School of Education which trains childcare education professionals in Singapore.

"Little Detective" is endorsed by prominent child educational expert Dr. Jane. She advises on the project development and actively participated on the features, content and creative direction of the program.

Sanket Agrawal • Crypto Advisor

An early adopter of Bitcoin and Blockchain technology since 2013, Sanket is an ICO Advisor for global clients on ICO launching strategies, management and execution, helping clients to raise millions of dollars. A digital transformation leader, he provides consultancy services to start-ups and companies in idea conceptualisation, product design and development to succeed in the crypto world. Sanket is also credited as part of the core team designing one of world's largest crypto exchange.

Sanket is very well connected with top global Blockchain and Bitcoin experts and can provide end to end solutions for ICOs. Besides representing clients in international Blockchain and ICO conferences, he is also regularly invited as a speaker.

Sydney Ifergan • Marketing Advisor

Sydney Ifergan has specialised in Online Marketing and Web Analytics for more than 20 years. He focused on Search Engine Optimization (SEO) and online marketing experience in the past 10 years. Sydney also served as the CMO for a large brokerage. Well known for being result driven and a perfectionist, he has been sought after as a consultant for various international brokerages to maximise their online marketing efforts and their optimal utilization of technology.

Highly motivated and energetic, Sydney is a team player, who is well respected in the crypto arena. Ranked among the top 20 ICO experts on the ICObench, he has worked on numerous successful ICO projects including but not limited to trade.io, Bitxoxo, Lydian and Xinfin.io.

Josh Tan • Chief Technology Officer

Josh Tan has over 20 years of experience, handling local/overseas projects that include branding, content development and project management in various fields (advertising, interactive online portal, social media, e-commerce, games design, etc.)

Serving clients from all over the world (From Fortune Top 500 companies), Josh's multi-linguistic capabilities created extra value for the projects, executing flawless proposals, presentation and reports in different languages without losing any pertinent points and retaining the important cultural context from the original language.

Samuel Seow • Legal Advisor

Samuel Seow is the founder and Managing Director of Samuel Seow Law Corporation. He is renowned in the fields of intellectual property, general commercial and corporate law given his expertise and experience in these industries.

The Asia-Pacific Legal 500 has ranked Samuel as a "significant individual" in the fields of Intellectual Property law and Technology, Media and Telecommunications law. He is recognised as the "celebrity lawyer" of Singapore for his extensive experience in representing well-known personalities in Singapore and around the globe. Samuel is also acclaimed as a knowledgeable speaker on topics relating to law and entrepreneurship and has been an invited speaker at numerous international events.

Thomas Tan • Media Marketing

Having a proven track record in running successful campaigns, Thomas has shown high competency in evaluating and developing marketing strategies and plans. He is also a cryptocurrency enthusiast who has personal interest in blockchain technology since 2012. Utilizing blockchain technology, Thomas also manages multiple mining farms.

Armed also with vast knowledge in social media and content marketing, Thomas and his team, will be optimising Ixtus Edutainment's marketing campaign through SEO, influencer networks, social media platforms and community building.

Dennis Tan • Business Development

Dennis has significant marketing expertise with a demonstrated record of working in the automobile industry. With over 15 years of experience in operations and business development, he has attained recognition with various awards. Intrigued by the impact cryptocurrency has on the financial world, Dennis has been following closely to the developments not only on research basis but also has been actively investing in this market since 2016.

Dennis is an ambitious, determined and charismatic individual who strongly believes in building strong ties with clients, bringing enthusiasm and drive to projects he is involved in.

12.0 ROADMAP

Stage	Start	End
Development	Upon achieving Soft Cap target	
Phase 1	September 2018	August 2019
Phase 2	September 2019	August 2020
Phase 3	September 2020	August 2021
Phase 4	September 2021	August 2022

Development Stage
- Seed round completed. Work commences.
- Team building and preparation of operations.
- Consolidating of IP and evaluation of technology.
- Executing project milestones.
- Establishment of Focus group

Phase 1

China

Month	Activities
1 & 2	Voice Over (Mandarin)
3 to 7	Animation programming
5 to 10	Game Programming
10 to 11	Full Integration period + upload
12	Roll-out (3 months)

Phase 2

Indonesia

Month	Activities
1	Voice over adaptation to Bahasa Indonesia
2 to 4	Animation adaptation
5	Integration + minor changes
6	Roll out

Vietnam

Month	Activities
1	Voice over adaptation to Vietnamese
2 to 4	Animation adaptation
5	Integration + minor changes
6	Roll out

Phase 3
- *Rest of Asia Pacific*

Phase 4
- *International*