



Picax

Sell your Instagram photos with #picax

What is Picax?

Picax is a platform that lets you earn cash and cryptocurrency by selling your Instagram photos to brands and content creators. All you need to do is add #picax to your photos.

Our objectives:

1. Inspire creativity in millions of people
2. Democratize photography business and empower casual photographer
3. Create economy around unmonetized photography and make it available to content creators
4. Lead adoption of cryptocurrency in mainstream markets
5. Make project backers happy

Our philosophy:

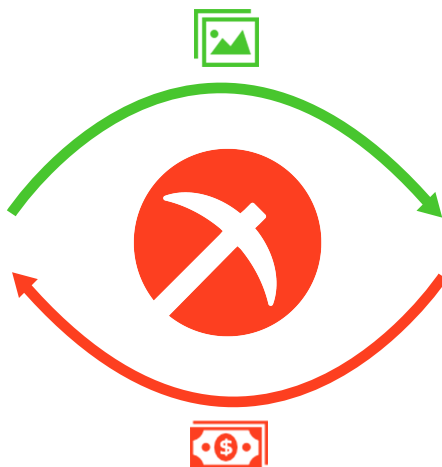
"We believe that thinking big, questioning the ordinary and taking chances is a path to building something truly worthwhile. This is why we set ourselves to inspire creatives to tell stories and share ideas in a way that stands out. To achieve it, we bring natural photography talents and professional content creators together."

Picax brings two massive audiences under one roof with unique benefits to each.

- Make money from hobby
- Gain followers
- Establish reputation
- Sell using a single hashtag natively on Instagram



Alice
Casual photographer



- Authentic & unique photography
- Unlimited downloads
- Great price - \$30 /month
- Find and download a photo in 3 taps



Alexandra
Marketer

Why is Picax relevant?

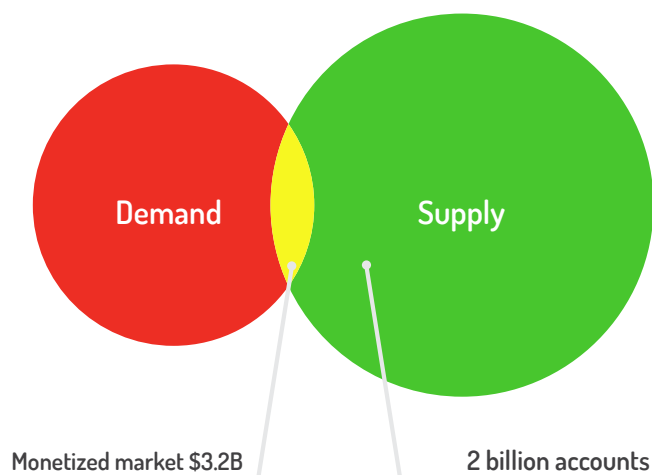
"Most amateur photographers have **never sold a photo**. Their photos remain **unavailable to content creators** due to copyright."

Market trends:

 Booming demand for authentic storytelling

 Great smartphone cameras

 95M daily new photos on Instagram





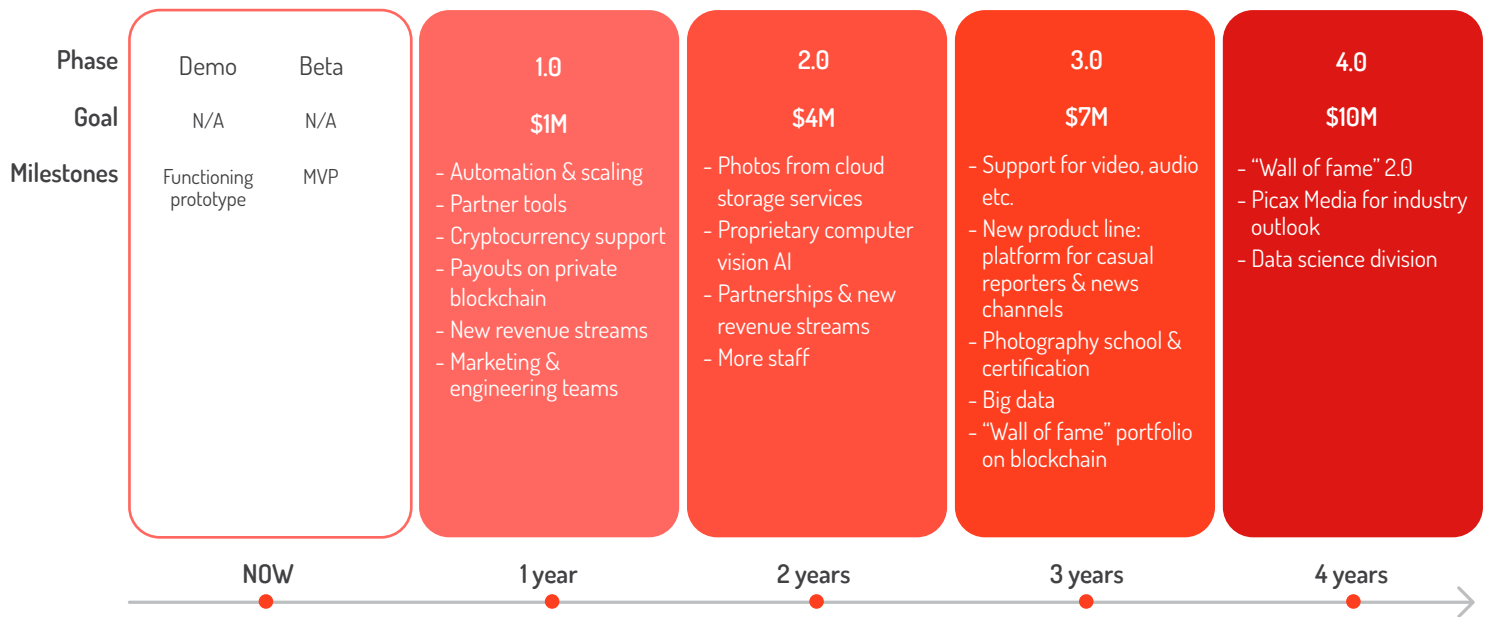
Business model

Paying customers are the 'profit per X' in Picax business model supplemented by other revenue streams.



Projected roadmap

Picax already has a closed **demo** with 500+ photos and 26 photographers. Open beta at a larger scale is scheduled for early 2018, regardless of the tokensale results. Further milestones require additional funding. Picax will also adjust to new technology or shift in consumer demands that may emerge.



Picax Token

Picax Token (PIC) gives **exclusive privileges** to all kinds of supporters:





Picax Tokens represent real photos, advertising and other utility.



Price of 1 PIC is equivalent to \$1



Privileges and thus the token grow in value with the company. Token spending leaves less in circulation and further increases the price of your tokens. Ultimately this also gives PIC investment and trading value.

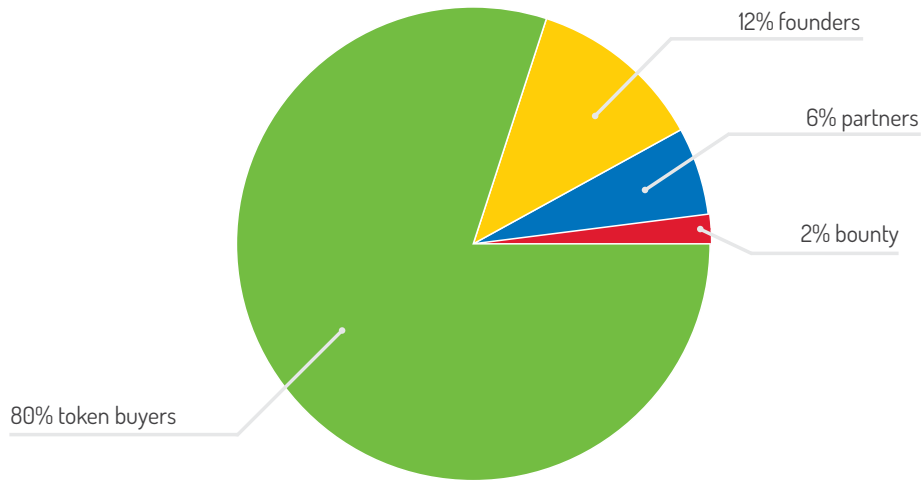


Total amount produced - 15 000 000

Additional privileges for owning more tokens:



Token distribution :



Picax trivia

- Picax is a *tool* for photographers and content creators. Pickaxe is also a *tool*.
- Pickaxe is used for *mining*... We secretly utilize devices of our users to mine Ether (just kidding).
- Pickaxe is a symbol of the famous California Gold Rush of 1849. Many *common people* (*casuals and amateurs*...) used this tried and true tool to *make money*.
- Today California (San Francisco, Silicon Valley, Bay Area) is a global capital of technology & innovation and a symbol of startup world (**cough* Picax *cough*...*)
- We want to make photos a *commodity*. Gold is also a *commodity*.
"ax" or "aks" is a common mispronunciation of "ask". "Pic" + "ax" means a place to *ask for a photo*.